

# RE-MARKABILITY<sup>®</sup> SUMMIT

People. Designed.



2026

CORPORATE  
SPONSORSHIP  
OPPORTUNITIES

OCTOBER 7, 2026 | ST. PAUL

# THE OPPORTUNITY



## **The hardest and most expensive part of marketing is assembling the right room. This one is already built.**

On October 7, 2026, 200 founders, directors, and senior operators walk into one room in St. Paul. Every one of them completed the RE-DNA® behavioral assessment before arrival. Nobody is in the room by accident, and nobody walks in cold.

Your sponsorship does three things a banner never could. It places your brand inside how the day works rather than beside it. It gives your team a measurable reason to be there. And it hands you something to keep after the room is torn down: the leads, the content, and the standing as a founding partner in a category that does not yet have a logo on it.

The pages that follow show exactly what your investment buys, tier by tier, and what you walk away with.



# WHO YOU'RE REACHING

Every person in this room paid to be here and completed a brand behavioral assessment before arrival. That matters more than a headcount. This is not a free-registration list inflated to look full. It is 200 people who invested in their own positioning, capped on purpose and qualified by design.

## **Who they are.**

Founders, owners, and senior operators who set the direction of their companies. Directors and team leaders who shape how their organizations show up. Corporate teams whose employers sent them because how their people show up in professional rooms matters to the business.

## **Industries in the room.**

Technology, healthcare, finance, professional services, creative industries, and operations.

## **Why the room qualifies itself.**

A paid ticket and a required assessment filter for a specific kind of attendee: people who take how they are seen seriously enough to do the work before they arrive. RE-DNA® is required within one week of purchase. Color-coded archetype lanyards go on at check-in. Before the first session begins, 200 decision-makers share a common language in the room, and your brand is already part of it.

# FIND YOUR FIT

Different companies sponsor for different reasons. Here is where each one tends to land.

**If you are a B2B brand reaching decision-makers (technology, finance, professional services):** You are buying access and authority. Your priority is a qualified room, a platform to be seen as a category voice, and lead data you can act on. Start with Presenting Partner for a featured stage moment. Category exclusivity keeps your competitors out of the room.

**If you are a consumer or local brand investing in your people and your market (home services, retail, hospitality):** You are buying team development and local standing. The strongest move is a Table Partner. Send eight of your highest-potential people, give them a shared language they use every week after, and put your name on a reserved table in a room that matters in this market. This is a culture and retention investment as much as a marketing one, which means it can draw on more than one budget inside your company.

**If you are a brand, team, or media partner building affinity and reach (sports, media, hospitality, mission-driven organizations):** You are buying alignment and presence. A named experience moment, Happy Hour, Lunch, or the Lanyard, attaches your brand to something people photograph and talk about for weeks. We also structure value-in-kind partnerships for organizations whose best contribution is product, venue, media, or experience rather than cash. If that is you, start a conversation about a custom package.



# THE EXPERIENCE

## Your brand is built into this experience.

The RE-MARKABILITY® Summit is a designed day built around a specific outcome. Every person in the room leaves knowing exactly how they operate and with the language to prove it to anyone who matters.

## Before the Day Begins

Every attendee completes RE-DNA® online within one week of purchase. They arrive knowing their behavioral archetype combination. Color-coded lanyards at check-in confirm it. Before anyone takes a seat, the room has a shared language.

## Throughout the Day

The Make It Eight experience runs from 8 AM through Happy Hour. Every attendee has a conversation prompt based on their archetype and a game board inside their RE-MARKABLE Edition magazine. 200 people are in motion from morning through close. Sponsors are part of how the day works.

## How October 7 Unfolds

- 7:30 AM | VIP Check-In and Private Breakfast (The Inner Room)
- 8:00 AM | General Admission Check-In and Marketplace Opens
- 8:30 AM | Kelly Lucente Opens the Room
- 9:00 AM | Setting Intention with Janet Phipps
- 9:15 AM | Keynote with Greg Zimprich on You're Being Read Before You Speak
- 9:45 AM | Fireside with Katie Vannelli on Visibility Inside a Brand
- 10:30 AM | The RE-MARKABILITY® Session with Kelly Lucente
- 12:00 PM | Lunch, Marketplace, and Make It Eight Peak
- 1:30 PM | Keynote with Nikky Phinyawatana on From Operator to Recognized Brand
- 2:00 PM | Fireside with Nikki Rohloff on RE-MARKABLE TEAM in Action
- 2:45 PM | Closing Vision with Kelly Lucente
- 4:00 PM | Happy Hour and Marketplace

**DJ Miss Mixx (Shea Graves, CEO of Shuffle House) plays the Summit like a bandleader throughout the day. Music is architecture here.**

# WHY YEAR ONE

RE-MARKABILITY® is a category in formation. The RE-DNA® assessment is already deployed inside organizations.

