

Sponsorship

**Promote Your Brand to the World's Largest
Product Management Community**

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About us

Founded in 2014, Product School is the global leader in Product Management training with a community of over one million product professionals.

Our certificates are the most industry-recognized credentials by employers hiring product managers.

All of our instructors are real-world Product Leaders working at top Silicon Valley companies including Google, Facebook, Netflix, Airbnb, PayPal, Uber, and Amazon.

The World's Largest Product Management Community in Numbers

1 Million+

Product professionals

364,000+

Newsletter Subscribers

6.2 Million+

Podcast Episode Downloads

35,000+

Students per Year

80,000+

ProductCon Attendees

1,000+

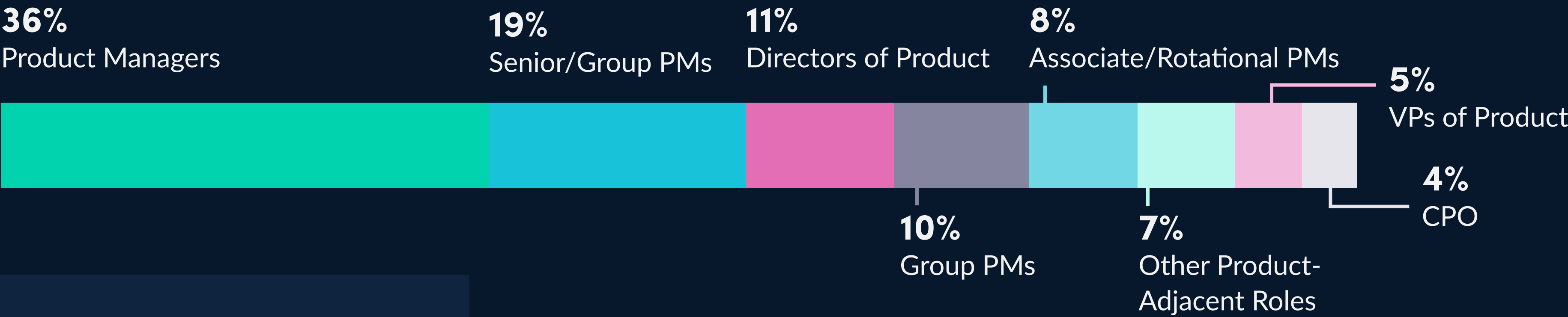
Events per year

9+ Years

of industry experience

We Reach Product Decision Makers

Our Community Is Comprised Of...



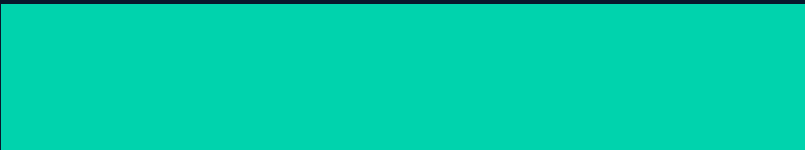
 Review ★★★★★

As a Start-Up Product Leader who has spent all his time in Start-Ups, it was valuable to me to interact with Product Leaders from different industries and backgrounds.

Dennis W
Director of Product

We Reach Diverse Industries

Our Community Members Work In...



Technology
46%



Financial Services
14%



Healthcare & Pharmaceuticals
6%



Retail
5%



Professional Services
4%



Media & Entertainment
4%



Education
4%



Other
4%



Industrial/Manufacturing
3%



Telecommunications
2%



Transportation
2%



Government
2%



Energy
1%



Insurance
1%



Non-Profit
1%



Real Estate
1%

Sponsors

moengage

User Testing

pendo

Amplitude

Gainsight

productboard

sisense

Quantum Metric

invision

Heap

Airtable

mixpanel

sendbird




“Through Product School's thoughtful programming and conferences, we were able to make quality connections and be part of innovative conversations with decision makers and PMs looking to advance their career.”

Daniel Chu

CPO at  WAYMO

Sponsorship Campaigns

Create Impact at Scale

	One-off Campaign	Multi-touch Campaign	Holistic Campaign	
Workshops	2 Workshops	3 Workshops	6 Workshops	ONE-OFF CAMPAIGN   
Newsletters	2 Newsletters	8 Newsletters	17 Newsletters	
Webinars	1 Webinar	4 Webinars	12 Webinars	MULTI-TOUCH CAMPAIGN   
Guest Blog	N/A	1 Guest Blog	2 Guest Blogs	
eBook Co-Launch	N/A	N/A	1 eBook Co-Promotion	HOLISTIC CAMPAIGN   

*15 Second Pre-Roll

**30 Second Mid-Roll

Sponsorship Campaigns Start at \$25,000

#PRODUCTCON

Every Year, 80,000+ Product Managers Attend ProductCon, The World's Largest PM Conference

