



2022 FEDERAL PLANNING DIVISION

# ANNUAL TRAINING WORKSHOP

Norfolk, VA  
6-9 June 2022

## BETTER TOGETHER

This year's Federal Planning Division (FPD) Training Workshop theme of "Better Together" celebrates our members coming back together in Norfolk, Virginia, for an in-person workshop for the first time since 2019! We are also excited to highlight the innovative partnerships and collaborative planning processes that create strong federal places.

### Why Sponsor?

Easily increase your visibility to close to 350 federal planners by sponsoring the Federal Planning Division Training Workshop. As a sponsor, you can take advantage of the following opportunities:

- Ensure your company's name and reputation are highly visible to valued clients.
- Sponsorship helps you reconnect and generate new leads and partnerships.
- Support the mission of FPD to provide a quality annual training workshop to members, partners, and clients.
- Sponsorships help maintain this event at an affordable cost for participants.

Our sponsors will make sure this year's FPD Training Workshop is the premier training and networking opportunity for federal planners. We anticipate well over 350 attendees who will share and discuss innovative best practices in federal planning, participate in skill-building workshops, and explore successful federal planning initiatives through mobile tours. Seize the opportunity to showcase your company's capabilities or agency's programs through sponsorship advertising and your very own booth in the exhibit area!

This year we are offering our partners four levels of sponsorship: Platinum, Gold, Silver, and A La Carte, with several new and unique opportunities woven in. This allows companies to select a sponsorship that spotlight's their company the best. Sponsorships are limited and assigned on a first-come, first-served basis, so don't delay!

# Workshop Sponsorships

## Presenting | EXCLUSIVE!

**\$8,500**

- Official sponsor of the FPD Awards Ceremony
  - Verbal recognition during ceremony
  - Opportunity to make opening remarks at the ceremony
  - Opportunity to have a company representative on stage to assist in award presentation
  - Logo placement on awards presentation screen and in photo op background
  - Customized push notification in the workshop app specific to the awards ceremony
- Most prominent logo placements
  - Exclusive logo placement on conference lanyard worn by all attendees
  - Logo placement on the workshop app opening screen
  - Prominent logo placement on all session welcome screens
  - Prominent logo placement on all workshop signage, print materials, and website
  - Company name and link on the workshop webpage
  - Banner ad in the workshop app
  - Display of company information above rotating social media wall in the exhibitor area
- Other perks
  - Verbal recognition during all keynote & plenary sessions
  - One (1) standard booth in exhibit area (includes first choice of booth site) with enhanced signage
  - Two (2) complimentary workshop registrations
  - Eight (8) reception-only tickets (for non-workshop registrants; these are not available for purchase for general attendees)
  - Option to add company-purchased swag to workshop bags

## Platinum | Two Available

**\$7,000**

- Official sponsor of either the opening or closing receptions (choice is first come, first served)
  - Verbal recognition during reception
  - Opportunity to make opening remarks at the reception
- Prominent logo placements
  - Prominent logo placement on all session welcome screens
  - Prominent logo placement on all workshop signage, print materials and website
  - Display of company information above rotating social media wall in the exhibitor area
  - Company name and link on the workshop webpage
  - Banner ad in the workshop app
  - Display of company information above rotating social media wall in the exhibitor area
- Other perks
  - Verbal recognition during all keynote & plenary sessions
  - One (1) standard booth in exhibit area with enhanced signage
  - Two (2) complimentary Workshop registrations
  - Option to add company-purchased swag to workshop bags

## Gold

### \$5,500 | Three Available

- Official sponsors of the plenary session(s)
  - Verbal recognition during session(s)
  - Opportunity to make opening remarks at the plenary session(s)
- Prominent logo placements
  - Prominent logo placement on all session welcome screens
  - Prominent logo placement on all workshop signage, print materials and website
  - Display of company information above rotating social media wall in the exhibitor area
  - Company name and link on workshop webpage
  - Banner ad in the Workshop app
  - Display of company information above rotating social media wall in the exhibitor area
- Other perks
  - Verbal recognition during all keynote & plenary sessions
  - One (1) standard booth in exhibit area with enhanced signage
  - One (1) complimentary workshop registration
  - Option to add company-purchased swag to workshop bags

## Silver

### \$4,000

- Prominent logo placements
  - Prominent logo placement on all session welcome screens
  - Prominent logo placement on all workshop signage, print materials, and website
  - Display of company information above rotating social media wall in the exhibitor area
  - Company name and link on workshop webpage
  - Banner ad in the workshop app
  - Display of company information above rotating social media wall in the exhibitor area
- Other perks
  - Verbal recognition during all keynote & plenary sessions
  - 50% discount on one (1) standard booth in exhibit area
  - 50% discount on one (1) workshop registration
  - Option to add company-purchased swag to workshop bags

## Bronze

### \$2,000

- Prominent logo placements
  - Prominent logo placement on all session welcome screens
  - Prominent logo placement on all workshop signage, print materials, and website
  - Display of company information above rotating social media wall in the exhibitor area
  - Company name and link on workshop webpage
  - Display of company information above rotating social media wall in the exhibitor area
- Other perks
  - Verbal recognition during all keynote & plenary sessions
  - 50% discount on one (1) Workshop registration
  - Option to add company-purchased swag to workshop bags