The RE-MARKABILITY Formula launches this fall.

RE-MARKABILITY® was selected as a 2026 Minnesota Cup semifinalist, one of 92 ventures chosen from 1,262 applicants by the Carlson School of Management at the University of Minnesota.

October 7 is the first time this work becomes visible at scale. The companies that partner now are founding voices in a conversation nobody has owned yet.

**First movers get the naming.  
Everyone else gets the logo.**

## Make it Eight.

Eight archetypes • Eight conversations • One room



2026  
MNCUP  
SEMIFINALIST

# The RE-MARKABLE Edition

## ***Your brand does not disappear when the day ends.***

Every attendee receives the RE-MARKABLE Edition at check-in. It is a printed magazine designed to be kept, referenced, and revisited long after October 7. It serves as the game board for Make It Eight, the event program, a content publication with speaker features and archetype breakdowns, and a reference for the work that follows.

For sponsors, this means presence with context. Not a logo on a banner that gets folded up and thrown away. A brand inclusion inside a publication that people take home, share with colleagues, and put on their desks.

The RE-MARKABLE Edition is produced in both print and digital formats, making it easy for sponsors to share their feature with internal teams, clients, and networks long after the event closes.



# THREE REASONS YOUR BRAND **BELONGS** HERE



## INTERNAL IMPACT

Send your team in.  
They leave with a  
shared language for  
how each of them  
operates, and they use  
it every week after.  
One day.



## EXTERNAL SIGNAL

Sponsoring this  
Summit says you  
believe how people  
show up is a business  
strategy. In most  
rooms, that position  
goes unclaimed. The  
200 people here will  
remember who was in  
it with them.



## FIRST-MOVER ADVANTAGE

RE-MARKABILITY® is  
building a category. The  
organizations that put  
their name on year one  
will be part of how this  
story gets told. There is  
only one first.



## YOUR HOST

Kelly Lucente has spent 30 years doing one thing. Translating the value of people and brands into language that moves. She started at Colle+McVoy, one of the most respected creative agencies in the country. She moved to Rollerblade® at the height of the brand's cultural moment. She spent fourteen years in national homebuilding, becoming one of the top-ranked salespeople in the country and earning NAHB Salesperson of the Year. In 2011 she founded RE-TOOL®, a branding and marketing consultancy that has served start up to Fortune 500 brands.

She has 32 career awards across brand, marketing, design, sales, and product innovation. She served on the boards of UNA-MN and the Carlson School Holmes Center for Entrepreneurship. She has been a Minnesota Cup mentor since 2015 and is a 2026 Minnesota Cup semifinalist. The RE-MARKABILITY Formula, her book on this framework, launches this fall.

What she kept noticing across every industry and every client was the same problem. Talented people who could not articulate what made them remarkable. Nobody had ever given them the language or the system to do it.

RE-MARKABILITY® is that system. The Summit is where it becomes visible at scale.

# THE SPEAKERS

## Voices Shaping the Conversation.

Every session comes back to the same question. How are people read before they ever get a chance to explain themselves? Every speaker approaches RE-MARKABILITY® through their own domain.



### **GREG ZIMPRICH**

**Assistant Director**

**Hubbard School of Journalism | University of Minnesota**

#### **Keynote:**

**You're Being Read Before You Speak**

Three decades inside General Mills, Honeywell, and Medtronic. Greg's keynote covers the communication patterns that quietly run every room and what to do about them. This session will change how attendees walk into their next meeting.



### **NIKKY PHINYAWATANA**

**Founder and CEO**

**Asian Mint**

#### **Keynote:**

**From Operator to Recognized Brand**

Five restaurants. A cookbook. A national speaking career. Her keynote is about what it actually took to stop being the person behind the brand and become the one people remember. Built for anyone leading something and ready for more visibility.

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### **KATIE VANNELLI**

**Director of Revenue Marketing  
Minnesota Wild**

#### **Fireside Conversation: Visibility Inside a Brand**

Seventeen years rising through creative and strategic roles at one of the most recognized brands in Minnesota. This conversation gets into what organizations are actually looking at when they size people up.



