

# ABI'S VIRTUAL HAPPY HOUR SPONSORSHIPS

ABI's Virtual Happy Hours provide fun online opportunities for networking with colleagues. They are held each Wednesday evening for an hour, and start times vary each week to accommodate multiple time zones.

Weekly attendance ranges from 100-200, and attendees do not need to be ABI members. Following an introductory gathering of all attendees, participants are randomly assigned into two consecutive breakout rooms lasting 20 minutes each, for ease of conversation in smaller group settings and to facilitate networking among attendees. At the conclusion of the second breakout room, all participants are brought back to the main gathering area.

**Sponsoring an ABI Happy Hour costs \$2,000 and provides the following benefits:**

- Sponsor is acknowledged in all pre-event marketing.
- Host may develop and present a short light/fun activity, such as a mixology demonstration, "Good News" segment or other type of presentation.
- Event moderator acknowledges sponsor, as well as all attendees from the sponsoring firm, at the beginning and end of each gathering.
- Background wallpaper featuring the sponsoring firm's logo is used by ABI staff throughout the event to remind participants of your support.
- Attendee lists are available upon request.

**For more information,  
please contact Sharisa Sloan  
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