



International  
OCD  
Foundation

# **2021 Conferences Sponsorship Prospectus**







# Sponsorship Prospectus: 2021 IOCDF Conferences

**T**he International OCD Foundation has worked hard alongside the OCD community to continue to offer resources that support everyone affected by OCD. This past year pushed us to expand into the virtual space and we are so excited to continue this growth and offer a variety of online events in 2021!

With an expanded conference calendar comes more sponsorship opportunities! Our virtual events have expanded and been broken up into various audiences, making it easier for you to get your brand in front of the populations you serve.

Sponsorship of high-profile virtual conferences is the most effective way to demonstrate your support of the IOCDF while ensuring maximum exposure for your organization.

**Whether you are interested in thought leadership, lead generation, or brand awareness, we are able to offer your organization a variety of sponsorship opportunities to fit your budget and marketing goals.**

By pursuing a sponsorship opportunity (or more than one!), you'll be assisting us in our goal of providing attendees with first-class conference experiences, while also receiving the valuable level benefits associated.



## Schedule of Events

### **Online OCD Camp (July)** ..... Page 3

July 9–11, 2020

*For kids and teens aged 4 -17 and their families.*

### **Online Hoarding Meeting** ..... Page 4

August 7–8, 2021

*For those with lived experience, family members, and therapists who work with hoarding disorder (HD).*

### **Online OCD Spanish Conference** ..... Page 5

September 11–12, 2021

*For those with lived experience, family members, and therapists who work with OCD.*

### **Online OCD Conference** ..... Page 6-9

October 8–10, 2021

*For those with lived experience, family members, and therapists who work with OCD.*

### **Online OCD Camp (Dec)** ..... Page 10

December 11–12, 2021

*For kids and teens aged 4 -17 and their families.*



# Sponsorship Prospectus: 2021 IOCDF Conferences



**W**e make it our mission to compile programming showcasing the most up-to-date information on OCD treatment and research, and to host events that are financially accessible to all members of the OCD and related disorders community, consumers, and professionals alike. **It is because of the support of our sponsors that we are able to keep our registration prices low while continuing to provide a top-level conference experience.** Our commitment to providing essential and affordable resources for the entire OCD community means that you have the unique opportunity to associate your brand with an event that is not only highly engaging, but also highly trusted.

We've combined all sponsorship opportunities into one comprehensive 2021 Conference Events Prospectus to help you reach your marketing goals all while supporting the IOCDF and OCD community. To become a sponsor or for more information, contact Kristen Lynch at [\*\*klynch@iocdf.org\*\*](mailto:klynch@iocdf.org) to set up a call today!





# Online OCD Camp



**July 9–11, 2021**

**Estimated Attendance: 200–300**

The IOCDF is excited to present the Online OCD Camp, a virtual event curated specifically for kids of all ages and their families. The program — designed for youth between the ages of 4 and 17 and their families — will feature two days of interactive presentations, activities, groups for children with OCD and their siblings, programs for parents, and opportunities for fun and socialization.

By sponsoring the Online OCD Camp, you'll be helping to offset the cost of this event while showcasing your brand in front of the parents and families supporting their kids and teens as they navigate living with OCD.

**Please note:** This event will be offered twice in 2021, in both July and December, meaning there are 2x the opportunity for sponsorship!

## **Scholarship Sponsor | \$5,000 (SOLD OUT!)**

At the IOCDF, we are committed to keeping registration fees affordable, making our programming available to those who need our help the most. As the sole sponsor for the Online OCD Camp Scholarship Fund, you will help subsidize scholarships for youths and their families to attend who would otherwise not be able to afford it due to financial hardship. The sponsorship allows you to showcase your organization with exclusive logo branding on the Online OCD Camp registration page, the Conference Scholarship Fund page, and associated emails.

## **Website Banner Advertisement | \$2,000 (2 available)**

Showcase your organization to families affected by OCD with a banner advertisement on the Online OCD Camp registration website at [iocdf.org/ocdcamp](https://iocdf.org/ocdcamp). Two (2) banner ads are available, both located at the bottom of the registration website, and both 600 x 100 pixels. Ad artwork will hyperlink to a URL of your choice with any associated UTM tracking.

## **Camp Supplies Box Sponsor | \$1,000 (5 available)**

To foster a sense of community among participants, we will be sending every registered child a resource box full with branded materials such as a custom coloring book, crayons, cube maze, an OCD support bumper sticker, and an IOCDF sticker, pin, and pen (specific items TBD). As a Camp Supplies Box Sponsor, you will help to subsidize the cost of the boxes and shipping, while getting your brand into the hands of every registrant on fun giveaways that will be used well past the Online OCD Camp weekend. Choice of branded item offered on a first-come, first-served basis.

