

dashcon

SPONSOR PACK · 2026

DashCon

Four years of building the room the Philippine AI and marketing community shows up to.



dashcon 2024 sold out.

The record

450+

people through the doors

Across four editions, 2022 to 2025.

4

editions since 2022

Every year, never skipped.

6

cities

Cebu · Iloilo · Davao · Manila · BGC · Makati.

30+

partners and sponsors

Community, media and commercial partners across the series.

4.6/5

attendee rating

From the DashCon 2022 attendee survey.

8

press write-ups

Including Manila Bulletin twice and The Manila Times.



Every edition

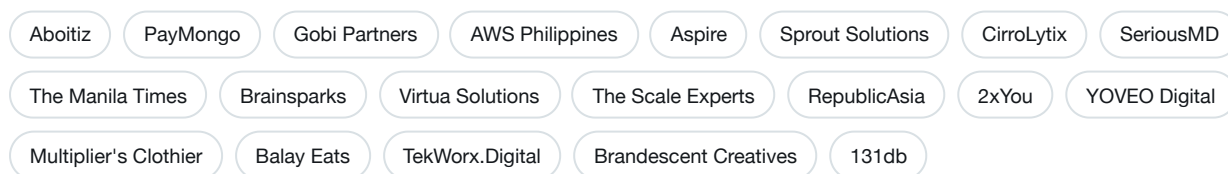
YEAR	THEME	WHERE	SIZE
2022	Empowering MSMEs and creators through content	Golden Prince Hotel & Suites, Acacia St., Cebu City	~100
2023	"I'm not a robot": Navigating business and marketing in the AI era	Cebu · Iloilo · Davao · Manila	4 cities
2024	Taming the Tech: The Case for AI in Marketing and Business	The AWS office, BGC, Taguig	103
2025	Alliance for Innovation and Human Dignity	Zero-Ten Park, Makati (formerly The Company Makati)	~50

The people a sponsor actually wants to meet

DashCon has never been a general-tech crowd. It is the people who decide how a brand shows up, and the people who build the tools they use.

Marketing leaders and CMOs	The budget holders. They come for what is working now, not a product tour.
Startup founders	Early and growth stage, usually the person who still writes the marketing themselves.
Agency owners and creatives	Writers, designers and producers running client work at volume.
MSME owners	The 2022 room alone drew 27 companies — the operators DashoContent was built for.
Policy, academia and institutions	DICT and DTI backed the 2023 roadshow; UP and Ateneo have spoken.

Companies that have been in the room



Speakers, sponsors, partners and attendees across the four editions.

What attendees said

4.6/5 overall — From the DashCon 2022 attendee survey. Ten of ten rated it 4 or 5 out of 5.

"DashCon 2022 was a refreshing event. I learned a lot. I look forward to a bigger event with deep dives, tracks or breakout sessions on specific digital marketing areas. Perhaps a 2-day event next time! Happy to support the next DashCon event. Congratulations Fleire and team for an excellent job!"

Lorna Bondoc · Founder, YOVEO Digital

"So overwhelmed with the hype DashCon program! It spilled out so much beneficial information to all business content creators, professionals, marketers, entrepreneurs and the like. It was indeed a well-presented event, so timely and relevant."

Wendell Ann Donaire · Managing Owner, Multiplier's Clothier

“Needless to say, DashCon was a great event. I'm hoping to see a bigger version of it, maybe next year.”

Bert Padilla · Founder, TekWorx.Digital

Food and breaks scored lowest, at 4.1. It was the first thing we changed.

What sponsoring actually buys

These are the tiers we have run since 2022. Pricing is set per edition — tell us what you want out of the room and we will scope it with you.

Headline

RepublicAsia held this at dashcon 2023

- Name in the edition's title lockup and every piece of collateral
- A slot on the main programme, not just a logo
- First pick of who you want introduced to in the room
- Your brand in the press release that goes to the broadsheets

Patron

2xYou Executive Services, dashcon 2023

- Prominent placement across the event and recap
- A breakout session or workshop you run yourself
- Attendee introductions arranged by us

Partner

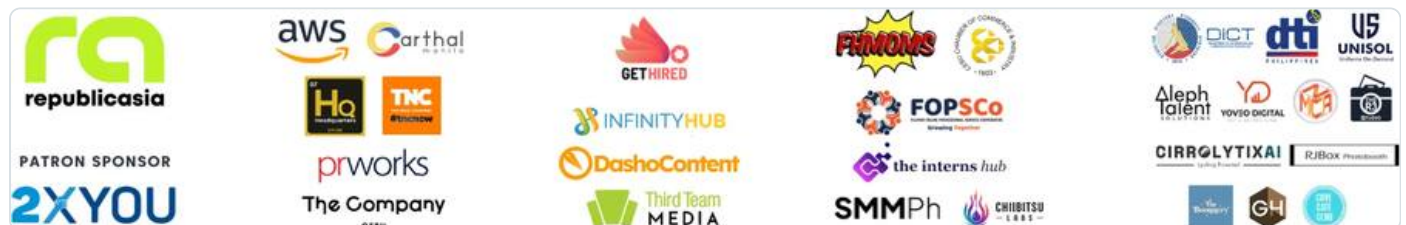
AWS Philippines, The Company, PRWorks, HQ Compound

- Venue, platform or service partnership
- Logo across event collateral and the recap post
- A start-up showcase slot where relevant

Community

FHMoms, FOPSCo, Cebu Chamber, SMMPh and 25+ others

- Cross-promotion to your members
- Free or discounted seats for your community
- Named on the partner wall

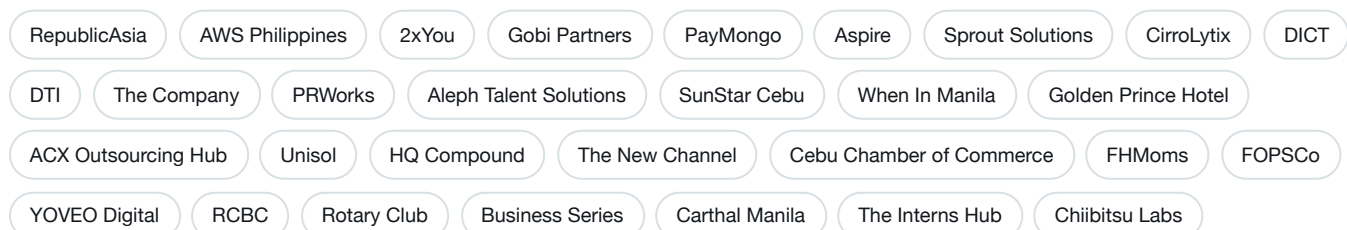


The partners behind dashcon 2023.



The Iloilo leg brought its own partners, including RCBC and Rotary Club.

Who has backed DashCon



DashCon 2026 — In planning

A hosted AI marketing edition — smaller room, higher bar, run with a technology partner.

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