



International
OCD
Foundation

Sponsorship Prospectus: 2022 Online Conferences





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This year, the International OCD Foundation (IOCDF) continues to offer a variety of online conferences as a way for attendees all over the world to gather and connect in an accessible way. These events will be attended by our global network of providers, educators, individuals with lived experience, and loved ones.

With this expanded conference calendar comes more sponsorship opportunities! Sponsoring these highly demanded events is the most effective way to demonstrate your support of the IOCDF while ensuring maximum exposure for your organization. These virtual events are broken up to serve various audiences, making it easier for you to get your brand in front of the populations that are important to you.

Whether you are interested in thought leadership, lead generation, or brand awareness, we can 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 assist us in our goal of providing attendees with first-class conference experiences, while also receiving the valuable level benefits.



Schedule of Events

Spanish Online OCD Conference Page 3

September 10–11, 2022

For Spanish-speaking members of the OCD community, including those with lived experience, family members, and therapists.

Online OCD Conference Page 4-5

November 4–6, 2022

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



Sponsorship Prospectus: 2022 Online Conferences



We make it our mission to provide programming that showcases 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 online conference sponsorship opportunities into one prospectus for you to review and determine which help you reach your marketing goals. To become a sponsor or to learn more about the available offerings, please contact Kristen Lynch, IOCDF Development Manager, at klynch@iocdf.org!





Spanish Online OCD Conference (*Conferencia de TOC*)

conferencia de

TOC

online

organizado por



International
OCD
Foundation

September 10–11, 2022

Estimated Attendance: 300–400

Showcase your organization to Spanish-speaking individuals and families affected by OCD and related disorders, and the professionals who treat them. As a sponsor, you'll help subsidize the costs of providing mental health education, resources, and support to the Spanish-speaking OCD community — all while gaining visibility for your organization and brand!

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 this conference will help to bring the community together while raising awareness about mental health and reducing associated stigma.

Title Sponsor | \$5,000 (1 available)

As the Title Sponsor of the conference, your organization will receive top sponsorship visibility throughout the event. Benefits include:

- 30-second attendee welcome message at event
- Leaderboard banner ad (1200 x 100 px) on the conference website
- Logo featured prominently at the top of the sponsor page of the conference website
- Logo placement on conference header and sponsor sections of all emails
- Logo placement on rotating slides throughout the event
- Sponsor thank-you on our social media (Facebook, Instagram, Twitter) and LinkedIn
- Two (2) complimentary registrations for staff to attend

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

At the IOCDF, we are committed to making our programming available to those who need our help the most. As the sole Scholarship Sponsor, you will help subsidize scholarships for individuals and their families who would otherwise be unable to attend due to financial hardship. This sponsorship allows you to showcase your organization with your logo and sponsor thank you on the conference website registration page, scholarship page, and scholarship application. Sponsorship also includes logo placement, description, and link on the sponsors page of the conference website, and logo placement in all conference-related emails.

Supporting Sponsor | \$2,000 (1 remaining)

Supporting sponsorship includes logo placement, description, and link on the sponsors page of the conference website, logo placement in all conference-related emails, and a linked banner ad (600 x 100 px) on the conference website landing page.



November 4–6, 2022

Expected Attendance: 2,000

The third annual Online OCD Conference returns in fall 2022 as our most well-attended event! Showcase your organization to the global OCD and related disorders community, including individuals with lived experience, loved ones, and professionals in the field. Through our virtual platform (Swapcard), sponsors will be able to interact directly with attendees via the virtual exhibit hall and chat lounge. Limited specialty package opportunities provide unique opportunities for engagement.

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.

2021 By the Numbers

2,475 registrants from 53 states and territories (including DC and PR) and 44 countries

Argentina	Japan
Australia	Lebanon
Austria	Mexico
Brazil	Netherlands
Bulgaria	New Zealand
Canada	Norway
Chile	Peru
Cyprus	Philippines
Denmark	Portugal
England	Republic of Korea
Finland	Romania
France	Russian Federation
Germany	Singapore
Greece	South Africa
Guatemala	Spain
Honduras	Sweden
Hong Kong (SAR China)	Trinidad and Tobago
Hungary	Ukraine
India	United Arab Emirates
Ireland	United Kingdom
Israel	United States
Italy	

Population:

Individual with OCD or related disorder: 37%
Family member/supporter: 18%
Mental health professional: 35%
Student/trainee: 7%
Other/prefer not to answer: 3%



