

ICF Metro DC
Charter Chapter



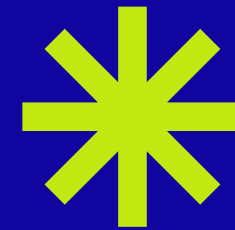
CAPITAL
COACHES
CONFERENCE

OCTOBER 10-11, 2024
FALLS CHURCH, VA

2024
SPONSOR &
EXHIBIT
PROSPECTUS

WE KNOW COACHING

The Capital Coaches Conference, hosted by ICF Metro DC is the premier coaching event in the Metropolitan DC area. The event brings together a powerful community of coaching professionals - uniting esteemed coaches with key decision-makers from human resources, talent development, and other talent management disciplines. Attendees represent a wide range of industries, all seeking to enhance their coaching knowledge and elevate their organization's performance. This targeted audience provides sponsors with an exceptional platform to connect with potential clients and industry influencers.



SPONSORSHIP PACKAGES

Leverage the power of the Capital Coaches Conference with our sponsorship packages! Designed to **maximize visibility and recognition**, these packages offer a unique platform to connect with over 500 high-caliber coaching professionals and talent development decision-makers. From premium branding opportunities to exclusive networking events, sponsors gain **unparalleled access to a targeted audience, fostering valuable connections** and propelling significant business development opportunities. Invest in your brand's success – explore our sponsorship packages today!



PACKAGE INCLUSIONS

All Sponsorship Packages Include:

- Logo placement on capitalcoachesconference.org
- Logo recognition on event assets including pre-event email campaigns, event signage, and sponsor slide recognition during the event

Sponsorship Packages Over \$5,000 Include:

- Post-Event Attendee List with Name, Company, and Email address (opt-ins only)
- Logo placement with link to sponsor website on the ICF Metro DC Chapter Website



PLATINUM SPONSOR

\$10,000 | Exclusive



Secure the exclusive Platinum Sponsorship and become the premier partner of the Capital Coaches Conference. Gain unmatched visibility, engage directly with a targeted audience of high-value attendees, and solidify your position as an industry leader.

- (1) Pre-Event Webinar open to ICF Metro DC Chapter
- One educational breakout session with a speaker and content of your choice (approval required)
- One minute commercial played during opening session
- Welcome remarks at breakfast and lunch on Thursday, October 10
- (2) 6' exhibit tables
- (2) full conference registrations
- Seat drop on all seats before Thursday breakfast and table topper
- (4) invitations to the Networking Reception
- Up to 5 items in the conference bag
- Full page ad in the conference program (premium placement)
- Premium placement on website, signage, and email recognition
- Company name and logo with link on event & chapter website

GOLD SPONSOR

\$8,000 | Limited Opportunities

Reach a highly engaged audience, showcase your expertise alongside industry leaders, and achieve significant brand exposure through premium marketing opportunities.

- (1) Pre-Event Webinar open to ICF Metro DC Chapter
- (1) 6' exhibit table
- (2) full conference registrations
- (2) invitations to the Networking Reception
- Up to 3 items in the conference bag
- Half page ad in the conference program
- Logo placement on website, signage, and email recognition
- Company name and logo with link on event & chapter website



SILVER SPONSOR

\$6,000 | Limited Opportunities



Maximize your ROI with a Silver Sponsorship. Gain valuable brand recognition, connect with potential customers, and demonstrate your commitment to the field.

- (1) 6' exhibit table
- (2) full conference registrations
- (2) invitations to the Networking Reception
- 1 item in the conference bag
- Half page ad in the conference program
- Logo placement on website, signage, and email recognition
- Company name and logo with link on event & chapter website

FRI BREAKFAST

\$3,500 | 1 Opportunity

New this year! Sponsor the Friday Breakfast to gain additional visibility and showcase your message.

- Host the Friday Breakfast
- Opportunity for educational program from 8:00 am - 8:15 am (content must be approved)
- Seat drop on all seats before Friday breakfast and table topper
- Up to 5 company representatives invited to breakfast
- Opportunity to play video or slides (no sound) during breakfast meal service
- Half page ad in the conference program
- Logo placement on website, session room signage, and email recognition
- Company name and logo with link on event & chapter website



NETWORKING NIGHT

\$7,000 | Exclusive



Become the heart of the connection! Sponsor the Networking Night Reception. Mingle with a captive audience, generate leads in a relaxed setting, and maximize brand awareness during a high-energy evening of industry connections.

