

# ASCEND

where catering, events, and modern  
hospitality rise together

PARTNERSHIP GUIDE

# Welcome,

ASCEND is more than just another industry conference, *it's a call to rise.*

Born from the minds of the most respected leaders in catering and events, ASCEND is designed to challenge, inspire, and evolve the way we think about hospitality. This is where bold conversations happen, new ideas take shape, and the future of our industry gets written, together.

Join us July 19-22, 2026, in Savannah, Georgia for this International Caterers Association experience. Three unforgettable days of connection, education, celebration, and real hospitality. Whether you've been leading for decades or building what's next, ASCEND is for those who want more, and are ready to rise to the occasion.



# PILLARS OF ASCEND

At ASCEND, every session, every moment, and every partnership is rooted in intention.

The conference is built around four guiding pillars that shape the content and culture of our time together:



**Imagine.** Creative thinking, bold ideas, and visionary conversations that redefine what's possible in catering, events, and hospitality.



**Build.** Intentional systems, thoughtful strategies, people-centered leadership to grow stronger teams, and lasting, values-driven businesses.



**Serve.** Elevated hospitality through service training, team culture, leadership development, and operational excellence at every level.



**Become.** Personal and professional growth that empowers you to lead with purpose, inspire others, and shape the future of our industry.



**High Value. High Touch.  
Built for You.**

ICA

INTERNATIONAL  
CATERERS  
ASSOCIATION

# Who is in the Room?

Powered by the International Caterers Association, ASCEND is built for the most dynamic minds in catering, hospitality, and live events.

## You will meet:

- Owners and executives from top catering companies internationally
- Operators, producers, and industry innovators
- Emerging leaders shaping the future
- Businesses from \$1M to \$350M+ in revenue
- Individuals who influence purchasing, partnerships, and what's next

*This is a high-level, high-trust community. When you're a partner at ASCEND, you're not shouting from the sidelines, you're part of the conversation.*



