



NEXTWAVE

CHANGE COLLECTIVE

2027 Sponsorship Opportunities



Event Name: NextWave Change Collective

Annual Theme: Human By Design: Leading Change in the Age of AI

Event Date: April 7, 2027

Event Location: Indigenous Cultural Center at Scottsdale Community College

Presented by ChangeSync

About the Event

NextWave Change Collective is Arizona's premier conference for professionals leading organizational transformation. Bringing together HR leaders, project managers, executives, change practitioners, and innovation leaders, NextWave explores the intersection of AI, workplace culture, and change leadership through practical, actionable learning.

Attendees don't come to simply hear about change, they come to connect with peers, discover new ideas, and build the relationships that help shape the future of work. For sponsors, that means meaningful access to professionals who influence strategy, technology adoption, workforce initiatives, and organizational transformation.

Audience Overview

100+ professionals driving organizational transformation

NextWave attracts professionals responsible for helping organizations navigate change, adopt new technologies, strengthen culture, and deliver strategic initiatives.

Attendees roles include:

- HR Leaders
- Project Managers
- Change Management Professionals
- Transformation Leaders
- Executives
- Organizational Development Leaders

These professionals influence decisions related to:

- AI adoption
- Change management
- Employee experience
- Leadership development
- Workforce transformation
- Enterprise technology
- Organizational strategy

Industries represented include:

- Healthcare
- Technology
- Financial Services
- Education
- Utilities
- Consulting
- Public Sector



Your sponsorship reaches this audience through an integrated campaign before, during, and after the conference.

Sponsor Reach: audience outreach includes:

- LinkedIn (10,000+ audience)
- Digital newsletters (monthly)
- A monthly peer-networking event hosted by ChangeSync (100+ attendee organizations)
- Personalized email campaigns (22K+ recipients)
- Dedicated Slack channel for attendees

Your sponsorship is promoted across multiple digital and in-person touchpoints, extending your visibility well beyond conference day.

Sampling of previous attending organizations:

- Arizona State University
- Maricopa County Sheriff's Office
- Arizona Public Service
- Salt River Project
- Frost Bank
- Geico
- Boeing
- Intel
- Cisco
- MassMutual
- Baylor Scott & White
- Huron
- Starbucks

Why Sponsor?

Partner with the professionals shaping the future of work.

NextWave sponsorship is more than logo placement, it's an opportunity to build meaningful relationships with professionals leading organizational transformation.

Throughout the conference and surrounding marketing campaign, your organization will engage with decision-makers responsible for AI adoption, workforce strategy, culture, leadership, and enterprise change initiatives.

Whether your goal is increasing brand awareness, generating business opportunities, identifying top talent, or demonstrating thought leadership, NextWave provides multiple opportunities to connect with an engaged professional community before, during, and after the event.





Sponsorship Packages



Supporting Sponsor — \$1,500

Build awareness with Arizona's leading community of change professionals.

- Logo on the NextWave event website
- Logo in the attendee event guide
- Sponsor recognition on NextWave social media
- Sponsor recognition during opening remarks
- Sponsor listing with company description and website link on the NextWave event webpage
- **2 complimentary conference passes**

Partner Sponsor — \$3,000

Increase visibility and engage attendees across multiple conference touchpoints.

Everything in **Supporting**, plus:

- Enhanced logo placement across event marketing materials
- Half-page advertisement in the attendee event guide
- Featured in two pre-event email campaigns
- Dedicated sponsor spotlight on NextWave LinkedIn
- Branded presentation slide displayed before keynote sessions
- **4 complimentary conference passes** (total)

Premier Sponsor — \$5,500

Maximize your brand presence and establish your organization as a leading supporter of the NextWave community.

Everything in **Partner**, plus:

- Full-page sponsor profile in the attendee event guide
- Premium logo placement on conference signage
- Dedicated sponsor feature in four event email campaigns
- Two dedicated social media features highlighting your organization
- Access to the opt-in post-event attendee contact list
- Recognition as a Premier Sponsor during opening remarks
- Priority logo placement across conference materials
- Sponsor resource table in the networking area
- Sponsor-provided resource included in attendee digital toolkit
- **6 complimentary conference passes** (total)



Other Sponsorship Opportunities



Morning Connection Sponsor — \$3,000

Own the first conversation of the day as **our breakfast sponsor!** Welcome attendees, build relationships, and associate your brand with an energetic start to this full-day event.

- Exclusive sponsorship of the morning breakfast and networking experience
- Recognition on breakfast signage and tables
- Verbal recognition during breakfast and opening remarks
- Featured in pre-event email campaign
- Logo on website and event guide
- Opportunity to place branded materials at breakfast tables
- **4 complimentary conference passes**

Networking Lunch Sponsor — \$4,500

Lunch sponsorship puts your brand at the front and center of NextWave's most social and memorable networking window. This is a powerful opportunity to connect with audiences during a natural pausing point, when attention and conversations run high.

- Exclusive sponsorship of the networking lunch
- Naming rights for the lunch experience
- Recognition throughout the lunch area
- Opportunity to place branded materials or giveaways on attendee tables
- Featured in pre-event email campaign
- Logo on website and event guide
- **4 complimentary conference passes**

Welcome Experience Sponsor — \$500

Registration is the first stop for every attendee. Give them something practical, visible, and useful to carry all day!

- Exclusive branding on a useful swag-bag item
- Logo on event website and program pamphlet
- Option to attach a short sponsor message, QR code, or card



Contact & Next Steps

Let's build the future of work together!

Please reach out to discuss sponsorship opportunities in more detail. We are happy to customize sponsorship opportunities to align with your organization's goals and the visibility you're looking to achieve through NextWave Change Collective.

Sponsorship is more than logo placement, it's an opportunity to build meaningful connections with a community of professionals shaping the future of work. Your partnership supports collaboration, innovation, and leadership while positioning your organization alongside those driving organizational transformation.

Thank You for Your Consideration!



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