Attended By The World's Top Firms

NETFLIX

amazon

Google

Spotify®

Uber

mastercard

Walmart*

Disney

PELOTON

20,000+
Attendees

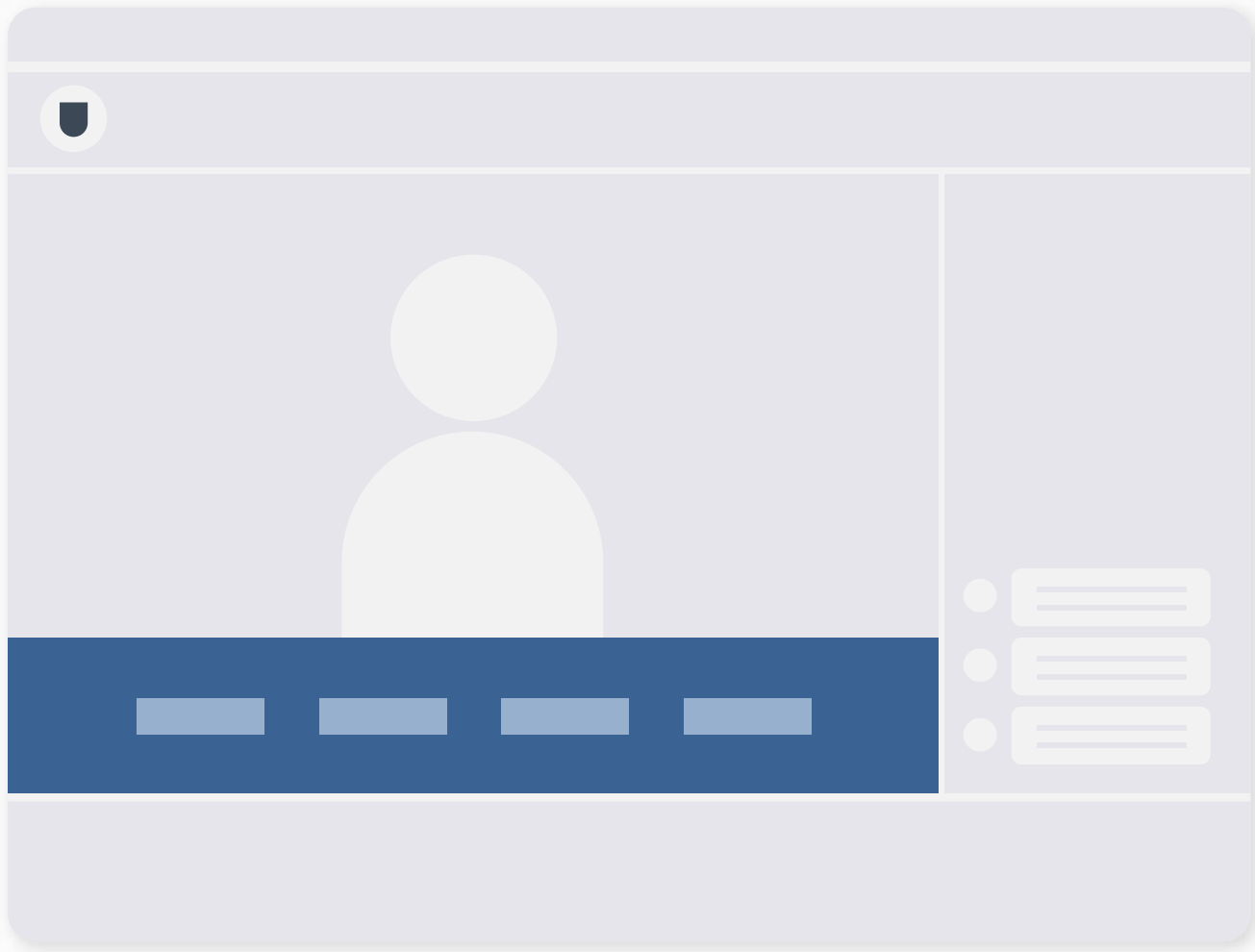
4x Conferences Per Year





Exclusive ProductCon Logo Placement

Display your logo across our ProductCon webpage, ProductCon slide decks, and exclusive graphics.



Guaranteed Qualified Leads

All ProductCon attendees select the topics they are interested in and we match their preferences with your brand's product. You'll receive all the opt-in leads based on their topic selection according to your sponsorship tier.