- Logo on event signage, napkins, and networking activity during reception
- Opportunity to offer welcome remarks during the reception
- (1) 6' exhibit table
- (1) full conference registration
- (6) invitations to the Networking Night reception
- (2) items in the conference bag
- Half page ad in the conference program (premium placement)
- Logo placement on website, signage, and email recognition
- Company name and logo with link on event & chapter website

SESSION ROOM

\$3,500 | 4 Opportunities



Own the conversation in a dedicated session room! Directly engage attendees. Introduce speakers, deliver opening remarks, showcase your brand with a display, and position yourself as a thought leader in front of a targeted audience.

- Introduce your company and the speakers for your room (4 sessions total)
- Small display area in back of room, can distribute items to participants in sessions (max 2 per session)
- (1) full conference registrations
- Half page ad in the conference program
- Logo placement on website, session room signage, and email recognition
- Company name and logo with link on event & chapter website

SPECIAL EVENTS

Our innovative networking events provide unique experiences that foster connections and ignite learning beyond traditional lectures. Get ready to have fun, forge lasting relationships, and gain valuable insights in unexpected ways.

SUNRISE YOGA | \$1,500

Capture the wellness-minded crowd! Sponsor our sunrise yoga session and connect with health-conscious attendees seeking a mindful start to the day. Showcase your brand as a supporter of well-being while promoting your products or services to a highly engaged audience.

WALK AND TALK | \$1,500

Fuel connections and conversation! Sponsor our walk-and-talk networking event. Attendees will enjoy invigorating exercise while fostering meaningful connections in a relaxed setting. Position your brand as a champion of health and community building.

Sponsorships include (1) half page digital program ad, logo placement on website, signage, and emails, and opportunity to distribute item during activity.



SWAG

Get your logo front and center by providing key items for the event's success. Sponsor provides item for distribution.

LANYARDS - \$1,500

Be the logo everyone has around their necks!

Conference lanyards offer high-impact, constant brand exposure as attendees wear them throughout the event.

CONFERENCE BAGS- \$1,500

Conference bags provide a functional giveaway that attendees will carry throughout the event, creating walking advertisements for your company. Reusable bags also offer a lasting impression, keeping your company top-of-mind long after the event is over.

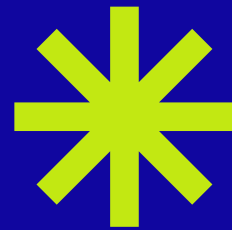
Swag Sponsorships include (1) full page digital program ad, logo placement on website, signage, and emails, and one item in the conference bag.



EXHIBITOR OPPORTUNITIES

\$950 per table

The Capital Coaches Conference will have dedicated space for tabletop exhibit displays. Exhibits will be in the ballroom foyer space allowing ample time for attendees to meet and connect during meals, breaks, and the Networking Night reception.



Includes:

- 6' draped table, 2 chairs
- (2) conference registrations
- Company listing in the digital program guide and on the event website

*Display rules and regulations apply.



PROGRAM BOOK ADVERTISEMENTS

Reach a targeted audience at their fingertips! Advertising in the digital program book places your brand directly in front of engaged attendees browsing schedules and speaker information. This interactive platform allows for clickable links and rich media, maximizing engagement and driving potential customers to your business.

- **Full Page | \$450**
- **Half Page | \$350**

Deadlines apply.

Sizing and production guidelines to be provided.



By becoming a sponsor of the Capital Coaches Conference, you gain the unique opportunity to **showcase your brand as an industry leader while connecting with hundreds of coaching professionals.**

This investment **fuels business growth** and positions your company for success. We're confident in the value we offer, and we invite you to partner with us. Thank you for your time and consideration.

Contact Us

ICF Metro DC is working with Persnickety Planning to plan this year's event. For sponsorship opportunities, please contact

apryl@persnicketyplanning.com