

The logo for KITCO 2021 Gold Summit. It features the word "KITCO" in a bold, sans-serif font with a registered trademark symbol. To its right is a graphic of a globe composed of white dots, with the year "2021" positioned below it. Below the globe graphic, the words "Gold Summit" are written in a large, bold, sans-serif font.

**KITCO**® 2021  
**Gold Summit**

June 8-9 Virtual Global **Live** Event

The title "Sponsorship Prospectus" is centered on the page in a large, bold, white sans-serif font. The background is a dark blue gradient with a faint, glowing globe and a horizontal band of light blue, textured, wavy lines across the bottom.

# Sponsorship Prospectus

# Metals are at a crossroads

Metals and base metals are both caught in updrafts and downdrafts. Base metals are being propelled higher by battery material demand. Automakers are firmly committed to electric vehicles, and they are booking sales. However, how are they going to get enough nickel, lithium, cobalt and other materials to make their batteries? What about metal substitution if prices climb too high? Precious metals are getting a hand from governments pushing more stimulus into their economies as nations try to regain their footing after the pandemic. Inflation should be positive for precious metals, but is the broader equity rally going to dampen any gold or silver rally? Will the Federal Reserve raise interest rates before any sustained rally can take place? More than ever, you need to hear from experts on where precious metals are headed.

## Why Attend?

**If you are an investor, you can't afford to miss this event.**

If you are attending just one event in 2021, Kitco Gold Live Summit can't be missed:

- Kitco NEWS has one of the world's largest dedicated team of journalists reporting on the precious and base metal markets with accuracy and objectivity.
- Our editorial team has an unrivalled network with all the movers-and-shakers in the precious metal industry. You will hear informed interviews with the people who matter most.
- The conference is virtual and free to attend. The conference will fit your schedule, wherever you are located.
- The conference is interactive. You are not a passive participant. Get your questions answered.
- Kitco Gold Live Summit is the event that matters. Attend the show that everyone else will be talking about.

# Kitco Gold Summit Agenda

## DAY ONE - Tuesday, June 8, 2021

### 11:00-11:05 Opening Remarks

Precious metals and base metals are facing once-in-a-generation shifts. There was massive government stimulus to shore up businesses during the pandemic, and the internal combustion engine finally appears to be ceding ground to batteries. Our Editor-in-chief Michelle Makori sets the agenda.

### 11:05-11:30 Keynote

Kicking off the Summit with a leading thinker in the metals space.

### 11:25-11:40 AM - Break

### 11:40-12:25 Why gold is doing well, and what's holding it back

Precious metals are getting a hand from governments pushing more stimulus into their economies as nations try to regain their footing after the pandemic. Inflation should be positive for precious metals, but is the broader equity rally going to dampen any gold or silver rally? Will the Federal Reserve raise interest rates before the precious metals gather any momentum? And there are cryptocurrencies stealing the spotlight from gold. More than ever, you need to hear from experts on where precious metals are headed.

### 12:25-12:40 Break

### 12:40-13:25 Silver is firing on all cylinders

Silver's prospects looks bright on two fronts: inflation fears look good for precious metals and silver traditionally out performs gold. Also, industrial demand is picking up as governments and industry spend more on renewables, namely solar. Understand the dynamics of silver from our panel of experts.

### 13:25-13:40 Break

### 13:40-14:25 Is there enough supply of battery materials?

Base metals are being propelled higher by battery material demand. Automakers are firmly committed to electric vehicles, and they are booking sales. However, how are they going to get enough nickel, lithium, cobalt and other materials to make their batteries? What about metal substitution if prices climb too high? Identify the top metals in the space. Understand where the industry is headed.

### 14:25-14:40 Break

[Day one continuation →](#)

# Kitco Gold Summit Agenda

## DAY ONE - Tuesday, June 8, 2021

### 14:40-15:25 **Hunting for out-size returns: junior miners**

If metal prices move higher, you want to be invested in the juniors. Juniors let you double, triple or even pull off the ten bagger. But there are several thousand listed juniors all with a high degree of variability based on quality of management, jurisdiction, project, infrastructure and metallurgy, just to name a few. Get guided by our panel of experts. Show will be live and interactive. Now is your chance to get your questions answered by our expert panelists.

### 15:25-15:40 **Break**

### 15:40-16:15 **Selected juniors, selected pitches**

Hear from a group that is making it happen. Companies who are advancing projects will tell you what they are doing, how they are doing it and how their shareholders will prosper.

### 16:15-16:25 **Closing Remarks - Day One - Ready for day 2**

Look back at what was learned, and set the table for day two.

[Day Two →](#)

# Kitco Gold Summit Agenda

## DAY TWO - Wednesday, June 9, 2021

### 11:00-11:05 Opening Remarks

We've mostly learned about metals going up, but how do adjacent sectors compare? Dive into cryptocurrencies and alternative investments. We also cap yesterday's talk with a discussion on how to invest like the pros in precious metals.

### 11:05-11:30 Keynote

Kicking off the Summit with a leading thinker in the metals space.

### 11:25-11:40 Break

### 11:40-12:25 How precious metal investors invest

For something that is supposed to provide certainty against fiat, the investing choices in precious metals are bewildering: juniors, miners, streamers, indexes, exchange traded funds and of course physical. Each has its benefits. Learn from our experts on the strengths of each and what are the leading options in today's market.