SILVER

- Select 1 topic to define your product
- Receive all the opt-in leads from that 1 topic

GOLD

- Select up to 2 topics to define your product
- Receive all the opt-in leads from all 2 topics

PLATINUM

- Select up to 3 topics to define your product
- Receive all the opt-in leads from all 3 topics

ProductCon Related Newsletter Shoutouts

Reach 364,000 newsletter subscribers before and after each ProductCon with above or below the fold placement options.*

23% More Clicks
Above the Fold



Platinum

Gold

Silver

*Visual placement may vary by Newsletter



Remind Everyone You Were There

Following our 4 largest events of the year, we publish a dedicated ProductCon review page summarizing the amazing main stage talks and key take-aways. As a ProductCon sponsor, your brand’s logo will appear as a part of this event recollection to be forever celebrated in time.

ProductCon Panel

Where A-List Product Leaders Have Their Say


Nominate a thought leader from your company to represent your brand in front of 20,000+ Product professionals.

Format
30 minute panel


Benefit
Lead Gen, Thought Leadership

Reach
3,000+ Attendees per Panel


ProductCon Panel Spots Also Sold Separately



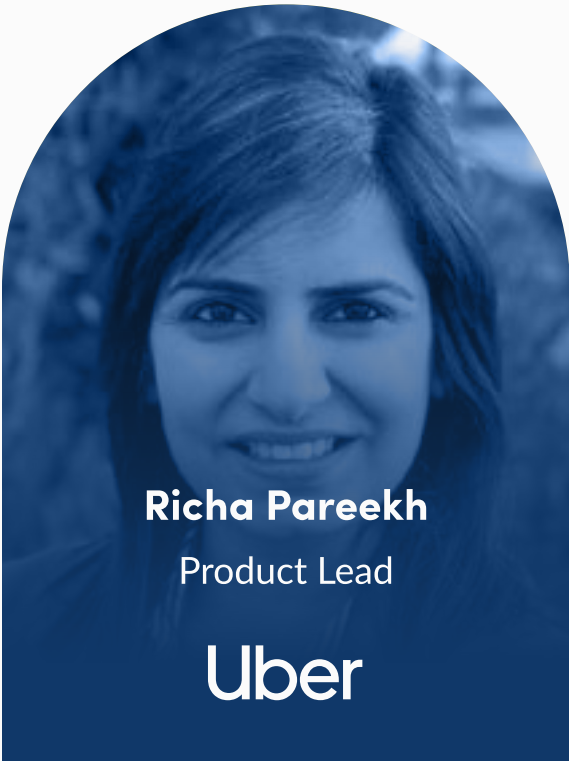
Becky Bucich
CPO
WAYMO



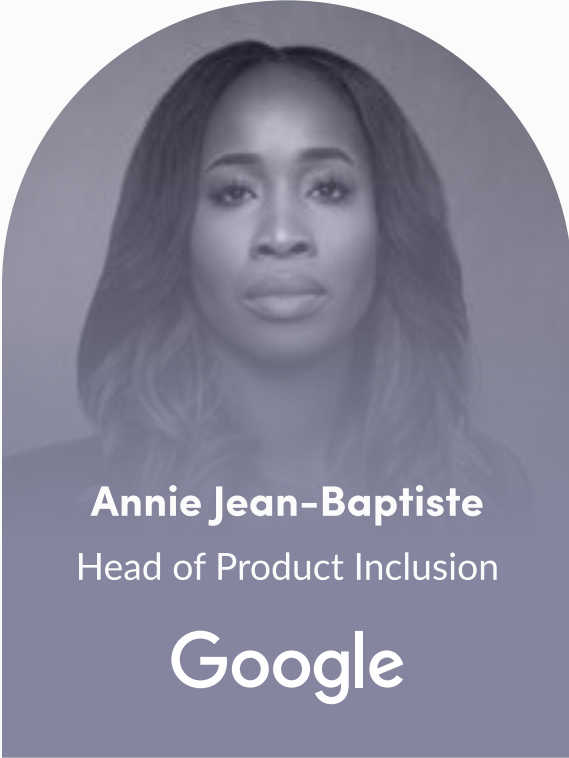
Minal Mehta
Head of Product
YouTube




Michael Cerda
fmr VP of Product
Disney+



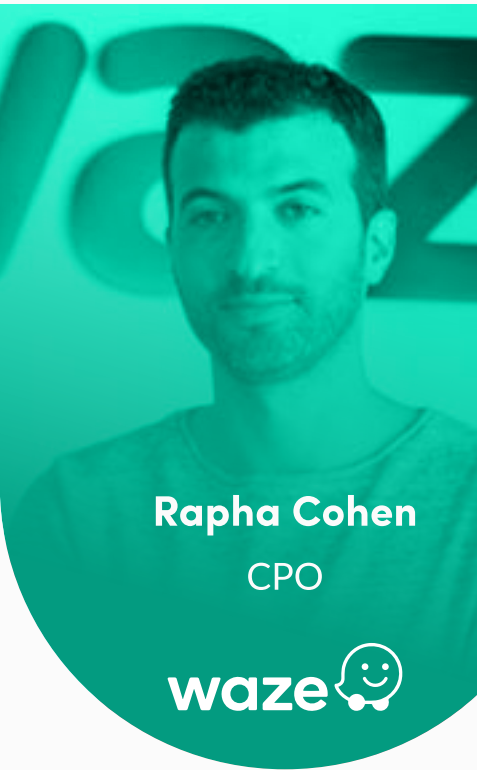
Richa Pareekh
Product Lead
Uber




Annie Jean-Baptiste
Head of Product Inclusion
Google



Todd Yellin
VP of Product
NETFLIX



Rapha Cohen
CPO
waze



Nikhyl Singhal
VP of Product
FACEBOOK

Bring Your Voice into The ProductCon Podcast Episodes

Use a 15-second pre-roll to call out your brand leading up to ProductCon and get people excited to discover more.



	Silver	Gold	Platinum
Spots Available per ProductCon		8	3
ProductCon	1	1	1
ProductCon Logo Placement	Silver tier	Gold tier	Platinum tier