To become a sponsor or for more information, contact Kristen Lynch at [\*\*klynch@iocdf.org\*\*](mailto:klynch@iocdf.org) to set up a call today!



# Online Hoarding Meeting



## Online Hoarding Meeting

**August 7–8, 2021**

**Estimated attendance: 300–400**

The Online Hoarding Meeting is an invaluable virtual event geared towards all members of the hoarding disorder (HD) community, including individuals living with HD, their friends, family members, and supporters, and the various professionals who work with HD. Topics covered in previous Meetings include: “Ask the Experts” panels, research updates, personal stories, experiential non-acquiring trips, decluttering skills workshops, community-based treatment, peer support, home-based interventions, and separate support groups for individuals and families. As an organization providing services to the hoarding community, your sponsorship will showcase your brand to a targeted audience of attendees.

### Title Sponsor | \$5,000

As the Title Sponsor of the Online Hoarding Meeting, you will be helping to subsidize the costs of providing education, resources, and support to those affected by hoarding disorder — all while gaining immense visibility for your organization and brand! As Title Sponsor, your name will be included in all marketing materials, emails, on the OCD Camp website and registration as such: “The IOCDF’s Online Hoarding Meeting presented by \*Your Organization\*.” In addition to having the most prominent brand visibility, the Title Sponsorship includes:

- 30-second welcome message to all attendees at the start of the event
- Banner advertisement (1200 x 100 pixels) placement on the Online Hoarding Meeting registration page
- Logo placement in all marketing email headers
- Logo placement on rotating slides throughout the event
- Sponsor feature on social media

### Scholarship Sponsor | \$2,500

At the IOCDF, we are committed to keeping registration fees affordable, making our programming available to those who need our help the most. As the sole sponsor for the Online Hoarding Meeting Scholarship Fund, you will help subsidize scholarships for individuals and their families to attend who would otherwise not be able to afford it due to financial hardship. The sponsorship allows you to showcase your organization with exclusive logo branding on the Online Hoarding Meeting registration page and associated emails.

### Website Banner Advertisement | \$1,000 (2 available)

Showcase your organization to individuals and families affected by hoarding disorder, and the professionals who treat them, with a banner advertisement on the Online Hoarding Meeting registration website. Two (2) banner ads are available, both located at the bottom of the registration website, and both 600 x 100 pixels. Ad artwork will hyperlink to a URL of your choice with any associated UTM tracking.





# Online OCD Spanish Conference (*Conferencia de TOC*)

conferencia de

# TOC

online

organizado por



International  
OCD  
Foundation

## Online OCD Spanish Conference

**September 11–12, 2021**

**Expected Attendance: 200–300**

The Spanish Online OCD Conference is intended for people with OCD, their families, and also mental health professionals. It is an event designed to provide information, resources, and support to the Spanish speakers of the OCD community. We hope that the Conference will collaborate in networking within the OCD community, and help raise awareness about mental health and reduce associated stigma.

### **Title Sponsor | \$5,000 (SOLD OUT!)**

As the Title Sponsor of the Online OCD Spanish Conference, you will be helping to subsidize the costs of providing education, resources, and support to those affected by OCD who speak Spanish as a primary language — all while gaining immense visibility for your organization and brand! As Title Sponsor, your name will be included in all marketing materials, emails, on the website, and on registration as such: “The IOCDF’s Online OCD Spanish Conference presented by \*Your Organization\*.” In addition to having the most prominent brand visibility, the Title Sponsorship includes:

- 30-second welcome message to all attendees at the start of the event
- Banner advertisement (1200 x 100 pixels) placement on the Online OCD Spanish Conference registration page
- Logo placement in all marketing email headers
- Logo placement on rotating slides throughout the conference
- Sponsor feature on social media

### **Scholarship Sponsor | \$2,500 (SOLD OUT!)**

At the IOCDF, we are committed to keeping registration fees affordable, making our programming available to those who need our help the most. As the sole sponsor for the Online OCD Spanish Conference Scholarship Fund, you will help subsidize scholarships for individuals and their families to attend who would otherwise not be able to afford it due to financial hardship. The sponsorship allows you to showcase your organization with exclusive logo branding on the Online OCD Spanish Conference registration page and associated emails.

