SPONSORSHIP PROSPECTUS

2024 Online OCD Conference

online
OCD
conference
November 23–24, 2024

International OCD Foundation

Organized by the
International OCD Foundation

ONLINE OCD CONFERENCE

NOV 23–24 2024

Organized by the International OCD Foundation

Expected Attendence **1,500**

The IOCDF's 2024 Online OCD Conference returns this fall for the 5th year! 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 individuals with OCD and related disorders, 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 Community Discussion Groups for attendees to build connections beyond the conference weekend.

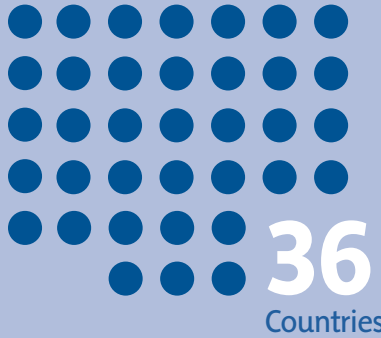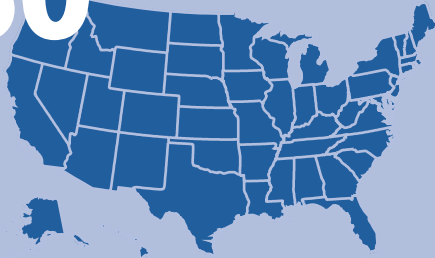## Engage Attendees with Customizable Sponsorship Opportunities!

Through our 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. New limited specialty package opportunities provide unique opportunities for engagement.

Available sponsorships and associated 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 Breanna Galante at *bgalante@iocdf.org* to learn more and become a sponsor today!

In 2023 there were **1,419** attendees from...
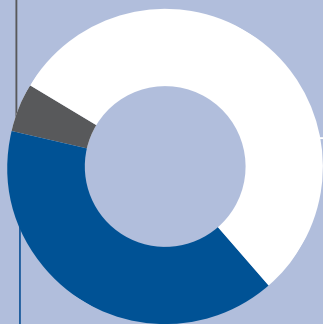
50 US states & territories

36 Countries

5% students and trainees

55% lived experience/ loved ones

35% clinicians and researchers

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Sponsor Benefits

	Title $10,000 + (1 available)	Gold $7,500 (3 available)	Silver $5,000 (3 available)	Bronze $2,500 (No Cap)
Sponsor highlight on IOCDF social media (over 120k followers across platforms)	X	X		
Advertisement Card on main page of Conference platform	X	X		
Complimentary Conference registrations	5	4	3	2
Logo on all Conference-Related emails (23k email list)	X	X	X	X
Logo recognition and sponsor description on Online OCD Conference website (*iocdf.org/onlineocdcon*)	X	X	X	X
Customizable sponsor profile featured on the platform homepage	X	X	X	X

Title
Sponsor
Opportunities

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

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Title Sponsor $10,000

The Title Sponsor will receive sole recognition as the premier sponsor of the Online OCD Conference, with top recognition across all sponsor benefits. Your organization will have the opportunity to introduce our closing session of the conference, along with the following exclusive benefits:

- Sponsor recognition in event title on conference website: "2024 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 extensive IOCDF network
- Recognition on the main page of the conference platform
- Banner advertisement on registration website and conference platform linking to URL of your choice

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

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~~Virtual Platform~~ ~~$7,500~~

SOLD OUT

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:

- Banner advertisement on the footer of the main page of the conference platform linking to the URL of your choice
- 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

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 advertisement in upcoming OCD Newsletter

Mindfulness Session Break
$7,500

As the sole sponsor for all session break activities taking place throughout the Online OCD Conference weekend, you will have the opportunity to showcase your organization through a 30 second ad at the start of each session break (6 total). These breaks include 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

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

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~~Art Gallery~~ ~~$5,000~~

SOLD OUT

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 email and social media post about the Art Gallery
- Sponsor shoutout in push notification encouraging attendees to visit the Art Gallery

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

Living Room Brigade $5,000

New in 2024! One of the most popular features of the Online OCD Conference, the Living Room Brigade gives attendees the opportunity to gain one-on-one support from dedicated volunteers if they experience difficulties during the conference due to their own OCD or related disorders. As the Living Room Brigade sponsor, your organization will be recognized across all promotions and uses of this high-visibility resource, including:

- Logo recognition on the Living Room Brigade page on the conference website and platform
- Logo branding on all associated emails and communication promoting the Living Room Brigade
- Dedicated sponsor highlight in IOCDF blog post about the Living Room Brigade's impact
- Sponsor shoutout in push notifications encouraging attendees to utilize the Living Room Brigade

To become a sponsor or for more information, contact Breanna Galante at bgalante@iocdf.org