ProductCon Qualified Leads	1 Relevant Topic	Up To 2 Relevant Topics	Up To 3 Relevant Topics
Newsletter Brand Mention	Below the fold for ProductCon pre newsletter	Below the fold for ProductCon pre newsletters	Above the fold for ProductCon pre & post newsletters
ProductCon Rewind Logo Placement	Silver tier	Gold tier	Platinum tier
ProductCon Panel	N/A	N/A	1 ProductCon panel spot
ProductCon Podcast	N/A	N/A	4 ProductCon Podcast Episode Placements*
ProductCon Booth Placement	N/A	N/A	Premium in-person booth at ProductCon

*15 Second Pre-Roll

**Discount Available for Multiple ProductCon Placements

Sponsorship Campaigns Start at \$25,000

Designed For You

Pick and Choose from Our Sponsorship Offerings to Achieve Your Goals

Sponsorship Offerings

Lead Gen

You're looking to add new product people to your pipeline with an innovative approach.

- ProductCon Panel
- Free Micro-Certification
- eBook Launch Partnership
- Workshops
- Newsletters
- ~~Podcast~~ **Sold-Out**
- Ad Hoc Events
- Playbook Launch
- Template Launch

Awareness

You want other product people to know your company's offering in a big way.

- Newsletters
- ~~Podcast~~ **Sold-Out**
- Guest Blog Post
- Ad Hoc Events
- Playbook Launch
- Template Launch

Thought Leadership

You've got a unique and insightful perspective that the product community needs to hear.

- ProductCon Panel
- eBook Launch Partnership
- Workshops
- Guest Blog Post
- Playbook Launch
- Template Launch

Education

Your mission is to educate product people on how you help solve their everyday needs.

- Free Micro-Certification
- Workshops

Micro-Certification

Micro-Certifications offer an engaging and multi-faceted way for your brand to educate the Product community on a specific skill or them

Format

Contact Us for Details

Benefit

Lead Gen, Education

Reach

30,000 Students per Year





eBook Launch

We Can Put Your Brand Front and Center

Through a partnered eBook launch campaign, make your brand a thought leader in the Product space.

