



2022  
C5 SPONSORING  
PARTNERSHIP  
OPPORTUNITIES

*Connect >>> Elevate >>> Partner*



**THE CABLECENTER**

C5 Partners: Advancing CX Leadership in Cable



# C5: LEADING THE CX CHARGE IN CABLE

## ABOUT C5 AND ITS MISSION

C5 is a unique, invitation-only group that focuses on advancing customer experience (CX) in the cable industry. C5 efforts are led by The Cable Center's Cox Chair, Senior Fellows and executive team, along with the support of five Executive Chairs.

For almost two decades, C5 members have shared CX strategies, operations, and leadership to help build and deliver the best possible experience for subscribers. Initiatives developed by C5 have established a solid foundation on which to build industry best practices in this critical area.



## MEET THE C5 MEMBERS

C5 members comprise thirteen major cable operators from across the world. MSO members serve almost 80% of cable subscribers in the U.S. (totaling 30 million subs) and a further 30 million global subscribers from Europe, China, and South America. Three industry associations bring important insights, innovation, and information from cable's technological, marketing, and legislative viewpoints.

### C5 MSO MEMBER ORGANIZATIONS



### C5 ASSOCIATION MEMBER ORGANIZATIONS





# HELP ADVANCE CX LEADERSHIP IN CABLE

## CONNECT YOUR COMPANY TO GLOBAL CABLE OPERATORS

Twice a year, C5 and The Cable Center (TCC) bring together key CX executives from cable operators in the U.S., Europe, China, and South America, to provide educational, research, and collaborative learning opportunities to its members—**your potential customers**. As a C5 Partner you get access to the A-list of senior cable CX executives and the perfect platform to increase your company's profile and to build deep connections with C5 members.

There is no equivalent organization that incorporates an inside-outside learning environment, exploring CX practice from MSOs, industry associations, sponsoring partners, and guest speakers.



Enjoy direct access to cable industry leaders in a unique forum to advance CX in cable



Generate new business leads in pre-arranged one-on-one meetings



Get an insider's viewpoint by hearing first-hand about challenges faced by MSOs



Nurture and grow relationships with senior CX executives in cable



Showcase your solutions to the industry's key decision makers in our exhibition spaces



Be recognized globally as a CX thought leader by participating on panels at industry conferences





# GOLD PARTNER

## UNRIVALED OPPORTUNITY FOR YOUR COMPANY

### ON-SITE BRANDING

- Branding on all event signage as a Gold Partner
- Allocation of a program slot for presenting an application of your company's CX solutions (1 hour)
- Attendance for TWO at the two-day C5 Conferences, reception, and dinner (two conferences)
- Exclusivity: C5 will not accept another Gold or Silver Partner that offers a competing CX solution
- Distribution of branded items for each delegate
- Full-page, color ad in program booklet (two conferences).

### WEBSITE BRANDING

- Company logo and profile featured on C5 webpages as a Gold Partner with Website Hotlink to your company's home page
- Company logo and profile included in the soft-copy, conference materials with hyperlink to company URL.

### ADDITIONAL RECOGNITION

- Invitation for TWO to The Cable Center's annual Cable Hall of Fame event
- Invitation to participate on C5 panel presentations at industry events to demonstrate thought leadership
- Discounts for tables and sponsorship options at The Cable Center's annual Cable Hall of Fame event.

TOTAL COST  
**\$50,000**  
Two C5  
Conferences



# SILVER PARTNER

## EXCEPTIONAL OPPORTUNITY FOR YOUR COMPANY

### ON-SITE BRANDING

- Branding on all event signage as a Silver Partner
- Allocation of a program slot for presenting an application of your company's CX solutions (15 mins)
- Attendance for ONE at the two-day C5 Conferences, reception, and dinner (two conferences)
- Exclusivity: C5 will not accept another Silver or Gold Partner that offers a competing CX solution
- Distribution of branded items for each delegate
- Half-page, color ad in program booklet (two conferences).

### WEBSITE BRANDING

- Company logo and profile featured on C5 webpages as a Silver Partner with Website Hotlink to your company's home page
- Company logo and profile included in the soft-copy, conference materials with hyperlink to company URL.

### ADDITIONAL RECOGNITION

- Invitation for ONE to The Cable Center's annual Cable Hall of Fame event
- Discounts for tables and sponsorship options at The Cable Center's annual Cable Hall of Fame event.

TOTAL COST  
**\$25,000**  
Two C5  
Conferences



# BRONZE PARTNER

## DISTINCTIVE OPPORTUNITY FOR YOUR COMPANY

This opportunity is ideal for companies that want to support our efforts to help advance leadership in CX in the cable industry but are unable to participate actively during C5 Conferences.

### ON-SITE BRANDING

- Branding on all event signage as a Bronze Partner
- Allocation of 30-min webinar during 2022 for presenting an application of your company's CX solutions
- Full-page, color ad in program booklet (two conferences).

### WEBSITE BRANDING

- Company logo and profile featured on C5 webpages as a Bronze Partner with Website Hotlink to your company's home page
- Company logo and profile included in the soft-copy, conference materials with hyperlink to company URL.

### ADDITIONAL RECOGNITION

- Discounts for tables and sponsorship options at The Cable Center's annual Cable Hall of Fame event.

TOTAL COST  
**\$10,000**



# ADDITIONAL INFORMATION

## Other Collaboration Opportunities

Together with the partnerships outlined in this prospectus, the C5 Leadership Team is open to explore other collaboration opportunities. For example, Partners may support research projects or provide other types of equity exchange that offer value for C5 and its members.

## How to Find Out More

Visit our website or contact:

**Charles Patti, Ph.D.**  
[cpatti@du.edu](mailto:cpatti@du.edu)  
**720.212.6971**

**Maria van Dessel, Ph.D.**  
[maria.vandessel@du.edu](mailto:maria.vandessel@du.edu)  
**720.891.6652**