# Why Partner?

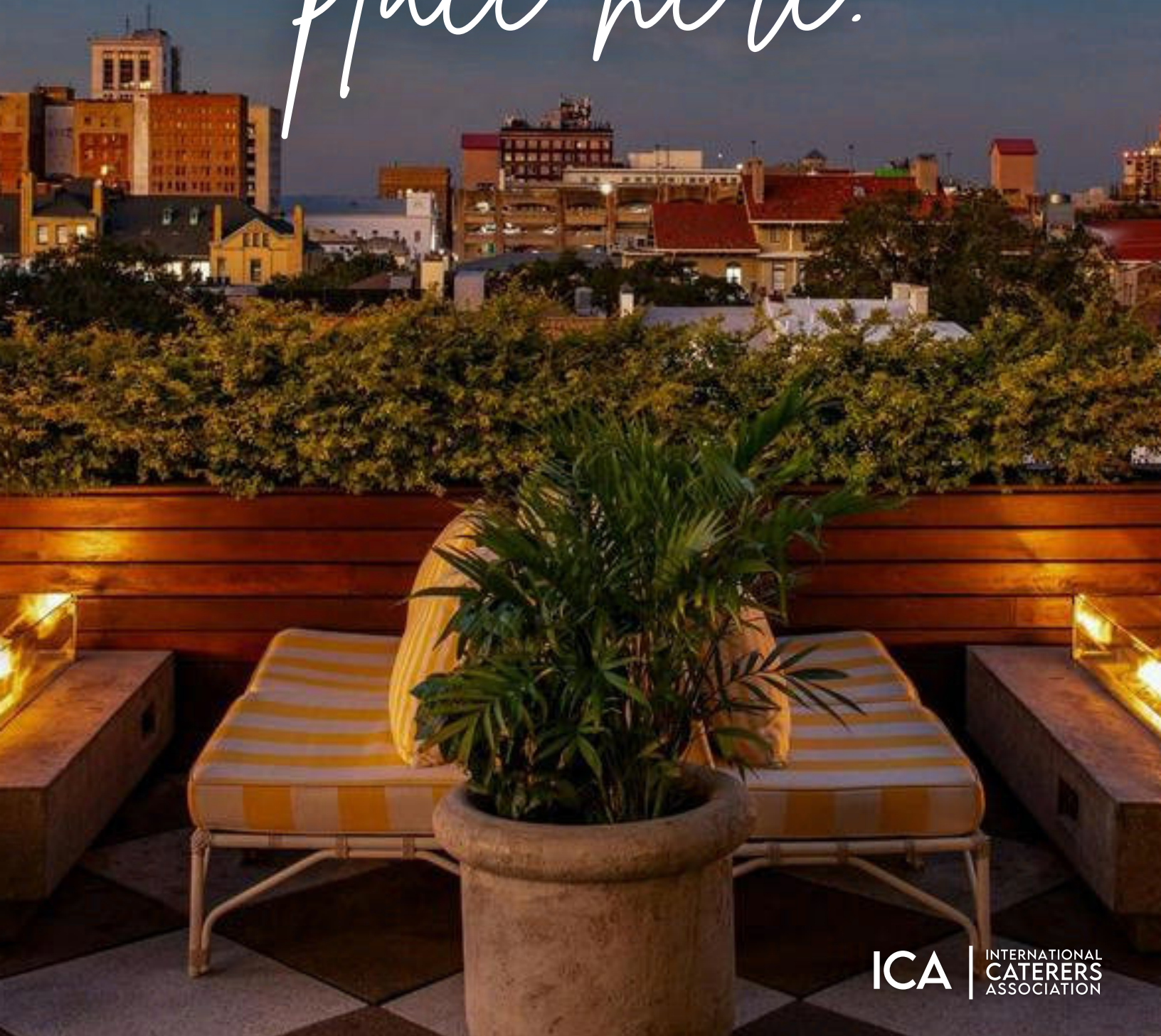
Partnership at ASCEND is presence, participation, and meaningful alignment with the leaders shaping our industry's future.

Our partners are:

- Integrated into high-impact touchpoints
- Positioned alongside transformative education and conversation
- Given real opportunities to build lasting relationships

If you're ready to spark conversations, create connections, and be part of what's next, ASCEND is your platform.

*You have a  
place here.*



# Founding Partner | \$75,000

Exclusive Opportunity

This is more than a sponsorship, it is a seat at the head of the table. The Founding Partner plays a transformational role in shaping ASCEND from the inside out. This exclusive partnership is designed for an organization that leads with vision, invests in the future of the industry, and values the power of deep, lasting relationships.

## Investment Highlights:



### **YEAR-ROUND BRANDING ON THE ICA WEBSITE**

Your logo and recognition as the Founding Partner of ASCEND 2026 will live on the ICA website year-round, ensuring visibility long after the conference.

### **RECOGNITION IN PRE-CONFERENCE CAMPAIGNS**

Be seen before attendees even arrive. Your company will be featured in attendee email campaigns and spotlighted in ICA's social media content, giving you months of touch-points with decision-makers and maximizing brand impressions leading into the event.

### **EXCLUSIVE ALIGNMENT WITH AN ASCEND HEADLINE MOMENT - EVENT**

Your brand will be front-and-center during one of ASCEND's signature headline moments (e.g., keynote, luncheon, or high-profile networking event). This alignment ties your name to the most memorable, talked-about parts of the conference, guaranteeing impact and association with industry-defining moments.

### **EXCLUSIVE FOUNDING PARTNER EVENT BRANDING**

Your impact branding will be visible throughout the event space including signage and staging. No other brand will share this distinction with the ICA.

### **COMPLIMENTARY REGISTRATION FOR 3 ATTENDEES**

Bring your team to ASCEND with three full complimentary registrations.