### **Website Banner Advertisement | \$1,000 (1 remaining)**

Showcase your organization’s services in Spanish to individuals and families affected by OCD and related disorders with a banner advertisement on the Online OCD Spanish Conference registration website. Two (2) banner ads are available, both located at the bottom of the registration website, and both 600 x 100 pixels. Ad artwork will hyperlink to a URL of your choice with any associated UTM tracking



# Online OCD Conference



**Online OCD Conference**

**October 8–10, 2021**

**Expected attendance: 3,000–4,000**

**W**e are thrilled to announce that the Online OCD Conference is returning for its second year with an enhanced virtual experience for attendees! Once again we will be offering an opportunity for the global OCD community to connect, share, and learn from each other in this event filled with talks, discussion groups, and networking opportunities. Presentations at the Online OCD Conference will be broken up into tracks for individuals with OCD and related disorders, parents and family members, and the professionals who treat them earning CE/CME credit. In addition to the core presentations, the Online OCD Conference includes a robust schedule of networking events, evening activities, and community discussion groups.



We have a variety of sponsorship opportunities at either the \$15,000 (Gold), \$10,000 (Silver), or \$5,000 (Bronze) level, listed on the page 8.

Each sponsorship opportunity comes with a variety of benefits listed in the grid on page 8, including a complimentary Virtual Exhibit Booth at the Online OCD Conference. *(More information on virtual exhibiting will be available April 2021.)*

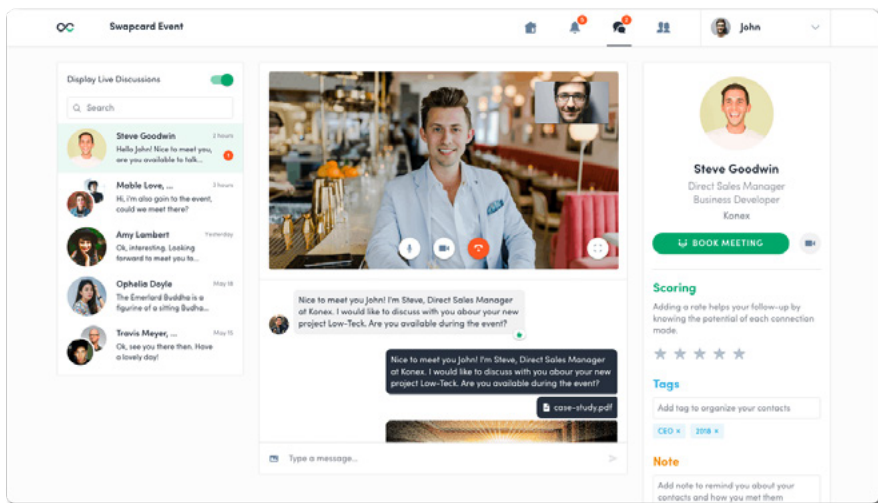


## Online OCD Conference

October 8–10, 2021

Expected attendance: 3,000–4,000

Through our **NEW** virtual platform, attendees will be able to interact with the conference schedule, virtual exhibit hall, chat lounge, and help center. In addition to the visibility provided by their sponsored event or amenity, sponsors will receive premier visibility in the Virtual Exhibit Hall where they can interact in real time with attendees.



## 2020 Online OCD Conference Attendee Stats:

3,252 registered attendees, 93% attended live event, On-demand sessions accessed over 25,000 times

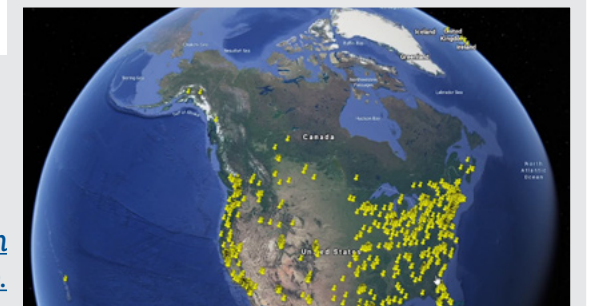
45 states & 19 countries

(Australia, Austria,  
Canada, Cyprus,  
Germany, Guatemala,  
Ireland, Israel, Japan,  
Kuwait, Mexico,  
Netherlands, New  
Zealand, Portugal,  
Russia, Singapore, Spain,  
UK, & US)



Stills from video showing  
zip/postal code of every  
registrant at the 2020 Online  
OCD Conference.

[Click here to watch  
the full video.](#)



## Population:

36% Individuals with lived experience  
17% Family members/supporters  
36% Mental health professionals  
7% Students/trainees  
4% Prefer not to say

## Age:

21% 18-30  
38% 31-45  
28% 46-60  
10% over 60  
2% prefer not to say

**Over half the attendees at 2020 Online OCD Conference were new to the IOCDF.**





# Online OCD Conference

## Title Sponsor | \$15,000 **(SOLD OUT!)**

Your  
Name  
Here



The Title Sponsor will receive recognition as a Co-Sponsor of the Online OCD Conference with the IOCDF. The Title Sponsor's name will be included in the title of the event: "The IOCDF's Online OCD Conference, presented by \*Your Organization\*". This will be used on all Conference promotional materials and marketing collateral. In addition, the Title Sponsor has a variety of exclusive benefits, including:

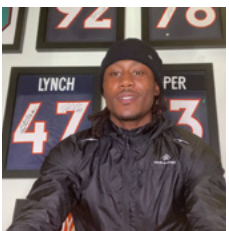
- Top banner advertisement on the registration website
- Full page ad space in the digital Program Guide with premier visibility
- Premiere visibility in the Virtual Exhibit Hall
- Complimentary 30-second advertisement between sessions
- Logo and name recognition in the Conference Welcome Video

## Virtual Platform | \$10,000



As the sole Virtual Platform Sponsor, your sponsorship funds will help to subsidize the cost of the virtual conference platform, which allows access to all online programming from the comfort of attendees' homes. This sponsorship allows you to showcase your organization with exclusive branding in the Session Lobby viewed by all attendees throughout the Conference weekend.

## Virtual Keynote Speaker | \$10,000



As the Keynote Speaker Sponsor, you will help to cover the honorarium associated with securing a high-profile speaker to give the Keynote Address to all attendees of the Online OCD Conference. High-profile speakers not only allow for a heightened experience for Conference attendees, but also help to market the Online OCD Conference as a whole. Past Keynote Speakers for the virtual conference include Maria

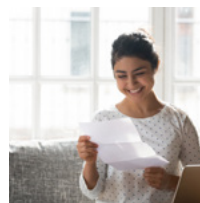
Bamford, comedian and star of the surreal, semi-autobiographical Netflix comedy series *Lady Dynamite*; and Brandon Marshall, former NFL wide receiver and mental health advocate.

## Professional Networking | \$10,000



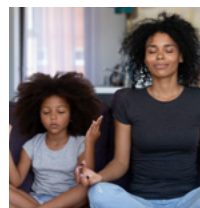
The Professional Networking Sponsorship allows you to exclusively showcase your organization with branding in all 12 professional networking sessions throughout the virtual conference weekend. This includes sole logo placement and an introductory video on these sessions. The sponsor will receive exclusive access to the IOCDF's professional network via two (2) targeted emails sent by the IOCDF on your behalf: 1) an invitation to all clinicians, encouraging them to register for the Online OCD Conference and attend the sponsored networking sessions, and 2) a reminder email sent directly to registered attendees the week of the virtual event, highlighting the sponsorship.

## Online OCD Conference Scholarship | \$10,000 **(SOLD OUT!)**



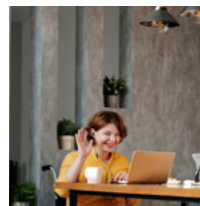
As the sole Sponsor for the Online OCD Conference Scholarship Fund, your sponsorship funds will help subsidize 100 scholarships for individuals to attend the Conference who would otherwise not be able to afford it due to financial hardship. The sponsorship allows you to showcase your organization with exclusive logo branding on the Online OCD Conference registration page, the Conference Scholarship Fund page, and associated emails.

## Mindfulness Activity Breaks | \$5,000 **(SOLD OUT!)**



As the sole Sponsor for all mindfulness activities taking place throughout the Online OCD Conference weekend, you will be able to showcase your organization with exclusive logo branding on all the mindfulness session breaks between presentations. These breaks include stretching, yoga, and even self-defense and are submitted by members of the OCD community themselves. Mindfulness movement sessions are a welcome break from the jam-packed weekend of virtual learning from home and an attendee fan favorite.

## Virtual Evening Activity | \$5,000 **(SOLD OUT!)**



As the sole Sponsor for all evening activities, this Bronze-level sponsorship allows you to showcase your organization with exclusive branding associated with all evening activities taking place during the Online OCD Conference weekend. This includes promotion to all conference attendees. Official event details are to be determined. Past activities have included Trivia and a pre-recorded open mic night.



## Sponsor Benefits

	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Logo recognition on Online OCD Conference website	✓	✓	✓
Logo recognition in digital Program Guide	✓	✓	✓
Complimentary Virtual Exhibit Booth	✓	✓	✓
Complimentary Conference registrations	5	2	1
Complimentary digital program Guide advertisement	Full	Half	
Complimentary 30-second video advertisement between sessions	✓	✓	
Verbal recognition at the Keynote Address (alongside with Keynote Sponsor, pending sponsorship)	✓		

### Not sure what option is best for you?

We recognize that every organization has unique needs, goals and budgets, and we are happy to work with you and your team to create a custom sponsorship package.

To become a sponsor or for more information, contact Kristen Lynch at [klynch@iocdf.org](mailto:klynch@iocdf.org) to set up a call today!