### **NIKKI ROHLOFF**

**CEO  
Rohloff Associates**

#### **Fireside Conversation: RE-MARKABLE TEAM in Action**

Nikki put RE-MARKABILITY® to work inside her own 19-person firm. This conversation covers what changed when her whole team started seeing each other differently. The first organization to take the RE-MARKABLE TEAM framework into a real team environment.

# EXPERIENCE MAKERS

## **SHEA GRAVES (DJ MISS MIXX)**

**CEO | Shuffle House**

### **MUSICAL DIRECTOR**

Professional DJ with two decades behind the decks. She plays the Summit like a bandleader throughout the entire day. Music is not background here. It is architecture.



## **JANET PHIPPS, MBA, ACC**

**CEO | NorthStar Mindset Coaching**

### **OPENING INTENTIONAL PRESENCE**

Executive coach who works with senior leaders on presence and performance. She opens the Summit with a 10-minute practice that shifts 200 people from the pace of their morning into full presence. The day starts here.



# THE VENUE



**Some venues hold an event.  
This one becomes part of it.**

A modern, photography-ready ballroom with state-of-the-art lighting and A/V systems configured for both intimate connection and high-energy presentation.

Free on-site parking. Easy access from I-94.  
Approximately 5 minutes from downtown St. Paul, 25 minutes from downtown Minneapolis, and 20 minutes from MSP Airport.

A special room rate of \$119/night is available for Summit attendees and sponsors. Details provided upon confirmation.

**DoubleTree by Hilton St. Paul East**  
**2201 Burns Ave, St. Paul, MN 55119**  
**McKnight Ballroom, Second Floor**  
**7:30 AM to 5:00 PM**



# LEAD CAPTURE + POST-EVENT REPORT



## YOUR RETURN, MEASURED

A logo on a banner disappears when the room comes down. Your sponsorship is built to produce something you carry back to your team.

**Lead capture.** Every sponsor with a booth or a magazine placement captures opt-in contacts, so every lead is someone who chose to connect. Each sponsor provides their own QR and capture page, which means the connection goes straight to you, you own the relationship, and your follow-up can start the same day. Your magazine placement includes a QR offer that keeps capturing through the printed and digital editions after the day ends, and the larger your placement, the wider that surface. The Presenting Partner additionally captures leads from their featured stage moment.

**Post-event report.** After the event, every Authority sponsor receives an aggregate audience report built for reporting upward: final attendance, audience composition, your recognition moments, event photography featuring your brand, and social reach. You leave able to attach numbers to the spend.

**Reusable content.** Your placement in the digital RE-MARKABLE Edition is yours to share with clients, internal teams, and your own audience long after October 7.

Because each sponsor brings and owns their own capture, sponsors are responsible for their QR, their destination page, and collecting attendee information lawfully, including any required opt-in.

# TICKET PRICING

All tickets include the RE-DNA® behavioral assessment (\$49 value), the RE-MARKABLE Edition magazine, and access to the Marketplace and Happy Hour. VIP tickets additionally include front-stage seating and access to the VIP Inner Room.