### **CONCIERGE SUPPORT**

Enjoy a seamless white glove experience with dedicated pre-event and onsite support for your team. From logistics to hospitality, ICA ensures your sponsorship is turnkey, smooth, and impactful.

### **SIGNATURE BRAND INTEGRATION MOMENT - EDUCATION**

Make a statement with a custom brand activation, installation, or hosted space that becomes a conversation piece. Whether it's a branded lounge, charging station, or interactive experience, you'll create memorable attendee engagement that links directly back to your brand.

### **PREMIUM TABLETOP PRESENCE IN CENTRAL GATHERING AREA**

A prime tabletop location in the heart of the conference, ensuring natural foot traffic and organic interactions with attendees during breaks and networking sessions.

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# Investment Highlights (continued)

## **PRIVATE LEADERSHIP ROUNDTABLE**

Sit at the table with the industry's most influential operators and decision makers. You'll help shape the agenda and gain direct access to top leaders in an intimate, strategic setting.

## **SOCIAL MEDIA TAKEOVER DAY**

Own the conversation for a day with dedicated coverage on ICA's LinkedIn, Instagram, and Facebook. This full-day spotlight positions your brand as the voice of the industry community, reaching thousands of professionals with interactive, sponsor-driven content.

## **BRANDED ITEM**

Your logo on lanyards, welcome bags, or hotel keycards for daily visibility. Attendees wear and carry these items everywhere, making your brand both functional and unforgettable.

## **EVENT APP PLACEMENT & ENGAGEMENT**

Your brand will be featured in push notifications, with homepage branding and landing page in the ASCEND event app, the most-used tool during the conference. This drives real-time engagement and keeps your company top-of-mind.

## **EXCLUSIVE ICA E-BLASTS**

Deliver your message directly to the inbox of the ICA membership. Opportunity to collaborate with ICA on an e-blast that represents your brand and how it aligns with attendees. With one pre-event e-blast, you'll reach an audience of engaged catering professionals with a dedicated message spotlighting your company.

## **RESERVED SEATING AT MEAL FUNCTIONS**

Strategic placement aligned with your ideal customer with reserved seating at all conference meal functions.

## **POST-EVENT VISIBILITY**

Your brand story continues when ASCEND closes. You'll be included in post-event digital communications, giving your sponsorship extended life and ongoing visibility with the ICA community.

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*As a Founding Partner, your brand is seen, remembered, and embedded into the fabric of the conference. These intentional, high-touch moments will create lasting value for both your organization and the International Caterers Association community.*

# Visionary Partner | \$50,000

Limited to 2

Visionary Partners are brands that see what's possible, and help make it real. This sponsorship level is for companies ready to show up with creativity, intention, and heart. Your brand will be recognized as a key partner in driving the conference forward.

## Investment Highlights:

### **YEAR-ROUND BRANDING ON THE ICA WEBSITE**

- Your logo and recognition as a Visionary Partner of ASCEND 2026 will live on the International Caterers Association website year-round, ensuring visibility long after the conference.

### **RECOGNITION IN PRE-CONFERENCE CAMPAIGNS**

Be seen before attendees even arrive. Your company will be featured in email and social media marketing, giving you months of touch-points with decision makers and maximizing brand impressions leading into the event.

### **EXCLUSIVE ALIGNMENT WITH AN ASCEND CULTURE - SPONSORSHIP EVENT**

Your brand will be front-and-center during one of ASCEND's main events. (e.g., Lab Sponsor, Haunted Savannah Experience). Align your brand with the energy, emotion, and culture of the conference for lasting impact.

### **TABLETOP PRESENCE IN CENTRAL GATHERING AREA**

A tabletop location in the heart of the conference, ensuring natural foot traffic and organic interactions with attendees during breaks and networking sessions.

### **COMPLIMENTARY REGISTRATION FOR 2 ATTENDEES**

Send up to two attendees with full access.