Format

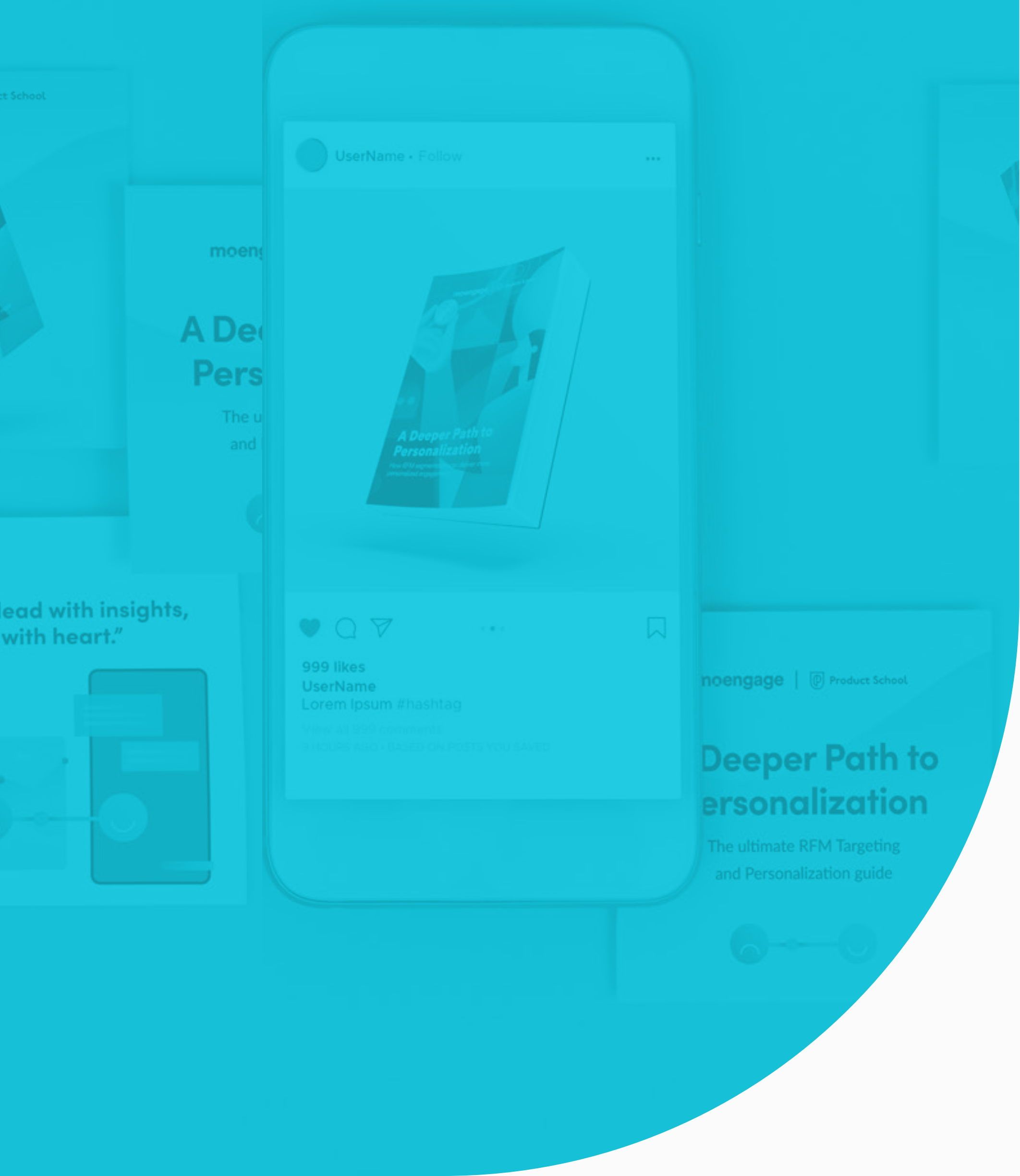
Contact Us for Details

Benefit

Lead Gen, Thought Leadership

Reach

Varies by content and subject matter, with an average of 1,000 downloads per month



3 Spots Left

eBook Co-Promotion

Expand Your Brand’s Market Reach and Credibility

Establish your brand as a credible thought leader in the product space through a targeted and collaborative eBook co-promotion that will help you reach a wider, engaged product audience.

Format

Contact Us for Details

Benefit

Lead Gen, Thought Leadership

Reach

Varies by content and subject matter, with an average of 1,000 downloads per month

Workshops

Thousands of Product Community Members Tune in to Our Workshops From Around the World

With their live and engaging format, Workshops allow you to speak directly to the insights you know best.

Format

60-90 minute live sessions, hosted on Zoom

Benefit

Lead Gen, Thought Leadership

Reach

150 Attendees per Workshop

Ad Hoc Events

Join Us At Our Major Events Throughout the Year

At events like our bi-annual Career Fair or monthly Interview Prep, your brand can participate in a variety of ways, from hosting a booth to having your logo featured.

Format

Contact Us for Event-Specific Details

Benefit

Lead Gen, Awareness

Reach

Contact Us for Event-Specific Details



Newsletters

An Ecosystem that Reaches Product People Across the Globe

Combining advertisements and cutting-edge product placements, our newsletters keep the Product community informed.

Format

Above or Below the Fold Placement in up to 2 Newsletters per Week

Benefit

Awareness, Lead Gen

Reach

364,000 Subscribers



23% More Clicks
Above the Fold

The Product Podcast

Product experts from across the tech world starred on The Product Podcast this year, joining us for a total of 237 episodes and 4 special seasons.

Format

15-second pre-roll or 30-second mid-roll,
1 episode per week, 1 month minimum term

