

Sell Secure Charging As A Sponsor Asset

A short guide for event organizers packaging Phonebooth charging stations as useful, sponsor-ready attendee amenities.

The sponsor need

Brands want visible, useful attendee engagement beyond passive logo placement.

The attendee need

Attendees rely on phones for schedules, maps, QR codes, networking, photos, rideshare, payments, and communication.

The organizer opportunity

A practical amenity can become sponsor inventory that creates new sponsorship profit.

USE THIS FRAMING

The core pitch

"Help attendees stay connected while giving your brand a visible, high-utility sponsorship touchpoint at the event."

- 1 Build the sponsor offer.
- 2 Price the sponsorship.
- 3 Send sponsors the copy and benefits on pages 4-5.

WHAT THE SPONSOR IS BUYING

Build the sponsor offer

Sponsors are not buying access to an outlet. They are buying a branded service moment that attendees actively seek out during the event.

Package name	What the sponsor receives	When to use it
Official Phone Charging Sponsor	Named recognition, station signage, map/app listing, and sponsor visibility at charging touchpoints.	Most general sponsor decks.
Attendee Connectivity Sponsor	Sponsor positioned around keeping attendees connected throughout the event.	Business, tech, professional, or networking-heavy events.
Charging Lounge Sponsor	Charging station plus seating, lounge signage, and premium placement.	Higher-value placements or long dwell-time events.
Secure Charging Partner	Utility-focused sponsor package emphasizing secure device charging.	Venue-forward events, expos, meetings, and practical sponsor categories.

Alternate sponsor names: Stay Connected Sponsor; Powered-Up Attendee Sponsor; Official Mobile Power Sponsor; Event Connectivity Partner

Sponsor benefits to include

- Branded signage on or near the station.
- Sponsor recognition in event materials.
- Placement on event maps or mobile app listings.
- Sponsor and event logos embedded in the Phonebooth mobile web app.
- Trusted guest utility: secure-by-design charging keeps phones locked and protected, giving sponsors a premium brand moment guests actively seek out.
- High-traffic placement near registration, lounge, expo, food and beverage, or networking areas.
- Category exclusivity when the sponsor package is premium.

Example signage placements:

Show sponsors the physical branding area on the station, not just a generic logo mention.



Inventory planning

- Plan roughly one charging station for every 200-400 attendees.
- For example, an 800-person event should usually have at least two and often three stations.
- Sponsor pricing should increase as station count, placement value, or exclusivity increases.
- Multiple stations give sponsors broader attendee exposure.



Price the sponsorship

Price the sponsorship by taking into account rental cost, placement value, attendee utility, sponsor visibility, audience quality, event duration, and exclusivity.

Sponsor price = rental cost + placement value + attendee utility + sponsor visibility + audience quality + exclusivity

Why the examples below matter

These are public third-party examples of charging stations and charging lounges being listed as sponsor inventory. They are not Phonebooth pricing promises, but they help show that event organizers already package charging as a sponsorable asset in real sponsorship materials.

Public example	Listed charging sponsorship	Organizer takeaway
NACHC Workforce Conference	\$15,000 Charging Lounge sponsorship	Charging can support a premium lounge-style sponsor package.
NECX 2026	Phone charging station included at \$10,000 Silver Sponsor tier	Charging can be bundled into a higher sponsor tier.
Civitas 2026	\$8,000 Charging Station Sponsor	Charging can stand alone as a named sponsor asset.
AIM for Climate Summit	\$5,000 Charging Stations package	Even a focused charging package can be priced in the thousands.

Pricing guidance:

Public examples show charging station and charging lounge sponsorships priced from several thousand dollars to \$15,000+, depending on event size, placement, and sponsor benefits. Use those examples as support, then price based on your own sponsor relationships and event value.

Full proof sheet:

<https://thephonebooth.co/assets/phonebooth-third-party-charging-sponsorship-proof-sheet.pdf>

Use the proof sheet to show that charging stations and charging lounges already appear in public event sponsorship materials. The examples are third-party references, not Phonebooth guarantees or pricing commitments.

Use this sponsor language

Short email opener

We are offering a new sponsorship opportunity that helps attendees stay connected throughout the event. [The Official Phone Charging Sponsor] receives visible recognition around secure charging stations placed in high-traffic attendee areas, with optional recognition in event materials, maps, mobile app listings, and sponsor signage.

Deck / proposal copy

Sponsored Secure Charging Station

Keep attendees connected while putting your brand at a practical moment of need. This sponsorship places your brand on or near secure Phonebooth charging stations in visible attendee areas. Sponsors may receive station signage, event-material recognition, map or mobile app placement, and category exclusivity depending on package level.

Best sponsor fits

Technology, telecom, banking, healthcare, transportation, hospitality, utilities, insurance, and local consumer brands.

Best placements

Registration, exhibit hall entrances, networking lounges, food and beverage areas, session corridors, VIP zones, and sponsor villages.

Best close

Offer the package first. Commit to station rental once the sponsor has accepted the opportunity.

Sell it with confidence

Before contacting sponsors

- Confirm expected attendance and event footprint.
- Choose station count using the rule of thumb: 200-400 attendees per charging station.
- Pick the strongest placement zones.
- Select the sponsorship name.
- Set sponsor price.
- Decide whether exclusivity is included.

Sponsor objections

- **Is this just charging?** No. It is a branded attendee service placed where guests need help.
- **Will people use it?** Attendees rely on phones throughout event day for apps, QR codes, maps, photos, payments, and transportation. Even attendees who do not need it today will still see your name associated with something they have needed at some point.
- **Why sponsor it?** The sponsor gets positive association at a useful moment, repeated exposure, and optional category exclusivity.