



June 15-17, 2026 · Buffalo, NY

RoleCall's annual Talent Attraction Summit focuses entirely on talent, bringing together the country's most innovative, creative, strategic leaders and practitioners to dig deep, share successes, and continue pushing this industry forward.

As a sponsor, you will be able to form real connections with these forward-thinking practitioners, who are all there to learn the best, most effective way to do their work. Our intimate event set-up has you sharing tables, conversations, and meals with attendees. With options to sponsor demo sessions and celebrations, we provide our partners an opportunity to showcase their products and knowledge to the group.

The Audience

The attendees of this summit are leaders in their organizations and their communities. We have a mix of workforce and talent attraction professionals in economic development, chambers, tourism, and government. Some are coming from large markets, others from extremely small towns, but everyone has the same goal: meaningfully connecting people and places.

They like it! They really like it!

"No other conference has this many talent attraction professionals in one place. Every conversation was immediately deep and got to the heart of the issue."

"This was a refreshing and engaging event. It is not often one gets to be surrounded by such passionate people who are accomplishing incredible things in their community."

"I loved the intimacy of the event; being able to connect with almost everyone was so helpful. We shared stories, ideas, experiences, dreams. The experience reinvigorated me and the work I'm doing (labor of love, don't we know it!)."

Interested in being a sponsor? Contact Tim Carty for more information.

tim@rolecall.pro | www.rolecall.pro

Big Ol' Co-Presenting Sponsor (1 available) - \$15,000

BRANDING OPPORTUNITIES	MARKETING BENEFITS	SUMMIT BENEFITS
<p>Recognized as “co-presenting sponsor” of the summit in all communications leading up to and throughout, in partnership with RoleCall.</p> <p>Prominent logo placement on summit promotional materials, including the website, email marketing, social media, event signage, and program.</p> <p>Opportunity to display a pop-up banner at the opening party, check-in table, and distribute (2) branded materials to attendees during the opening session.</p>	<p>Verbal recognition throughout the summit.</p> <p>Opportunity to provide remarks during the summit’s opening session.</p> <p>(1) Guest blog featured on the RoleCall website and promoted via an email blast (must be used by December 1, 2026).</p> <p>(1) Dedicated email blast sent before or immediately after the summit (must be used by December 1, 2026).</p>	<p>(2) Tickets to the summit and (2) discounted ticket for additional team members.</p> <p>(1) Custom message to attendees included in the post-summit “Thank You” email.</p> <p>(1) Question to be included in the post-summit survey, with all results shared with your team.</p>

Opening Party Sponsor (1 available) - \$10,000

BRANDING OPPORTUNITIES	MARKETING BENEFITS	SUMMIT BENEFITS
<p>Recognized as “presenting sponsor” of the summit’s opening party in communications leading up to and throughout.</p> <p>Logo recognition on summit promotional materials, including website, email marketing, event signage, and program.</p> <p>Opportunity to display a pop-up banner at the opening party.</p>	<p>Verbal recognition at the opening party.</p> <p>Opportunity to provide remarks during the opening party.</p> <p>Collaborative program development.</p>	<p>(2) Tickets to the summit and (1) discounted ticket for an additional team member.</p> <p>(5) Additional tickets to the opening party.</p> <p>(1) Custom message to attendees included in the post-summit “Thank You” email OR 1 question asked post-summit survey, with all results shared with your team.</p> <p>Access to an advance copy of the attendee list (with emails) for targeted networking and follow-up.</p>

Day 2 Celebration Sponsor (1 available) - \$7,000

BRANDING OPPORTUNITIES	MARKETING BENEFITS	SUMMIT BENEFITS
<p>Recognized as “presenting sponsor” of the summit’s party on day 2 in communications leading up to and throughout.</p> <p>Logo recognition on summit promotional materials, including website, email marketing, event signage, and program.</p> <p>Opportunity to display a pop-up banner at the party.</p>	<p>Verbal recognition at the day 2 party.</p> <p>Opportunity to provide remarks during the day 2 party.</p>	<p>One (1) ticket to the conference.</p> <p>Five (5) additional tickets to the Day 2 Party OR One (1) additional ticket to the conference.</p> <p>Advance copy of attendee list for targeted networking and follow-up.</p>

Ignite (Demo) Sessions (4-6 vendors*) - \$2,500

*Only available for companies that work in economic development and align with our mission.

BRANDING OPPORTUNITIES	MARKETING BENEFITS	SUMMIT BENEFITS
<p>Recognized as a “RoleCall approved vendor” with 10-15 minute demo sessions to address the attendees over breakfast during Day 2 or Day 3 of the summit.</p> <p>Recognized with links in communications leading up to and throughout the summit.</p> <p>Logo recognition on summit promotional materials, including website, email marketing, event signage, and program.</p> <p>Ability to distribute giveaways or materials to all attendees of sessions occurring during the sponsored breakout block.</p>	<p>Verbal recognition for breakout announcements</p>	<p>One (1) ticket to the summit and discounts for any additional attendees.</p> <p>Advance copy of attendee list for targeted networking and follow-up.</p>