Benefit

Awareness, Lead Gen

Reach

80,000 Downloads per Month

Sold-Out

1,700,000

listeners

8.2 Million+

downloads

200

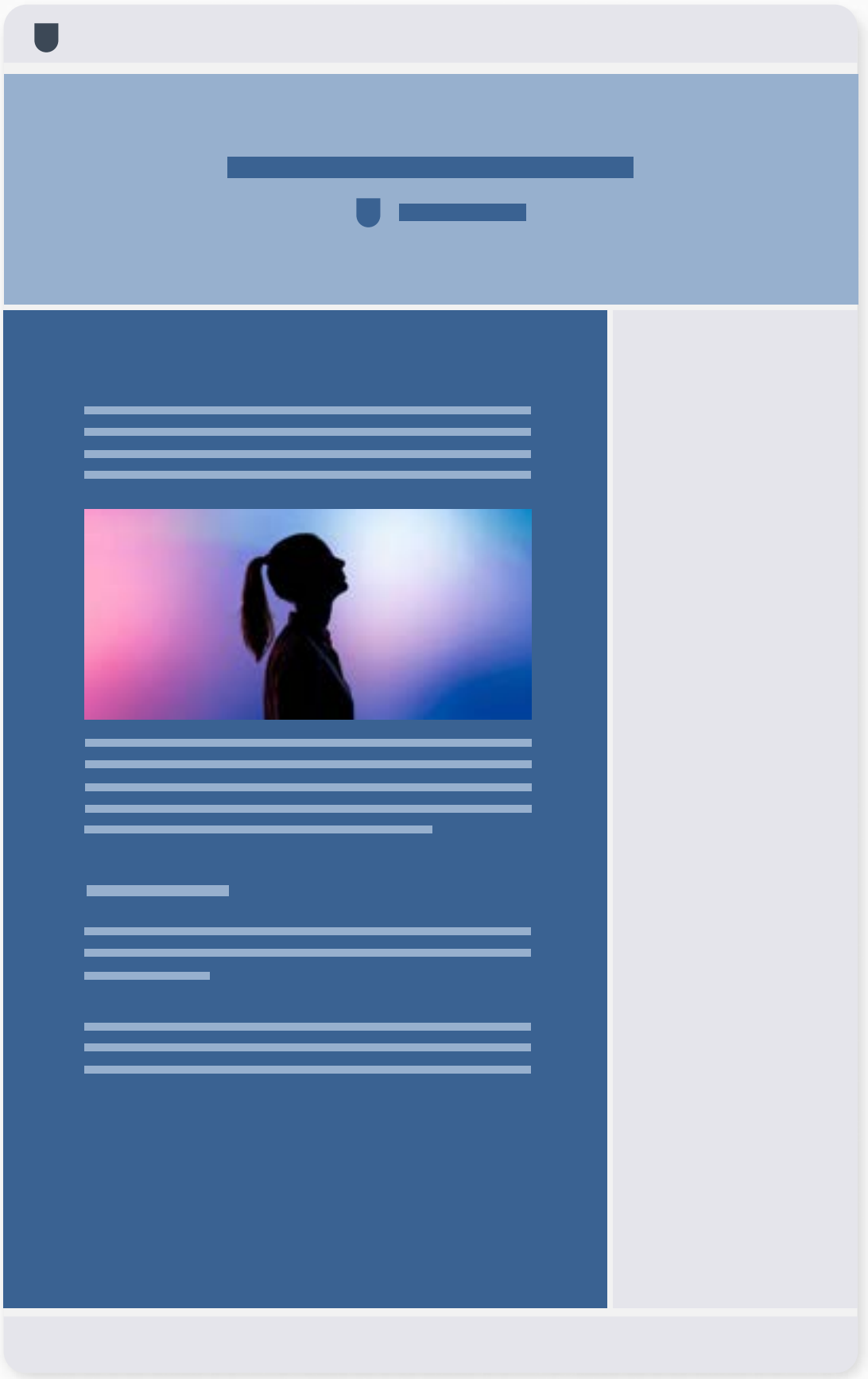
countries



Guest Blog Post

Reach the Product Community With Your Expertise

Co-author a content piece with us that highlights your brand’s leadership in a particular Product area.



- Format**
1,000 words maximum, graphic design and copywriting support
- Benefit**
Awareness, Thought Leadership
- Reach**
600 Views per Month

Playbook Launch

Turn a Series of SEO-optimized Blog Posts into a Lead Generation Magnet

Initiating a Playbook launch with 3-4 engaging blog posts is the best way to capitalize on ranking for relevant keywords, drive traffic, and increase conversions.

