online

HOARDING DISORDER conference

May 4–5, 2024

International OCD Foundation

Sponsorship Prospectus

online

HOARDING DISORDER conference

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The Online Hoarding Disorder Conference is a one-of-a-kind virtual event geared towards all members of the hoarding disorder (HD) community, including individuals impacted by HD and professionals who work with them. There are four tracks throughout the weekend: lived experience of HD, family members and loved ones of those with HD, community-based professionals (e.g. first responders, housing authorities, case managers, protective service workers, etc.), and mental health providers.

Sponsorship is ideal for any organization providing services to the HD community, providing an opportunity to showcase your brand to a targeted audience of both professional and lived experience attendees.

Sponsorship Opportunities

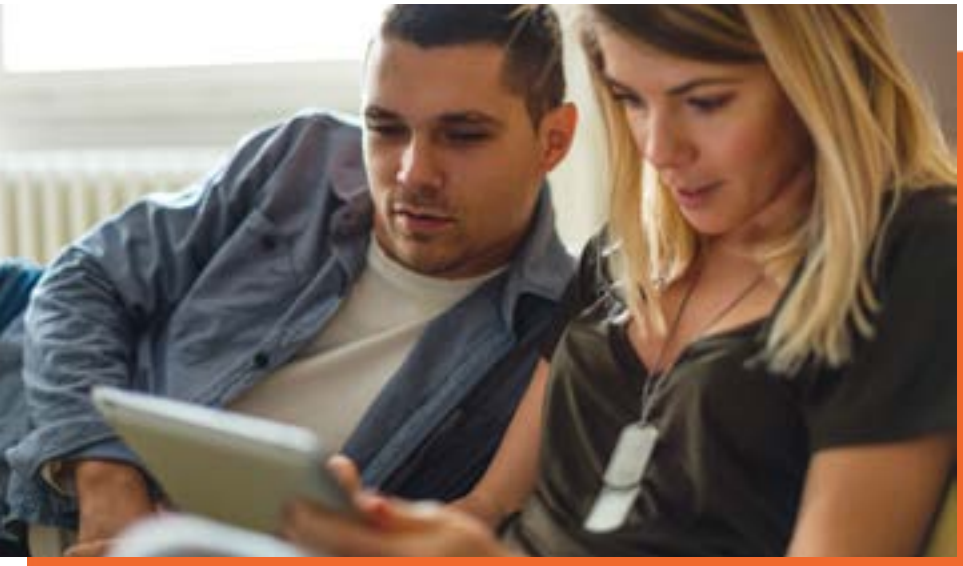
Title Sponsor | $5,000

(1 available)

As the official Title Sponsor, your organization will receive the most prominent sponsorship visibility leading up to and throughout the event.

Benefits include:

- Logo on marketing materials including targeted Meta ads for the conference (estimated 500,000 reach)
- Leaderboard full page banner advertisement (1400 x 100px) on the website (***iocdf.org/HDcon***)
- Prominent top logo placement with custom description and links on the sponsor page of the conference website (***iocdf.org/HDcon)***
- Top logo placement in sponsor section of emails (marketing and logistics)
- Custom sponsor message in thank you email to attendees
- Sponsor shoutout on social media leading up to the start of the event (105,000 reach across platforms)
- Sponsor profile on virtual platform accessed by attendees throughout the event with ability to customize with name/logo, description, contact information and links to social media, tagline, marketing collateral, and promotional videos
- Five (5) complimentary registrations
- Custom ad on the conference platform (444 x 306 pixels) linking to url of choice
- Sponsor welcome to all attendees at start of the event (can be a pre-recorded 30 second video or given live)



450
Estimated Attendance

Learn more:
iocdf.org/HDcon

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Scholarship Sponsor | $2,500

(1 available)

At the IOCDF, we are committed to making our programming available to those who need our help the most. As the exclusive Scholarship Sponsor, you will help subsidize scholarships for individuals and their families who would otherwise not be able to afford it due to financial hardship. This sponsorship allows you to showcase your organization with logo recognition on the conference website registration page, scholarship page, and scholarship application. Additional Benefits include:

- Linked logo placement with custom description on the sponsor page of the conference website (***iocdf.org/HDcon***)
- Logo in all conference-related emails (marketing and logistics)
- Two (2) complimentary registrations
- Sponsor profile on virtual platform accessed by attendees throughout the event with ability to customize with name/logo, description, contact information and links to social media, tagline, marketing collateral, and promotional videos

Supporting Sponsor | $2,000

(2 available)

This sponsorship includes the following benefits:

- Linked logo placement with custom description on the sponsor page of the conference website (***iocdf.org/HDcon***)
- Logo in all conference-related emails (marketing and logistics)
- Two (2) complimentary registrations
- Sponsor profile on virtual platform accessed by attendees throughout the event with ability to customize with name/logo, description, contact information and links to social media, tagline, marketing collateral, and promotional videos
- Half page banner advertisement on the bottom of the ***iocdf.org/HDcon*** (700 x 100 px)

Contact Kristen Lynch at ***klynch@iocdf.org*** to become a sponsor today or receive more information!