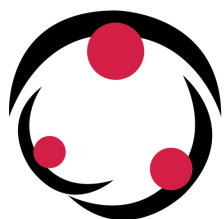


ICFP 2022

Sponsorship Opportunities
Packages & Benefits



**INTERNATIONAL CONFERENCE ON
FAMILY PLANNING**
PATTAYA CITY, THAILAND • 14-17 NOVEMBER 2022

The 6th International Conference on Family Planning

SPONSORSHIP OPPORTUNITIES

2022 ICFP

BY THE NUMBERS

2022 AUDIENCE

- 5,000+ delegates
- 800+ youth
- Family Planning & SRHR influencers and news-makers
- 120+ countries

2022 EXPECTATIONS

- 3+ inspiring conference days
- 20+ pre-conference events
- 10+ site visit opportunities
- 1 opening ceremony
- 150+ sessions and side events
- 1,800+ oral presentations
- 1,000+ poster sessions
- 150+ exhibitors
- 50+ roundtable discussions

International Conference on Family Planning

14-17 November 2022 | Pattaya City, Thailand

Family Planning + Universal Health Coverage:
Innovate. Collaborate. Accelerate.

Co-hosted by *Bill & Melinda Gates Institute for Population and Reproductive Health*, the *Kingdom of Thailand's Ministry of Public Health*, the *Royal Thai College of Obstetricians and Gynaecologists*, and the *Population and Community Development Association*, with the support of over 60 partner organizations, the ICFP is the **largest conference** to bring **researchers, advocates, program implementers, policymakers and donors** together to focus on family planning.

The conference theme in 2022 will highlight Universal Health Coverage and the **national, local, familial, and individual** benefits that come from policies and investments in reproductive health.

The ICFP is more than a conference - it reflects the greater movement to **expand and improve access to family planning** care and provides a platform for strategic inflection points in the family planning agenda.

You are invited to become a sponsor of the 2022 International Conference on Family Planning to share research and best practices, celebrate the community's successes and make commitments to the new Family Planning 2030 goal.

If you are interested in becoming a sponsor of the 2022 International Conference on Family Planning, please contact Kellie Welborn at kwelborn@jhu.edu and Anastasia Pierron at apierro1@jhmi.edu.



**INTERNATIONAL CONFERENCE ON
FAMILY PLANNING**
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SPONSORSHIP LEVELS

BENEFITS

\$10,000
NONPROFIT

\$50,000
FOR PROFIT

\$50,000
NONPROFIT

\$100,000
FOR PROFIT

\$100,000
NONPROFIT

\$200,000
FOR PROFIT

\$200,000
NONPROFIT

\$300,000
FOR PROFIT

Acknowledgement as "Conference Sponsor" on the 2022 ICFP website and social media channels



Acknowledgement as "Conference Sponsor" on 2022 ICFP print and digital conference program



Complimentary exhibit booth(s)

1

2

3

4

Complimentary conference registrations

2

4

6

8

One (1) additional branding opportunity

TIER 1

TIER 2

TIER 3

TIER 3

Guest column(s) on 2022 ICFP website

1

1

2

3

Conference bag insert



Logo displayed on print and digital conference signage



Event-specific banner ad on ICFP website



Reserved press conference timeslot



Advertisement on plenary screen



Livestreamed segment on "ICFP Live" Stage in Expo Hall



Advertisement in the printed 2022 ICFP program

FULL PAGE

2-PAGE OR BACK-COVER

ADDITIONAL BRANDING OPPORTUNITIES

TIER 1 OPPORTUNITY

(Multiple sponsors possible for each opportunity)

- On-site side event at a location of your choice within the convention center complex (includes on-screen Plenary Hall and conference program promotion) *(limited number)*
- Youth Pre-conference (logo on signage and promotional materials)
- Shuttle Bus Sponsor (logo on all shuttles, related signage and in-program route diagram)
- Exhibitor Bingo Prize Drawings (logo on signage and mention during live prize drawings at Closing Ceremony)

TIER 2 OPPORTUNITY

(One sponsor owns each element unless otherwise indicated)

- Lanyard (logo placement) - *Sponsored*
- Pens (logo placement)
- Digital Signage Kiosks (logo placement on kiosk and signage)
- Charging Stations (logo placement on station and signage)
- Coffee/Tea Break Sponsor (logo on signage) - *Sponsored*
- Poster Presentation Awards Sponsor (logo on poster area signage and mention during award presentation at Closing Ceremony)
- ICFP Youth Zone (logo on signage and promo materials) - *Sponsored*
- ICFP Media Center (logo on signage and promotional materials)
- Youth Mentorship Luncheon (logo on signage and app) - *4 available*
- Lunch & Learn Roundtable Discussions (logo on signage, available in multiple languages) - *2 available*

TIER 3 OPPORTUNITY

(Multiple sponsors possible for each opportunity unless otherwise indicated)

All Tier 3 opportunities receive logo placement on opportunity-relevant signage, promotional slide on plenary screen, and on-stage mention in addition to benefits listed under Sponsorship Level.