### **CO-CREATION OF A VISIONARY CONTENT MOMENT**

Your company will be recognized as co-creator either through a collaborative education session, storytelling panel, or immersive activation.

### **SPEAKING ROLE FROM THE MAIN STAGE**

Introduce yourself and the next speaker of a featured session. This high-visibility platform positions your brand as a thought leader.

## Added Benefits:

ICA Social Media Takeover Day, branding on signage, event app, marketing materials, website, and logo projected on ASCEND main stage.

*More than visibility, this is memorability. Your presence leaves a lasting impression.*

# Legacy Partner

| \$25,000

Limited to 3

Legacy Partners are brands that have shaped the industry, and continue to move it forward. At this level, you'll be aligned with high-impact moments before, during, and after the event with an opportunity to really connect with the people who are leading the industry.

## Investment Highlights:

### **RECOGNITION IN PRE-CONFERENCE CAMPAIGNS**

Be seen before attendees even arrive. Your company will be featured in email and social media marketing, giving you months of touch-points with decision makers and maximizing brand impressions leading into the event.

### **EXCLUSIVE BREAKOUT SESSION ALIGNMENT WITH SPEAKING ROLE**

Exclusive branding on one breakout session (you may request a topic area if available), logo placement on session slides, opportunity to include a branded notecard or takeaway at seats. Welcome attendees from the podium and introduce yourself and the speaker (1-2 minutes).

### **COMPLIMENTARY REGISTRATION FOR 1 ATTENDEE**

Send up to one attendee with full access.

### **TABLETOP PRESENCE IN CENTRAL GATHERING AREA**

A tabletop location to showcase your product/service with attendees during breaks and networking sessions.

### **EVENT APP PLACEMENT & ENGAGEMENT**

Your brand will featured with homepage branding and landing page in the ASCEND event app, the most-used tool during the conference.

### **RECOGNITION IN PRE-CONFERENCE CAMPAIGNS**

Your company will be featured in email and social media marketing, giving you months of touch-points.

## Added Benefits:

ICA Social Media Takeover Day, branding on signage, event app, marketing materials, website, and logo projected on ASCEND main stage.

*More than exposure, it's meaningful presence with last lasting connections.*

# Headline Moments

These headline sponsorships shape the heart of ASCEND and leave a lasting impression on attendees. They're about more than visibility, they're about creating the spaces where connection, conversation, and community thrive.

## ASCEND Welcome Reception | \$20,000 (Exclusive)

Your brand will be aligned with one of the most anticipated moments when ASCEND comes together for the first time.

- Recognition as the exclusive Welcome Reception Sponsor in promo material, signage and event app
- Branded activations with napkins, stir sticks, or other custom opportunities
- Reserved VIP table with company branding
- Verbal thank you toast from ICA leadership

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## ASCEND Signature Evening Event | \$25,000 (Exclusive) ADD - Dine Around \$15,000

The crown jewel of the conference. This is ASCEND's most anticipated night, an immersive evening that blends food, design, storytelling, and celebration into one unforgettable experience.

- Exclusive recognition as the Signature Evening Event Sponsor
- Branded elements woven into the evening's design (e.g., signage, menus, cocktail napkins, decor)
- Verbal acknowledgment during the evening's remarks
- Logo on event signage and event app
- Opportunity to provide a branded gift or takeaway

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## Keynote Speaker | \$20,000 (Exclusive)

This high-visibility opportunity places your brand directly in front of the full ASCEND audience and aligns you with the thought leadership and energy that set the tone for the entire event.

- Recognition as the keynote speaker sponsor with premium logo placement on keynote stage screen, event signage and event app
- Opportunity to introduce the keynote speaker from the main stage (or company video)
- Reserved VIP seating for your team during the keynote
- Recognition in post-event communications and press releases

# Culture Sponsorships

These sponsorships offer a powerful opportunity to align your brand with the energy, emotion, and culture of the conference. Each of the opportunities below include: recognition at the event as the official sponsors, logo and contact information in the event app, mention in daily announcements; logo with link to your website on ICA ASCEND webpages, signage onsite.

