

HEDGEYE LIVE

MAY 12 - 15, 2022 | HYATT REGENCY, GREENWICH, CT

Reach a highly engaged audience of affluent investors in person and online through a brand they trust.



MACROCOSM

A high-visibility, high-impact multichannel opportunity

An affluent and engaged audience of sophisticated investors across the globe will be joining Hedgeye Live in person, via live online video broadcast, and across multiple social media platforms. Sponsorship packages are designed to connect brands with this investing audience through a wide range of channels.

Sponsors will get in front of:

- **100,000** investors reading Hedgeye's 3 weekly newsletters
- **207,000** Twitter followers of Hedgeye Founder/CEO @KeithMcCullough
- **123,000** Twitter followers of @Hedgeye
- **150,000** Twitter followers of Hedgeye research analysts
- **61,000** subscribers on Hedgeye TV's YouTube channel attracting **240,000+** monthly views
- **300+** affluent investors attending "Hedgeye Live" in person
- **200,000** investors tuning in online live/on demand for "Macrocosm" and a "Real Conversation" broadcast
- **700,000** investors on Twitter across our lineup of special guests tweeting the "Hedgeye Live" event

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PLATINUM SPONSORSHIP

Our in-house creative team and studio personnel will create a bespoke sponsorship package harnessing our powerful global marketing platform. We will tailor this sponsorship accordingly based upon level and scope of the commitment.

The package can include (but is not limited to):

- Active online promotion leading up to the live event including social media, Hedgeye website, HedgeyeTV, YouTube and investing newsletters
- TBD # of tweets from the @KeithMcCullough Twitter handle
- TBD # of tweets from the @Hedgeye Twitter handle and analyst team
- Prominent banner ad linking to your website in multiple investing newsletters promoting Hedgeye Live content (e.g. 6 newsletters to 100,000+ investors)
- Your company brand/logo/ad prominently featured in video intros at the start of online broadcasts, video replays and highlights (estimated 250,000+ views)
- Special mentions by Hedgeye CEO Keith McCullough during live broadcasts of The Macro Show and other HedgeyeTV content
- Sponsorship of the largest booth at the live conference in Greenwich, CT
- Largest logos on all signage throughout the event
- Customized gift bag giveaway included to all live attendees

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GOLD SPONSORSHIP

- Active promotion leading up to the live event including social media, Hedgeye website, HedgeyeTV, YouTube and investing newsletters
- TBD # of Tweets from the @KeithMcCullough Twitter handle
- TBD # of Tweets from the @Hedgeye Twitter handle
- Prominent banner ad with a link to your website in 3 investing newsletters promoting Hedgeye Live content to 100,000+ investors
- Your brand logo appearing on-screen during the live online video broadcasts
- Sponsorship of a booth at the live conference
- Logo included on signage throughout the event
- Gift bag giveaway included to all live attendees

Email HedgeyeLive@Hedgeye.com for more information and pricing.