

We are building **India's largest exclusive community for B2B marketing professionals** and are glad you have joined us on this mission.

Let us take a moment to explain why we are doing this.

- Most communities or publications are **focused on cities like Mumbai and Delhi; we** want to change that by starting to build the community from the Southern cities.
- We want the **focus to change to learning and networking**, considering most publications focus on running and profiting from events.
- We want to **narrow our focus on the B2B marketing community** since they are underrepresented and are usually ignored by large publications.

So, how will the community differ from others you are already part of?

- We want to **shift the focus back to continued learning and networking with peers; we** will facilitate this by:
- Sharing a **weekly newsletter that aggregates the most important marketing news and information** from throughout the week.
- Conducting virtual workshops for the group, these workshops will focus on areas where members are looking to upskill themselves.
- And finally, being a platform that **facilitates in-person events that enable members to connect and learn from each other.**

## Why us?

- We've operated as an **independent news publication/blog since 2011 to share what we've learned.**
- We do not publish press releases or push out content that doesn't benefit our readers.
- We follow two core principles: We **don't sell anything we don't believe in**, and we want to **see cause and effect** in everything we do (which can be challenging, but we try and are still at it).

We're still in our early days, and a lot will change as we build the community, but we're looking forward to building this together with you.

## What is a B2B Marketing Mixer?

The B2B Marketing Mixer is an exclusive event that brings together B2B marketing professionals to network, share insights, and explore collaborative opportunities.

Following the success of our previous event in Bangalore, which saw over 70 registrations and received outstanding feedback, we are planning to host this in several cities in the South.

This mixer is a part of our broader initiative to build a thriving community of B2B marketers under the banner of B2B Blue.

## Sponsorship Benefits:

- **Brand Visibility:** Your brand logo will be prominently displayed on all event materials, including banners, flyers, and the event website.
- **Speaking Opportunity:** During the event, a representative from your company will be able to address the attendees for 30 minutes.
- **Exhibit Space:** A dedicated space at the event for your promotional materials and products.
- **Networking:** Exclusive access to a pre-event networking session with key attendees and speakers.
- **Social Media Promotion:** Inclusion in our pre-event and post-event social media campaigns, reaching a broad audience of B2B marketing professionals.
- **Event Marketing:** Mention in all email marketing campaigns related to the event.

For sponsorship inquiries and more details, contact us at **(+91) 9867790678** or [sd@digitaluncovered.com](mailto:sd@digitaluncovered.com).