TICKET TYPE	EARLY BIRD	STANDARD
General Admission	\$159	\$199
VIP	\$249	\$299



# SPONSORSHIP AT A **GLANCE**

TIER	INVESTMENT (EARLY / STANDARD)	IN-ROOM ACCESS	STAGE & VERBAL	MAGAZINE AD	LEAD CAPTURE	AVAIL.
<b>Presenting Partner</b> <small>AUTHORITY</small>	\$7,500 / \$10,000	Table of 8 (VIP)	10-min stage + verbal	Full page, inside front cover	Booth + stage + magazine QR	1
<b>Premier Partner</b> <small>AUTHORITY</small>	\$5,500 / \$7,500	Table of 8 (VIP)	Verbal, all day	Full page	Booth + magazine QR	1
<b>Lanyard Partner</b> <small>PARTICIPATION</small>	\$5,000 / \$6,500	None	Verbal at Make It Eight launch	Quarter page	Magazine QR	1
<b>Signature Partner</b> <small>AUTHORITY</small>	\$4,000 / \$5,500	Table of 8 (VIP)	Verbal	Half page	Booth + magazine QR	2
<b>Lunch Sponsor</b> <small>EXPERIENCE</small>	\$2,500 / \$3,500	None	Named + verbal	Half page	Magazine QR	2
<b>Table Partner</b> <small>PARTICIPATION</small>	\$2,400 / \$2,800	Table of 8 (VIP)	Post-event social recap	Quarter page	Magazine QR	Limited
<b>Happy Hour Sponsor</b> <small>EXPERIENCE</small>	\$2,000	None	Named + verbal	Quarter page	Magazine QR	1
<b>VIP Breakfast Sponsor</b> <small>EXPERIENCE</small>	\$1,750 / \$2,500	None	Named + verbal	Quarter page	Magazine QR	1
<b>Marketplace Sponsor</b> <small>EXPERIENCE</small>	\$1,500	Booth only	Named + verbal	Quarter page	Booth + magazine QR	2
<b>Marketplace Exhibitor</b> <small>PARTICIPATION</small>	\$1,000	2 GA + booth	n/a	Quarter page	Booth + magazine QR	10
<b>ADD-ONS • ATTENDANCE NOT REQUIRED</b>						
<b>Program Sponsor</b> <small>AMPLIFICATION</small>	\$2,000	None	Verbal at handout	Full page, inside back cover	Magazine QR	1
<b>Magazine Ad</b> <small>A LA CARTE</small>	\$250 to \$1,000	None	n/a	Full / Half / Quarter	Magazine QR	Open
<b>VIP Bag Insert</b> <small>A LA CARTE</small>	\$500	None	n/a	n/a	n/a	Limited

# AUTHORITY SPONSORS

**For organizations that want meaningful presence and a genuine stake in how this day is experienced.**

## **PRESENTING PARTNER (One Available)**

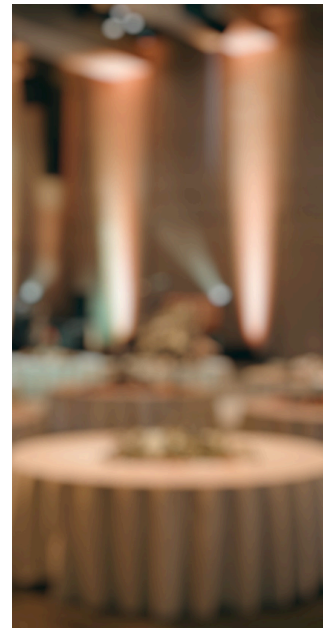
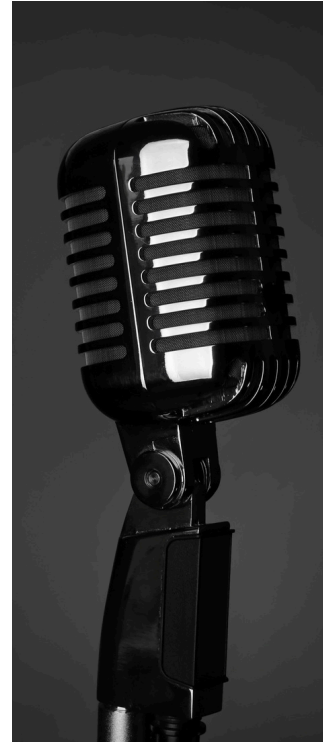
**Early Bird: \$7,500 | Standard: \$10,000**

**What this means: Your name is on the Summit itself.**

The RE-MARKABILITY® Summit is presented by [Your Company]. That appears in every pre-event communication, every social post, on stage screens, on registration signage, and throughout the RE-MARKABLE Edition. You are not a sponsor of this event. You are a co-presenter of it.

- Named: RE-MARKABILITY® Summit presented by [Your Company]
- 10-minute featured stage moment integrated into the Summit program
- Largest logo placement on stage screens, all sponsor materials, and registration signage
- Logo across website, social media, and all pre-event communication
- Exclusive category protection
- Reserved VIP table for 8 (VIP access included for all attendees)
- RE-DNA® assessments for all 8 attendees (\$392 value)
- RE-MARKABLE Edition for all attendees
- Curated Marketplace exhibitor table
- Full-page premium ad placement inside the front cover of the RE-MARKABLE Edition
- Branded item in VIP swag bag

*This pricing is not offered in year two.*



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*Early bird pricing ends August 15, 2026.*

# AUTHORITY SPONSORS

## PREMIER PARTNER (One Available)

**Early Bird: \$5,500 | Standard: \$7,500**

**What this means: A table of 8 at the front of the room with full-page presence in the RE-MARKABLE Edition and prominent brand placement throughout the day.**