# A La Carte Sponsorships



## Exhibit Hall

### **\$2,500 | One Available**

- Sponsor recognition signage in the exhibit hall
- Customized push notification in the workshop app specific to the exhibit hall
- One (1) standard booth in exhibit area with enhanced signage (includes ability to select booth site)
- 50% discount on one (1) workshop registration
- Verbal recognition during all keynote & plenary sessions
- Logo placement on all session welcome screens
- Logo placement on all workshop signage, print materials and website
- Listed as a sponsor in the workshop app
- Company name and link on the workshop webpage
- Option to add company-purchased swag to workshop bags

## Hotel Key Card

### **\$2,000 | One Available**

- Logo placement on hotel key card
- 50% discount on one (1) workshop registration
- Verbal recognition during all keynote & plenary sessions
- Logo placement on all session welcome screens
- Logo placement on all workshop signage, print materials and website
- Listed as a sponsor in the workshop app
- Company name and link on the workshop webpage
- Option to add company-purchased swag to workshop bags

## Networking Breaks

### **\$1,000 | Two Available**

- Sponsor recognition signage in the networking break area
- Customized push notification in the workshop app specific to the networking break
- Verbal recognition during all keynote & plenary sessions
- Logo placement on all session welcome screens
- Logo placement on all workshop signage, print materials and website
- Listed as a sponsor in the workshop app
- Company name and link on the workshop webpage
- Option to add company-purchased swag to workshop bags

## Scavenger Hunt & Prize Sponsor

### \$1,000 | One Available

- This is a high profile activity with a lot of participation from attendees!
- Company name/logo listed with promotion of workshop scavenger hunt
- Customized push notification in the workshop app specific to the scavenger hunt
- Verbal recognition during all keynote & plenary sessions
- Logo placement on all session welcome screens
- Logo placement on all workshop signage, print materials and website
- Listed as a sponsor in the workshop app
- Company name and link on the workshop webpage
- Option to add company-purchased swag to workshop bags

## Mobile Tour

### \$500 | Seven Available

- Logo placement on tour signage visible in main area prior to tour
- Two-minute speaking opportunity during tour
- Verbal recognition during all keynote & plenary sessions
- Logo placement on all session welcome screens
- Logo placement on all workshop signage, print materials and website
- Listed as a sponsor in the workshop app
- Company name and link on the 2022 FPD Training Workshop webpage
- Option to add company-purchased swag to FPD Workshop bags

## Exhibit Booth

### \$500 | Limited Number Available

- Standard exhibit booth in exhibit hall open to all attendees
- Listed as a sponsor in workshop app
- Company name and link on the 2022 FPD Training Workshop webpage
- Option to add company-purchased swag to FPD Workshop bags

## "We are the Future" Student Scholarship Sponsorship

### \$200

- Verbal recognition during the awards ceremony
- Listed as a sponsor in the workshop app
- Company name and link on the 2022 FPD Training Workshop webpage
- Option to add company-purchased swag to FPD workshop bags

## Workshop App Advertisements

Social wall sponsor and promoted posts	\$200
Banner ad (640 x 150 px)	\$100
Sponsored push notification (140 character post of your choice)	\$50
Swag drop-in for workshop bags (company purchased)	\$50
<b>Ad Bundle</b>	<b>\$200</b>

Promoted post on social wall, banner ad, push notification, and one (1) social media post about company prior to the workshop

**Thank you for supporting the 2022 FPD Training Workshop!!**

# Workshop Sponsorship Commitment Form

To support the FPD Training Workshop, please complete this agreement and email it to Rachael Richter at [RRichter@mbakerintl.com](mailto:RRichter@mbakerintl.com) with a high-resolution version of your company logo. Any questions about sponsorships may be directed to Rachael as well.

Once the commitment form is received, Rachael will be in touch to confirm your payment amount and send additional information.

Sponsorship opportunities are available on a first-come, first-served basis. Please select your preferred sponsorship options below:

## Workshop Sponsorship Level

- Presenting (\$8,500)
- Silver (\$4,000)
- Platinum (\$7,000)
- Bronze (\$2,000)
- Gold (\$5,500)

## A La Carte Sponsorships

- Exhibit Hall (\$2,500)
- Networking Break (\$1,000)
- Mobile Tour (\$500)
- Student Scholarship (\$200)
- App Banner Ad (\$100)
- App Bundle (\$200)
- Hotel Key Card (\$2,000)
- Scavenger Hunt (\$1,000)
- Exhibitor Booth (\$500)
- Social Wall & Promoted Post (\$200)
- App Push Notification (\$50)
- Company-purchased Swag (\$50)

**Total:** \_\_\_\_\_

## Sponsor Contact Information

\_\_\_\_\_  
Company Name Contact Name Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Email Phone

\_\_\_\_\_  
Signature Date

## Logos

Please send a high quality logos in electronic form (PNG or JPG preferred) along with your commitment form to Rachael Richter at [rrichter@mbakerintl.com](mailto:rrichter@mbakerintl.com).