Format

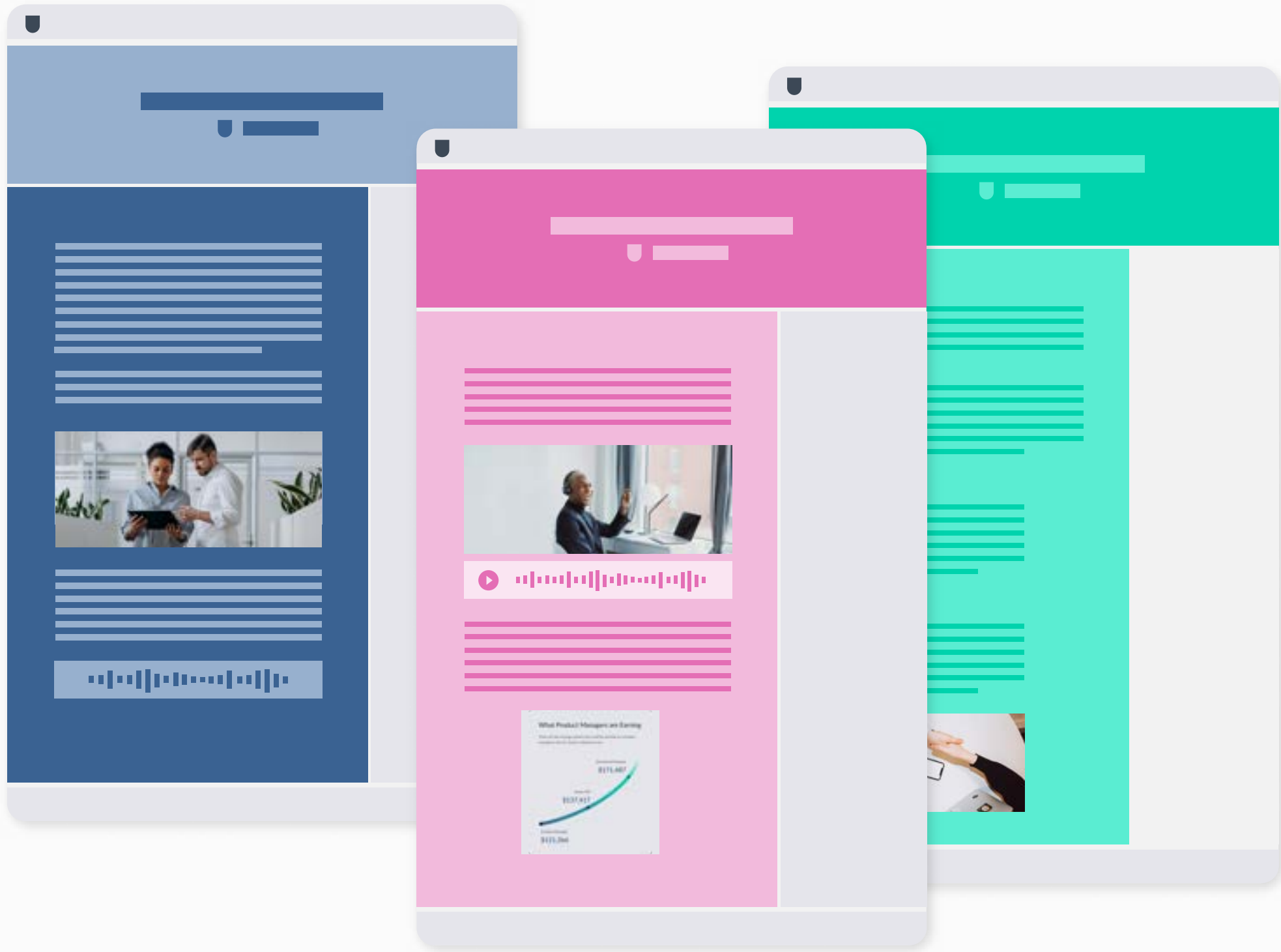
3-4 blog posts combined into a mini eBook

Benefit

Lead Gen, Awareness

Reach

Varies by Content



Template Launch

Increase Product Adoption by Making Your Product Even Easier to Use

Templates are a long-term resource that helps deepen product adoption, increase user activation, and drive traffic through SEO.