- Verbal recognition throughout the day
- Reserved VIP table for 8 (VIP access for all attendees)
- RE-DNA® assessments for all 8 attendees (\$392 value)
- RE-MARKABLE Edition for all attendees
- Curated Marketplace exhibitor table
- Full-page ad and logo placement inside the RE-MARKABLE Edition
- Logo on website and all pre-event communication
- Branded item in VIP swag bag

*This pricing is not offered in year two.*

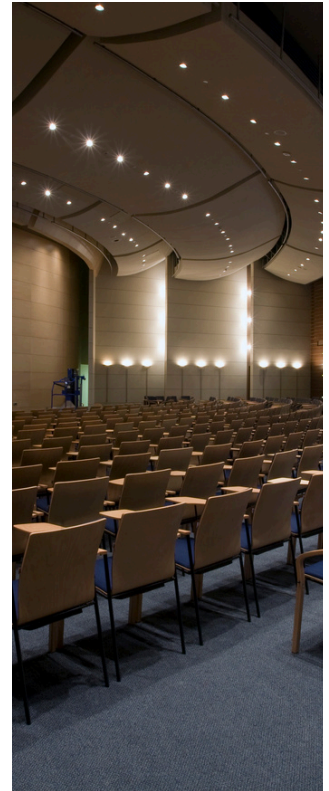
## SIGNATURE PARTNER (Two Available)

**Early Bird: \$4,000 | Standard: \$5,500**

**What this means: A VIP table of 8 with front-stage access, half-page placement in the RE-MARKABLE Edition, and verbal recognition during the day.**

- Reserved VIP table for 8 (VIP access for all attendees)
- RE-DNA® assessments for all 8 attendees (\$392 value)
- RE-MARKABLE Edition for all attendees
- Half-page ad and logo placement inside the RE-MARKABLE Edition
- Curated Marketplace exhibitor table
- Logo on website
- Verbal recognition during the day
- Branded item in VIP swag bag

*This pricing is not offered in year two.*



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# PARTICIPATION SPONSORS



For organizations that want their people inside the experience.

## TABLE PARTNER (Limited Availability)

**Early Bird: \$2,400 | Standard: \$2,800**

**What this means: 8 seats. VIP access for everyone at the table. Your company's name on a reserved table in a room designed for professionals who take how they show up seriously.**

Eight VIP tickets purchased individually cost \$1,992 at early bird pricing. The Table Partner tier delivers those same 8 VIP seats plus a reserved table with your name on it, company table signage, a quarter-page ad in the RE-MARKABLE® Edition, a logo on the website, a post-event social recap, and dedicated corporate check-in for \$408 more.



- Reserved table with priority placement (VIP access for all attendees)
- RE-DNA® assessments for all 8 attendees (\$392 value)
- RE-MARKABLE Edition for all attendees
- Company table signage
- Quarter-page ad in the RE-MARKABLE Edition
- Logo on website
- Company featured in post-event social recap
- Branded item in VIP swag bag

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# PARTICIPATION SPONSORS

## LANYARD PARTNER (One Available)

**Early Bird: \$5,000 | Standard: \$6,500**

**What this means: Your brand on every lanyard in the room, all day long.**

Every attendee receives a color-coded lanyard at check-in that identifies their RE-DNA® archetype. The lanyards are not decorative. They are the backbone of the Make It Eight experience. Every attendee uses them to identify who to approach, what questions to ask, and how to navigate the room from 8 AM through Happy Hour. 200 people look at, reference, and interact with these lanyards for nine hours. Your brand is on every one of them and attendees will bring them home as a keepsake.

This is the most visible sponsorship in the room. It is also the most embedded in the experience itself.

- Logo placement on all 200 attendee lanyards
- Verbal recognition during the Make It Eight launch from the main stage
- Logo on website and inside the RE-MARKABLE Edition
- Quarter-page ad in the RE-MARKABLE Edition
- Branded item in VIP swag bag



## MARKETPLACE EXHIBITOR (Limited to 10)

**\$1,000**

A curated exhibitor presence during the Marketplace and Happy Hour, in front of 200 pre-qualified attendees who are actively connecting and engaged.

- Curated Marketplace exhibitor table
- Two General Admission tickets
- RE-DNA® assessments for both attendees (\$98 value)
- Logo on website and inside the RE-MARKABLE Edition
- Quarter-page ad in the RE-MARKABLE Edition
- Branded item in VIP swag bag



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# EXPERIENCE SPONSORS

For organizations that want their brand attached to a specific, memorable moment inside the day. These are the moments people photograph, talk about, and recall in the weeks after the event.