### 12:25-12:40 Break

### 12:40-13:25 Have alternative investments turned mainstream?

Wine, paintings, antiques, trading cards and non-fungible tokens. With concerns about inflation and a pandemic that put people at home, alternative investments had a renaissance. Trading card maker Topps went public in April in a deal that valued the company at \$1.3 billion. Understand the sector vis-a-vis precious metals and whether there is still room to run in the alternative investment space.

### 13:25-13:40 Break

### 13:40-14:25 What you need to know about cryptocurrencies

Bitcoin broke out in 2021 gaining 1,000% in just one year. Bitcoin is also going mainstream. Tesla and Microstrategy are just two high profile companies that prospered by making bitcoin key parts of their business. You need to understand where bitcoin is headed, and the impact upon precious metals.

### 14:25-14:40 Break

### 14:40-15:25 Closing Remarks - Day Two

A look back at what was learned.

About Us

## Who is Kitco?

Kitco Media is a precious metals, commodities and mining global authority, generating and distributing cutting-edge news, market insights and data to a global audience. The Kitco brand resonates globally and our information is consumed by millions on our web assets, applications and social media channels.



Alexa US rank: **275\***  
Alexa Global rank: **988\***



**1.1M+** Session per day

## Our brand power

A trusted global channel for economic news and the world's number one source of precious metals information



**5.8M+ unique**

visitors per month from over 100 countries\*



One of China's top precious metals website (Kitco.cn)



Popular free mobile apps with global reach and 4M+ downloads



**105M+**

page views per month\*



Exclusive coverage of industry events



**650,000+**

social media followers

## Sponsor Levels

Kitco offers our partners several sponsorship options tailored to meet your marketing objectives, with maximum audience reach and brand exposure. **Spots are limited, so reserve your preferred option today.**

### Platinum

**\$35,000 USD**

More details about the platinum sponsorship on page 8

**1 spot available**

### Gold

**\$22,000 USD**

More details about the gold sponsorship on page 9

**1 spot available**

### Silver

**\$10,000 USD**

More details about the silver sponsorship on page 10

**1 spot available**

### Sessions

**\$5,000 USD**

More details about the sessions sponsorships on page 11

**8 spots available**

### Video Posting

**\$2,500 USD**

Supplied Video to be posted during break 1x during conference.

**8 spots available**

1 spot available

## Platinum Sponsorship

\$35,000 USD

### In-conference Sponsorship Details

- Marquee branding and visibility on ALL in-conference elements and digital collateral - Top Billing - during both days' sessions
- Video interview, to be posted on Kitco Video News page and Investment Trends section
- Full Kitco article, to accompany video posting on Investment Trends section
- Video to be aired 3x during conference breaks over 2 days
- Hosting of one conference panel/fireside chat
- Video News landing page roadblock (where event and all videos will be hosted post event)
- Branding on all promotional ads leading up to and during the event (Stay Tuned/Watch Now campaigns)
- Mention as lead Platinum sponsor on all Kitco social media platforms
- Promoted/mentioned on Kitco Podcast as the Platinum sponsor, leading up to and post event
- Featured on the special Platinum Summit Sponsors' Landing Page

### Post-conference Added-value

Includes ad campaign on Kitco, valued at \$17,500 USD, to be deployed at sponsor's discretion (on most) of Kitco's available assets and platforms, run-of-site, as per our current 2nd Quarter Rate Card. Options and timing are flexible and TBD.

1 spot available

## Gold Sponsorship

\$22,000 USD

### In-conference Sponsorship Details

- Branding and visibility as Gold sponsor on ALL in-conference elements and digital collateral during both days' sessions
- Video interview, to be posted on Kitco Video News page and Investment Trends section
- Full Kitco article, to accompany video posting on Investment Trends section
- Video to be aired 2x during conference breaks over 2 days
- Promoted/mentioned on Kitco Podcast as the Gold sponsor, leading up to and post event
- Featured on the special Gold Summit Sponsors' Landing Page

### Post-conference Added-value

Includes ad campaign on Kitco, valued at \$11,000 USD, to be deployed at sponsor's discretion (on most) of Kitco's available assets and platforms, run-of-site, as per our current 2nd Quarter Rate Card. Options and timing are flexible and TBD.

1 spot available

## Silver Sponsorship

\$10,000 USD

### In-conference Sponsorship Details

- Branding and visibility as Silver sponsor on ALL in-conference elements and digital collateral during both days' sessions
- Video interview, to be posted on Kitco Video News page and Investment Trends section
- Full Kitco article, to accompany video posting on Investment Trends section
- Video to be aired 1x during conference breaks over 2 days
- Promoted/mentioned on Kitco Podcast as the Silver sponsor, leading up to and post event
- Featured on the special Silver Summit Sponsors' Landing Page

### Post-conference Added-value

Includes ad campaign on Kitco, valued at \$5,000 USD, to be deployed at sponsor's discretion (on most) of Kitco's available assets and platforms, run-of-site, as per our current 2nd Quarter Rate Card. Options and timing are flexible and TBD.

1 spot available

# Sessions Sponsorship

## \$5,000 USD

### In-conference Sponsorship Details

- Branding and visibility for specific session
- Video interview, to be posted during break immediately following the session, and on Kitco Video News page and Investment Trends section

### Post-conference Added-value

Includes ad campaign on Kitco, valued at \$2,500 USD, to be deployed at sponsor's discretion (on most) of Kitco's available assets and platforms, run-of-site, as per our current 2nd Quarter Rate Card. Options and timing are flexible and TBD.

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Gold Summit

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