## Haunted Savannah Experience | \$5,000

(Exclusive)

Host the hauntingly fun side of ASCEND. This immersive networking experience blends Savannah's iconic haunted history with after-hours connection, as guests board private trolleys for a spirited (and maybe a little spooky) ride through the city's most legendary haunts. Exclusive branding on trolley welcome cards. Optional branded souvenir (e.g., ghost tour flashlight, fan, or cocktail ticket).

## Lunch Sponsor | \$5,000

(3 available)

Lunch is where ideas deepen and relationships grow. Align your brand with one of ASCEND's midday meals and be part of the conversation. Optional branded touchpoint or message at lunch tables. Opportunity to include a small favor or takeaway at each seat.



## Attendee Breakfast | \$3,500

(3 available)

ASCEND mornings begin with purpose, and your brand can be part of it. As a Breakfast Sponsor, you'll help fuel the day's energy and conversation while aligning with a moment of shared connection and community. These morning gatherings offer high visibility and a feel good touchpoint that leaves a lasting impression. Opportunity to provide a branded takeaway (e.g., coffee sleeve, pastry bag, notecard)

## After Dark Sponsor | \$3,000

(3 available)

When the sessions end, the real conversations begin. ASCEND After Dark is a curated late-night hangout for those who aren't quite ready to call it a night. Picture sultry lighting, crafted cocktails, a killer playlist, and just the right amount of buzz. As an After Dark Sponsor, your brand becomes part of the most talked-about moments: the spontaneous connections, the lingering conversations, and the energy that carries into tomorrow. Branded signage and vibe styling in the lounge or bar space, option to have branded ice, napkins, or cocktail menus and the opportunity to include a branded late-night snack or chic takeaway.

# Culture Sponsorships

These sponsorships offer a powerful opportunity to align your brand with the energy, emotion, and culture of the conference. Each of the opportunities below include: recognition at the event as the official sponsors, logo and contact information in the event app, mention in daily announcements; logo with link to your website on ICA ASCEND webpages, signage onsite.

## Lab Sponsor | \$3,000

(5 available)

Labs are ASCEND's hands-on, no-fluff sessions, where ideas get tested, techniques get sharpened, and creativity takes the lead. From plating and production to tech, wellness, and leadership, Labs invite attendees to roll up their sleeves and push the boundaries of what's possible.

As a Lab Sponsor, your brand powers these high-energy, high-impact sessions. You'll be aligned with learning that sticks, and remembered every time an idea sparked in your Lab shows up back home. Opportunity to provide branded materials, collaborate with a facilitator, or co-develop the session with our content team

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## Breakout Session Sponsor | \$2,000

(4 available)

Breakouts at ASCEND are where ideas take root, challenges get tackled, and real strategies are shared. As a Breakout Session Sponsor, your brand is aligned with the kind of learning and leadership that moves this industry forward.

Exclusive branding on one breakout session (you may request a topic area if available), logo placement on session slides, opportunity to include a branded notecard or takeaway at seats

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## Break Sponsor | \$1,500

(4 available)

Breaks at ASCEND aren't just a pause, they're a reset. These curated moments give attendees space to recharge with thoughtfully selected snacks, drinks, and hospitality touches that fuel creativity and spark connection. With fresh flavors, intentional details, and elevated energy, your brand becomes part of the moment everyone looks forward to. Option to brand napkins, cups, or a takeaway item.

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## Wellness Sponsor | \$1,800

(3 available)

Support the well-being of ASCEND attendees and align your brand with the movement toward mindful leadership and intentional hospitality. This sponsorship aligns your company with one of ASCEND's curated wellness activations, such as a morning movement class, guided breathwork, a recharge lounge, or a creative mindfulness activity. You'll be part of the moments that help attendees reset, refocus, and rise.

