

# SPONSORSHIP PROSPECTUS

## 2023 Online OCD Conference

Organized by the International OCD Foundation in Partnership with OCD Southern California



International  
OCD  
Foundation



# ONLINE OCD CONFERENCE

Organized by the International OCD Foundation  
in Partnership with OCD Southern California  
Expected Attendance 2,000

October  
21–22,  
2023



The IOCDF's 2023 Online OCD Conference, now in partnership with IOCDF Affiliate OCD Southern California, returns this fall for the 4th year 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.

Presentations at the Online OCD Conference will be broken up into tracks for adults and young adults with lived experience, parents and family members, and the professionals who treat them earning CE/CME credits. In addition to the core presentations, the Online OCD Conference includes a robust schedule of After Hours Activities and Community Discussion Groups for attendees to build connections beyond conference weekend.

## New Sponsor Features!

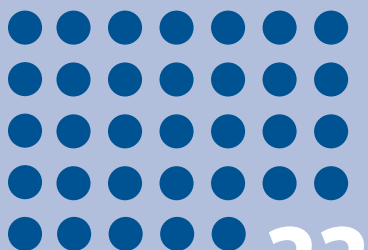
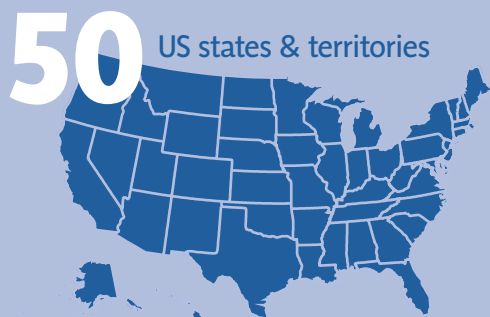
Through our new virtual platform, sponsors will be able to interact directly with attendees during designated sponsor meet and greet opportunities each morning and afternoon of the Conference. Sponsors will have customizable sponsor profiles (formerly exhibit booths), which attendees will be encouraged to visit and interact with via push notifications and gamification.

There are a limited number of event and amenity-specific sponsorships that provide a unique opportunity for attendee engagement. Sponsorship levels and their associated event/amenities and benefits are outlined on the next page.

The IOCDF team is dedicated to working with you to tailor sponsorships to fit your organization's individual needs. Please contact **Kristen Lynch** at [klynch@iocdf.org](mailto:klynch@iocdf.org) to learn more and become a sponsor today!

## 2022 By the Numbers

In 2022 there were **1,749** attendees from...

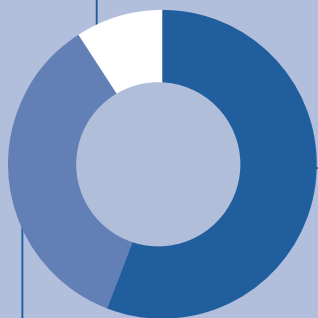


**33**

Countries

**35%**

students and trainees



**56%**

lived experience/  
loved ones

**35%**

clinicians and  
researchers

## Sponsor Benefits

	Gold \$7,500 + (3 available)	Silver \$5,000 (3 available)	Bronze \$2,500 (No Cap)
Exclusive event/amenity sponsorship (see next page for details)	<ul style="list-style-type: none"> <li>• <del>Title Sponsor</del> (sold out)</li> <li>• Mindfulness Breaks</li> <li>• Scholarships</li> </ul>	<ul style="list-style-type: none"> <li>• Keynote</li> <li>• Art Gallery</li> <li>• Virtual Platform</li> </ul>	
Sponsor highlight on IOCDF social media (over 80k followers across platforms)	X		
Advertisement Card on main page of Conference platform	X	X	
Complimentary Conference registrations	5	3	2
Logo on all Conference marketing emails (23k email list)	X	X	X
Logo recognition and sponsor description on Online OCD Conference website (iocdf.org/onlineocdcon)	X	X	X
Customizable sponsor profile featured on the platform homepage	X	X	X

In addition to Gold-level benefits outlined on page 2, Gold Sponsors will choose one of the following unique sponsor opportunity benefit packages:

## **Title Sponsor ~~\$10,000~~** **SOLD OUT!**

The Title Sponsor will receive sole recognition as the premier sponsor of the Online OCD Conference, with top recognition across gold sponsor benefits and the following exclusive benefits:

- Sponsor recognition in event title on conference website: *2023 Online OCD Conference, sponsored by \*your organization\**
- Choice of recorded message or verbal recognition in welcome and closing videos each day
- Custom sponsor message in welcome and thank you emails to attendees
- Sponsor shoutout in push notifications sent to attendees each day of the conference
- Logo above the fold of all conference-related emails
- Logo on promotional media kit collateral shared with IOCDF network
- Recognition on the main page of the conference platform
- Full banner advertisement on header of registration website linking to URL of your choice

## **Scholarships \$7,500**

As the sole sponsor for the Online OCD Conference Scholarship Fund, your sponsorship funds will help subsidize scholarships for individuals to attend the Conference who would otherwise not be able to attend due to financial hardship. Your organization will be recognized as the Scholarship Sponsor in all related promotions, including:

- Exclusive sponsor logo branding/thank you on the Online OCD Conference registration page, Conference Scholarship Fund page, and scholarship application
- Sponsor highlight in all emails and communications promoting scholarships
- Custom sponsor message featured in IOCDF blog post about the event
- Sponsor feature in *OCD Newsletter* article highlighting scholarships
- Half banner advertisement on registration website linking to URL of your choice



## Mindfulness Session Breaks \$7,500

As the sole sponsor of all mindfulness session breaks taking place throughout the Online OCD Conference weekend, you will have the opportunity to showcase your organization through a 30-second video advertisement at the start of each session break (6 total). Previous breaks have included stretching, yoga, and even self-defense lessons from members of the OCD and related disorders community, and are a welcome break from the jam-packed weekend of virtual learning from home. Additional benefits include:

- Mention in a push notification each day encouraging attendees to join session break activities
- Sponsor recognition in emails to attendees highlighting mindfulness session breaks
- Verbal acknowledgment at the start of each session break activity
- Logo branding on the mindfulness activities taking place during each break
- Recognition on featured session listings with increased visibility
- Half banner advertisement on footer of registration website linking to URL of your choice

In addition to Silver-level benefits outlined on page 2, Silver Sponsors will choose one of the following unique sponsor opportunity benefit packages:

## Keynote \$5,000

This year's Conference will feature a community-centered Keynote panel. As the exclusive Keynote Sponsor, you will be able to showcase your organization during one of the most well-attended events of the Online OCD Conference weekend. This includes an opportunity for your organization to kick off the Keynote with an introduction. Additional benefits include:

- Logo branding on all associated emails and communication promoting the Keynote
- Logo on Keynote highlights in the schedule, on slides during the Keynote, and sponsor highlight on featured session event listing with increased visibility
- Sponsor shoutout in push notifications encouraging attendees to attend the Keynote

## Virtual Art Gallery \$5,000

The IOCDF community includes many wonderful artists eager to express themselves through their artwork. The Art Gallery at the Online OCD Conference will host these artists' work on a platform that lives well beyond the Conference weekend. Formerly a fixture at the in-person Conference, we are thrilled to make this initiative more accessible than ever through the virtual Art Gallery. As the official Art Gallery sponsor, your organization will be acknowledged in the name of the *Art Gallery Online OCD Conference Art Gallery, sponsored by \*your organization\** in all promotions. You will also receive:

- Logo recognition on the Art Gallery page on the conference website and platform.
- Recognition in any email promotions related to the Art Gallery.
- Dedicated sponsor highlight in IOCDF blog post and social media post about the Art Gallery.
- Sponsor shoutout in push notification encouraging attendees to visit the Art Gallery.



In addition to Silver-level benefits outlined on page 2, Silver Sponsors will choose one of the following unique sponsor opportunity benefit packages:



## Virtual Platform \$5,000

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, making the event engaging and accessible to attendees. You will also receive the following exclusive benefits:

- Recognition in instructive emails to attendees for joining the conference platform
- Sponsor shoutout in a push notification sent to attendees
- Sponsor highlight in email providing attendees with access to the platform

***To become a sponsor or for more information, contact  
Kristen Lynch at [klynch@iocdf.org](mailto:klynch@iocdf.org)***