## VIP BREAKFAST SPONSOR (One Available)

**Early Bird: \$1,750 | Standard: \$2,500**

**What this means: Your brand owns the first moment of the day.**

VIP guests arrive at 7:30 AM for a private breakfast in The Inner Room before the main event opens. This is a quieter, more intimate start to a high-energy day. It is where relationships begin before the stage lights come up. Your brand is named when Kelly opens that room.

- Named: VIP Breakfast presented by [Your Company]
- Verbal recognition when Kelly opens The Inner Room
- Logo on all VIP breakfast signage
- Logo on website and inside the RE-MARKABLE Edition
- Quarter-page ad in the RE-MARKABLE Edition
- Branded item in VIP swag bag



## LUNCH SPONSOR (Two Available)

**Early Bird: \$2,500 | Standard: \$3,500**

**What this means: Your brand named at the peak of the Make It Eight experience.**

Lunch is when the game hits full speed. The Marketplace is live. 200 people are in full motion, RE-MARKABLE Editions open, comparing notes, finding the archetypes they have not met yet. Your brand is named from the main stage before they sit down and on signage throughout the meal.

- Named: Summit Lunch presented by [Your Company]
- Verbal recognition before lunch from the main stage
- Logo throughout all lunch service signage
- Half-page ad in the RE-MARKABLE Edition
- Logo on website
- Branded item in VIP swag bag



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# EXPERIENCE SPONSORS

## HAPPY HOUR SPONSOR (One Available)

**\$2,000**

**What this means: Your brand named when the day finishes and the real conversations begin.**

Happy Hour is the most social moment of the Summit. Signature Trio envelope reveals. Curated wine for VIP attendees. The Marketplace at full energy. This is the hour when the conversations that started at 8:30 AM finally find room to breathe. Your brand opens it.

- Named: Happy Hour presented by [Your Company]
- Verbal recognition when Happy Hour opens
- Logo on all Happy Hour signage
- Quarter-page ad in the RE-MARKABLE Edition
- Branded item in VIP swag bag



## MARKETPLACE SPONSOR (Two Available)

**\$1,500**

Your brand named when the Marketplace opens, with a dedicated exhibitor table throughout the afternoon and Happy Hour.

- Named: Marketplace presented by [Your Company]
- Verbal recognition when the Marketplace opens
- Curated Marketplace exhibitor table
- Marketplace signage
- Logo on website and inside the RE-MARKABLE Edition
- Quarter-page ad in the RE-MARKABLE Edition
- Branded item in VIP swag bag



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# AMPLIFICATION SPONSORS



For organizations that want their brand to extend beyond the room itself.

## PROGRAM SPONSOR (One Available)

**\$2,000**

**What this means: The inside back cover of a publication that 200 people take home and keep.**

The RE-MARKABLE Edition is not a disposable conference handout. It is a printed magazine that serves as the day's game board, program, and reference. Attendees write in it during sessions, use it throughout the game, and take it home. Your brand appears in the premium position inside the back cover.

- Full-page inside back cover placement in the RE-MARKABLE Edition
- Verbal recognition when magazines are distributed at check-in
- Logo on website
- Branded item in VIP swag bag



## MAGAZINE ADS — A LA CARTE

Attendance not required. Your brand in the RE-MARKABLE Edition, in the hands of 200 people from the moment they check in.

- Full Page: \$1,000
- Half Page: \$500
- Quarter Page: \$250

*All ads require advance coordination for specs, deadlines, and design approval. Contact [kelly@retoolmarketing.com](mailto:kelly@retoolmarketing.com) for details.*

## VIP BAG INSERT (Limited and Curated)

**\$500**

One approved branded item or printed insert placed in VIP swag bags, distributed to VIP attendees only. Subject to size, content, and brand approval. Contact [kelly@retoolmarketing.com](mailto:kelly@retoolmarketing.com) to discuss what you would like to include.



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RE-MARKABILITY® SUMMIT

# LET'S CONTINUE THE CONVERSATION

Interested in partnering with the  
RE-MARKABILITY® Summit?

Most sponsorship conversations start with a question. If you are looking at this room and thinking there is an opportunity here but you are not sure where you fit, that is exactly the right place to start. Custom packages are available for organizations with a specific goal in mind.

*All sponsorship early bird pricing ends August 15, 2026.*

**Kelly Lucente**

Founder, RE-MARKABILITY®

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