Format

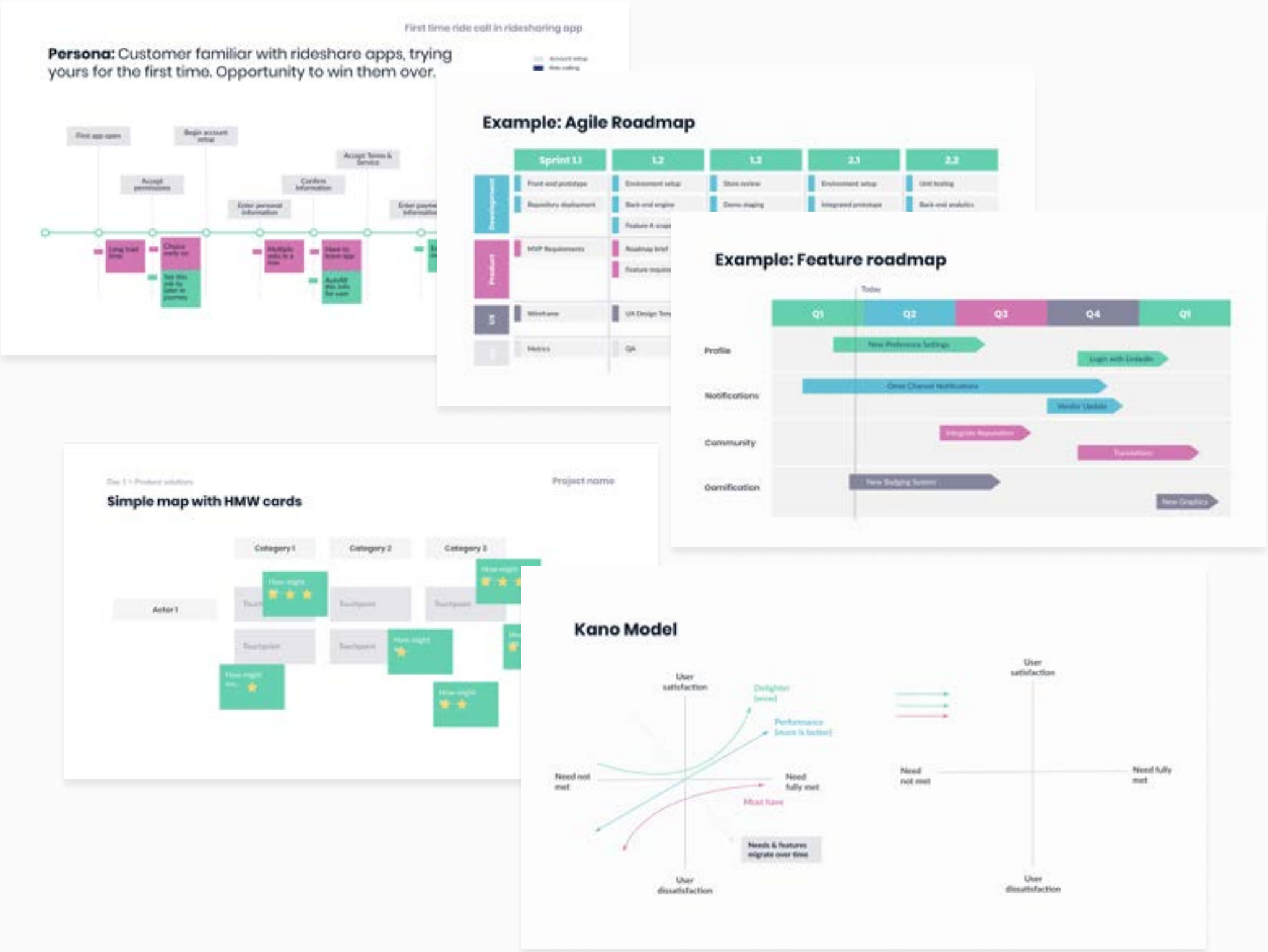
Varies by Template Type

Benefit

Lead Gen, Awareness

Reach

Varies by Template Type



	Primary Benefit	Secondary Benefit	Estimated Reach	Starting at
eBook Launch	Lead Gen	Thought Leadership	4,000 Downloads / Month	\$50,000.00
Template Launch	Lead Gen	Awareness	Varies By Template Type	\$30,000.00
Playbook Launch	Lead Gen	Awareness	Varies By Content	\$25,000.00
3 Spots Left eBook Co-Promotion	Lead Gen	Thought Leadership	800 Downloads / Month	\$25,000.00
ProductCon Panel	Lead Gen	Thought Leadership	3,000 Attendees / Panel	\$6,500.00
Workshops	Lead Gen	Thought Leadership	150 Attendees / Workshop	\$3,300.00
Newsletters	Awareness	Lead Gen	364,000 Subscribers / Newsletter	\$2,500.00
Sold-Out Podcast	Awareness	Lead Gen	80,000 Downloads / Month	\$2,400.00
Guest Blog Post	Awareness	Thought Leadership	600 Views / Month	\$1,000.00
Ad Hoc Events	Lead Gen	Awareness	Varies By Event Type	Contact Us
Micro-Certification	Lead Gen	Education	3,300 Students / Month	Contact Us

Product School Sponsorships Start at \$25,000

What our Partners are Saying

CHARTIO

"Two reasons I love Product School! First, their content and guidance is authentic and speaks to what product managers really need to do their best work. Secondly, their events are created for their audience."

Sheridan Gaenger

Vice President Marketing



"Through Product School's thoughtful programming and conferences, we were able to make quality connections and be part of innovative conversations with decision makers and PMs looking to advance their career."

Daniel Chu

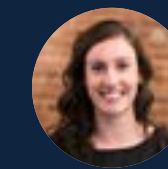
CPO



"Our partnership with Product School delivers results! We closed a major deal at the very first conference we attended, and have since been able to elevate our brand to the right audience through webinars and newsletters."

Erin Wilkinson

Sr. Field Marketing Manager



Let's Talk About Getting Your Business In Front of One Million Product Managers

[SCHEDULE A CALL](#)