# Additional Sponsorship Opportunities

These moments aren't just branding, they're connection points. Each activation places your brand directly in the path of attendees at high-engagement moments throughout ASCEND. Whether it's the first thing they see when they log in or the first thing they hold in their hands, these opportunities offer memorable, high-touch visibility.

Each of the opportunities below include your logo and contact information in the event app and logo with link to your website on ICA ASCEND webpages.

## ASCEND Welcome Bag | \$5,000

Be the first brand attendees encounter. Each guest receives a curated, Savannah-inspired welcome bag filled with local artisan snacks, maps, keepsakes, and your branded item or message.

- Logo on the welcome bag
- Opportunity to include one branded item or promotional insert
- Optional thank-you card or message from your company

Please note: Branded inserts from Founding, Visionary, and Legacy Partners are included in their sponsorship. A limited number of insert opportunities are also available for \$1,000. Inserts must be pre-approved and received by June 1, 2026.

## App Sponsor | \$5,000

(exclusive)

Be the brand in every attendee's pocket. As the exclusive App Sponsor, your logo appears on the app splash screen, main menu, and footer throughout the conference. Branded push notification (1 per day). Branded e-blast prior to attendee arrival at ASCEND.

## Wi-Fi Sponsor | \$4,000

(exclusive)

Power every post, scroll, and share. As the exclusive Wi-Fi Sponsor, your brand will fuel the digital heartbeat of ASCEND.

Custom network name or password featuring your brand (e.g., *PoweredBy\_YourBrand*) and logo placement on signage wherever Wi-Fi access info appears (registration, lounges, printed materials)

## Room Drop Sponsor | \$3,500 + cost of Gift

(3 available)

Surprise and delight, direct to the hotel room. Sponsor a room drop for ASCEND guests staying at the host hotel. Could be sweet treats, branded sleep masks, hangover kits, morning-after espresso shots, or sexy surprise gifts. Sponsor co-curates the drop; includes tag with custom message and logo.

## Attendee Lanyards | \$3,500

(exclusive)

High visibility. High impact. Your logo on every lanyard worn throughout the event, seen in every room, every interaction, every photo. Exclusive branding on all attendee lanyards.

## Charging Station Sponsor | \$3,000

(per station)

Keep the energy up and the devices charged. Your brand will be featured on stylish charging stations placed in key areas throughout ASCEND, networking zones, and session hallways. Branded signage on all charging station units and the opportunity to include a branded notecard, mirror, cling, or tip card.

# LET'S BUILD WHAT'S NEXT

# Together

ASCEND is more than just an industry conference. It's a movement. An intentional gathering of the brightest minds, boldest brands, and most ambitious leaders in catering and hospitality.

Our sponsors are more than silent supporters. They're **collaborators. Co-creators. Culture shapers.**

**This is your chance to be more than visible. To be vital.**

Whether you're ready to align with a major moment or have an unforgettable idea of your own, we're here for the conversation. If you see an opportunity to elevate ASCEND and show up in a way that matters, let's talk.

To reserve your spot or explore a custom activation, reach out to:

[info@internationalcaterers.org](mailto:info@internationalcaterers.org)

Sponsorships are limited and available on a first-come basis.

**ICA** | INTERNATIONAL  
CATERERS  
ASSOCIATION

# ABOUT THE ICA

The International Caterers Association is the only global community dedicated exclusively to catering and event professionals. With over 1,900 members across the U.S. and around the world, ICA is a hub of innovation, education, and leadership for one of the most creative, high-impact industries in hospitality.

Founded in 1981 by a group of pioneering off-premise caterers, the ICA has evolved from a small roundtable into a global force—shaping trends, developing talent, and driving excellence in catering and events.

We believe in the power of shared knowledge, bold ideas, and community. ASCEND is the next evolution of that belief.

# ICA

INTERNATIONAL  
CATERERS  
ASSOCIATION

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