··· BUSINESS ALPHA · 2026

Hiring in 2026 *Pizza Night*

For recruiters & talent — sponsorship opportunities

A relaxed evening that brings recruiters, talent sourcers, HR professionals, hiring managers, and talent together — for networking, pizza, and a real conversation about the future of hiring.

PRESENTED BY DIRECT · FREE, NO APPROVAL · LIMITED SPOTS

4	500	1	12
PARTNER TIERS	SEATS EXPECTED	EXCLUSIVE MAIN PARTNER	PARTNER OPPORTUNITIES

ABOUT THE EVENT

AI, global talent, and the new role of recruiters

The recruiting world is changing quickly. AI, automation, global hiring, and new expectations from companies and candidates are reshaping how teams find, evaluate, and manage talent. This is where the community talks about what comes next — and where the recruiter's role is heading.

THE FORMAT · ONE INFORMAL EVENING

01 **Pizza night**
A relaxed, open setting. Food and a drink, no cliff agenda.

02 **Networking**
Time to connect with recruiters, talent, and HR professionals.

03 **The talk**
A conversation on hiring, AI, and global talent in 2026.

04 **direct, briefly**
A short presentation of the platform and what we're building.

05 **Open conversation**
An honest exchange with the community in the room.

06 **Sponsor space**
Room for strategic sponsors and partners to take part.

WHO IS ON THE ROOM

- Recruiters
- HR professionals
- Hiring managers
- Tech, sales, marketing & ops talent
- Talent sourcers
- People ops teams
- Founders hiring talent
- Companies hiring globally & remote

WHY SPONSOR

Connect with the people who do the hiring

Unlike a traditional corporate event, this format combines content, networking, and real conversations among people who work directly with hiring, talent acquisition, international payments, compliance, HR tech, benefits, onboarding, and distributed teams.

FOR SPONSORS, IT'S AN OPPORTUNITY TO

- Gain **visibility** with a relevant audience of recruiters, HR professionals, and talent
- Build **relationships** with professionals across the talent ecosystem
- Become part of a **growing community** around direct
- Associate your brand with a **timely conversation** about the future of hiring
- Position your company as a **trusted partner** for those working with global talent

SPONSORSHIP TIERS

Four ways to partner

Choose the level of presence and activation that fits your goals. The full picture at a glance — each tier detailed on the pages that follow.

TIER	INVESTMENT	SPOTS	WHAT'S INTO IT (PART)
Network Partner	USD 500	2	Logo placement & group mention
Host Partner	USD 2,000	3	Individual mention, featured logo & introductions
Main Partner	USD 5,000	4	Strategic positioning & national speaking slot — one slot only
Exclusive Main Partner	USD 7,500	5	Sole commercial sponsor of the event

TIER 01

Network Partner

$500 INVESTMENT · 2 AVAILABLE SPOTS

Ideal for companies starting to become part of the ecosystem and gain visibility with a relevant audience of recruiters, HR, and talent.

INCLUDES

- Logo on the event landing page
- Group mention alongside other partners during the event
- 2 reserved spots to attend the event
- Inclusion in the post-event recap as an event partner
- Logo in the general event presentation
- Presence in pre-event communication as a Network Partner
- Share digital promotional material with attendees, subject to direct approval

Best for — Companies looking for brand presence, initial exposure, and association with the talent ecosystem without a deeper activation.

TIER 02

Host Partner

$2,000 INVESTMENT · 3 AVAILABLE SPOTS

Everything in Network Partner, plus more direct and relevant connections with the audience — without taking the stage.

EVERYTHING IN NETWORK PARTNER, PLUS

- Individual mention during the opening or closing
- Featured logo in the presentation and visual materials
- 2 reserved spots to attend the event
- Presence in post-event content
- Option to include a suggested question in the registration form, subject to direct approval
- Higher logo visibility on the landing page
- Subtle presence in selected physical materials or event merch
- Facilitated introductions with relevant attendees during networking
- Featured inclusion in the post-event recap communication

Best for — Companies that want to be present in the community, generate relevant conversations, and connect with recruiters, HR, talent, or hiring teams in a more direct way.

TIER 03

Main Partner

$5,000 INVESTMENT · 4 AVAILABLE SPOTS

• Only one available

Everything in Host Partner, plus a visible, strategic role across the experience.

EVERYTHING IN HOST PARTNER, PLUS

- Positioning as the Main Partner across event communication
- Featured branding in pre-event communication
- 4 reserved spots to attend the event
- Participation in one event dynamic, non-invasive
- Priority access to sponsorship in future events
- 20% discount on the next sponsorship opportunity
- Featured branding on the landing page
- Featured branding in the physical event space
- Optional 15–20 minute speaking slot on the event theme
- Access to the opt-in attendee list (those who agree to share)
- 2 invitations to the next private direct event
- Featured inclusion in post-event content recap, photos & posts

Best for — Companies that want to be seen as a leading partner within hiring, global talent, HR tech, payroll, compliance, benefits, onboarding, or distributed-team solutions.

TIER 04 ···

Exclusive Main Partner

• ONLY COMMERCIAL SPONSOR

$7,500 INVESTMENT · 5 AVAILABLE SPOTS

The most premium option. Everything in Main Partner, plus full commercial exclusivity — no other commercial sponsors beyond direct as the organizer.

EVERYTHING IN MAIN PARTNER, PLUS

- Exclusive commercial sponsorship of the event
- Highest brand presence: branding page, presentation, presence in physical space
- Higher visibility in post-event content
- Priority & future direct initiatives, events & content
- Access to the opt-in attendee list (those who agree to share)
- Positioning as Exclusive Main Partner across all communication
- Co-design part of the event experience with direct
- Option for a simple brand activation during the event, subject to approval
- 5 reserved spots to attend the event
- 30% discount on the next sponsorship opportunity

Best for — Companies seeking maximum association with the event, high visibility, and an exclusive position within a relevant conversation about the future of hiring.

SUGGESTED PARTNER FIT

Especially relevant for

A natural fit for companies working across the talent and hiring stack.

12 PARTNER CATEGORIES

- Global hiring
- Employer of Record
- Benefits
- Talent assessment
- Contractor management
- HR tech
- Remote work solutions
- Professional communities
- Payroll
- Background checks
- Equipment & onboarding
- Tools for recruiters & hiring teams

EVENT PROPOSITIONS

More than a networking night — a meeting point for people thinking about how work, *talent, and hiring* are evolving.

direct is building an AI-first platform that helps companies and recruiters find, qualify, and manage talent faster. This event is part of our initiative to bring the community together, share insights, and connect the most relevant players in the ecosystem.

NEXT STEPS

Let's find the right fit

We're opening limited partner opportunities for this edition. Let's schedule a short call to discuss which sponsorship tier makes the most sense for your company's goals.

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