Sponsor Benefits

	Diamond \$10,000 <i>(1 available)</i>	Gold \$7,500 <i>(3 available)</i>	Silver \$5,000 <i>(3 available)</i>	Bronze \$2,500
Logo recognition and sponsor description on Online OCD Conference website (viewed by nearly 115k in 2021)	Top Placement	✓	✓	✓
Logo on all Conference-Related emails (23k email list)	Top Placement	✓	✓	✓
Logo Recognition in Program Guide Schedule	Top Placement	✓	✓	✓
Complimentary Virtual Exhibit Booth	✓	✓	✓	✓
Mention in push notification sent to all attendees during the Conference	3	2	1	
Complimentary Conference registrations	5	3	2	
Exclusive sponsorship opportunity (see next page for details)	Title Sponsor	Virtual Platform, Conference-Scholarship, Mindfulness-Session-Breaks	Keynote Speaker, Evening Activities, Professional Networking	
Complimentary (two) 30-second or (one) one-minute video advertisement between sessions	2	1	1	
Ad in digital program guide & virtual tote bag	Full Page	Half Page		



Online OCD Conference Specialty Benefits

Diamond-Level Sponsorship Opportunity \$10,000

Title Sponsor (**SOLD OUT!**)

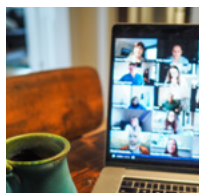
The Title Sponsor will receive sole recognition as the premier sponsor of the Online OCD Conference, receiving the following exclusive benefits:



- Sponsor recognition in event title on conference website: "2022 Online OCD Conference, sponsored by *your organization*"
 - Logo on header of all conference-related emails
 - Logo on promotional media kit collateral
 - Banner advertisement on registration website
 - Premiere visibility/placement in the Virtual Exhibit Hall
 - Verbal recognition in welcome videos for each day on the main page of conference, during keynote opening, and select session break ads.
 - Sponsor shout out on welcome and thank-you emails
 - Sponsor thank-you on social media

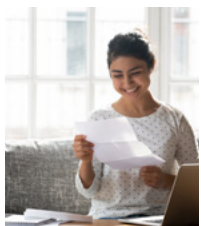
Gold-Level Sponsorship Opportunity — \$7,500

Virtual Platform



As the sole Virtual Platform Sponsor, your organization will receive exclusive logo branding on the conference platform background, visible to all attendees throughout the entirety of the event. Sponsorship funds help to subsidize the cost of the virtual conference platform, Swapcard, making the event engaging and accessible to attendees.

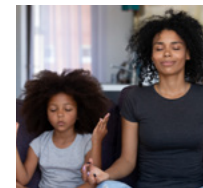
Conference Scholarship (**SOLD OUT!**)



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 attend 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 Session Breaks (**SOLD OUT!**)

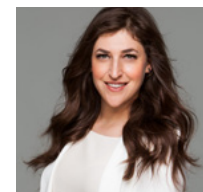
As the sole sponsor for all session break activities taking place throughout the Online OCD Conference weekend, you will receive verbal acknowledgment at the start of each break between sessions played to all attendees, logo branding on the mindfulness activities taking place during each break, sponsor highlight in the session, and in the session descriptions in the conference schedule. These breaks include stretching, yoga, and even self-defense lessons from members of the OCD community, and are a welcome break from the jam-packed weekend of virtual learning from home.



Silver-Level Sponsorship Opportunity — \$5,000

Keynote Speaker

Each year, a high-profile speaker delivers the Keynote Address. As the sole official sponsor of the Keynote Address, you will receive exclusive branding associated with this event, which is the most well attended of the conference (500+ in 2021)! Your reach goes further to all attendees with logo branding on all associated emails and communication promoting these events including verbal recognition on conference homepage video, logo on the events in the schedule, logo on slide during the event, and sponsor highlight on the event page. Past Keynote Speakers for the virtual conference include Mayim Bialik, Brandon Marshall, and Maria Bamford.



After Hours Activities

As the sole Sponsor for all After Hours evening activities, this specialty benefit allows you to showcase your organization with exclusive branding associated with all evening activities taking place during the Online OCD Conference weekend. This includes logo branding on all associated emails and communication promoting these events, including verbal recognition on conference homepage video, logo on the events in the schedule, logo on slide during the session, and sponsor highlight on the event pages. This year's activities include: Journey Beyond OCD: Creating a Values Map; Name that Sound; Playing with OCD! Game Based Exposures for More Effective Exposures; Thinking Outside the Box: Using Humor & Creativity to Manage OCD; and Young Adult Game Night



Professional Networking

The Professional Networking Sponsorship allows you to exclusively showcase your organization as the official sponsor of professional networking sessions taking place each day of the virtual conference weekend. This includes logo branding on all associated emails and communication promoting these sessions including verbal recognition on conference homepage video, logo on the session in the schedule, logo on slide during the session, and sponsor highlight on the session page.