- Translation Services (logo on all translation booths and on-screen in all equipped rooms)
- Conference Bags (logo placement and promotional insert) - *1 available*
- Featured Lunch Session event in convention center complex (includes logo on all lunch service signage on day of event and private in-room food service for event) - *1 remaining*
- *ICFP Red Carpet "Evening Among the Stars" Celebration - Sponsored*
- *FPitchfest Events - Youth pre-conference event (date TBD) and main conference evening event (Feb. 3) (livestreamed with audience voting)*
- *Cyber Café on main level of convention center - Sponsored*
- *ICFP Live Stage in exhibit hall (livestreamed daily 10:00-5:30) - 3 available*
- *ICFP Live After Dark - Evening segment of ICFP Live Stage, featuring "intimate conversations" and livestreamed nightly 6:00-9:00 - 3 available*
- Fully customized opportunity of your choosing

DIGITAL CONFERENCE Sponsorship Opportunities

DIGITAL CONFERENCE AUDIENCE

- Family Planning & SRHR community
- ICFP virtual audience
- Youth advocates
- Family Planning & SRHR influencers & news-makers
- Media & social media journalists

2018 ENGAGEMENT METRICS HIGHLIGHTS

- 46 million+ Twitter impressions of #ICFP2018
- 25,000+ Facebook post engagement
- 300,000+ facebook audience reach
- 10 million+ Twitter impressions of #ICFPYouth

The 2022 ICFP Digital Conference is designed to connect virtual participants around the world with key content and conversation generated during the ICFP. This work is made possible by our generous donors and partners.

The 2022 ICFP Digital Conference aims to:

1. **Grow** and **engage** the ICFP digital audience
2. **Highlight** key themes of the conference through **dynamic** and **diverse** digital content
3. **Capture** and **amplify** local conversations taking place during off-site community **engagement** sessions

If you are interested in becoming a digital conference sponsor, please contact **Kellie Welborn** at kwelborn@jhu.edu and **Anastasia Pierron** at apierro1@jhmi.edu.

The following tools & platforms will be used to engage our audience:



- ICFP 2022 Facebook Page
- Facebook Live (ICFP Live Stage)



- ICFP 2022 Instagram Page
- Instagram TV (onsite studio)



- ICFP 2022 Twitter account
- Twitter Moments



- ICFP 2022 YouTube channel



- ICFP 2022 conference website
- Digital content hub with conference livestream



- ICFP 2022 mobile app



- Daily email blasts with conference coverage and content



The 6th International Conference on Family Planning

DIGITAL CONFERENCE

Sponsorship Opportunities

ICFP LIVE FULL CONFERENCE

Top-level digital conference sponsorship
2 available for entire conference

ICFP LIVESTREAM

All plenaries and key conference events will be webcast through ICFP platforms
4 available (1 per day)

ICFP LIVE STAGE

The onsite *ICFP Live Stage* is prominently located in the exhibit hall and a place to host informal conversations geared at engaging an in-person and virtual audience
4 available (1 per day)

ICFP MOBILE APP

This app will host key information needed to engage during the conference.

SPONSORED CONTENT

This digital content series, promoted by ICFP and hosted on our various communication platforms, will consist of up to three pieces of content (blogs, videos, podcasts, etc.) that provide the opportunity to dive deeper into specific issues (sponsor responsible for content creation).

Investment	Branding Details	Dedicated spot on ICFP Hub	Logo on Digital Conference insert	Logo on live hold graphics	Listed as ICFP Sponsor
\$50K	Top listing on all digital conference platforms and onsite branding	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
\$25K	Paired with livestream embed and top billing on live video hold graphics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
\$15K	Onsite live stage branding, one <i>ICFP Live stage</i> segment, and social media promotions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
\$10K	On the mobile app	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
\$5K	Paired with content on social media and email blast promotions and featured on ICFP homepage banner	<input checked="" type="checkbox"/>			