



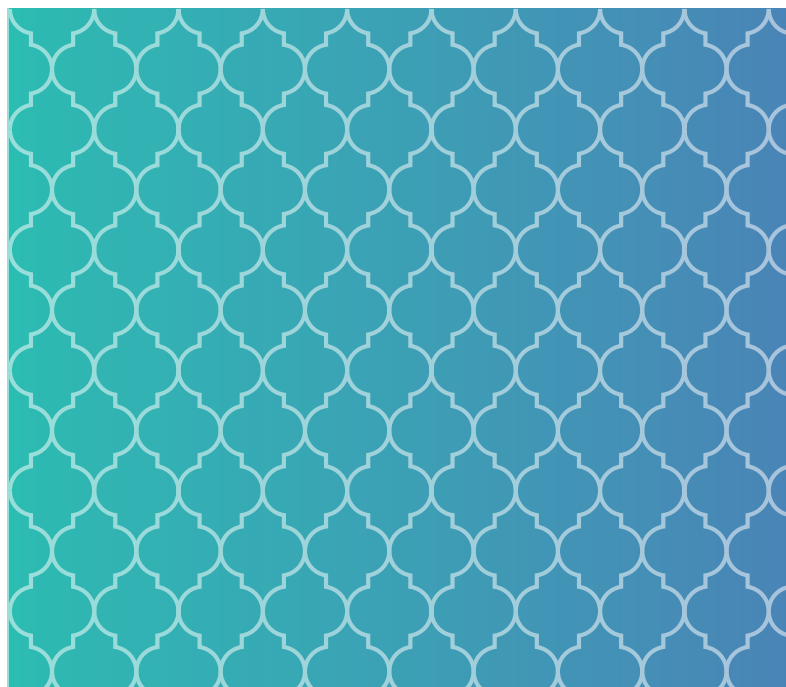
# SPONSORSHIP PACKAGE

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## ORGANIZED BY

Johns Hopkins Center for Communication Programs  
UNICEF  
Soul City Institute for Social Justice  
Digital Green  
Social Change Factory  
Puntos de Encuentro  
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## What is Social and Behavior Change Communication (SBCC)?

SBCC is the strategic use of communication to inspire social and behavior change to improve lives around the world - from increasing use of modern contraception, to fostering gender equality, to addressing the pressing issue of the climate crisis - playing a crucial role in achieving the Sustainable Development Goals.

## What is the SBCC Summit?

The Summit is the largest international event for the SBCC field and a space for making new connections, developing partnerships, sharpening cutting-edge insights and advancing innovations.

## Opportunity for Sponsors

In 2016, the first International SBCC Summit brought together the global community of SBCC organizations, practitioners and researchers. In 2018, this momentum continued as 1,200 participants from 93 countries came together to assess "what works," advance SBCC as a field and accelerate development impact.

In 2020, close to 2,000 participants are expected to convene in Marrakesh to harness the power of SBCC to accelerate action towards achievement of the Sustainable Development Goals. You are invited to showcase your organization or business to a passionate audience of committed professionals and network with decision makers looking for solutions to the most critical issues of our time.





# The 2020 Summit



March 30 -  
April 3, 2020

## Strength in Diversity

Location: Marrakech, Morocco

The 2020 Summit will strengthen connections across diverse but complementary approaches to behavior change by asking where we converge, where we diverge, where we stand together and where we share common purpose. For more detailed information, please refer to the [SBCC Summit Framing Document](#).

### Themes

#### Catalyzing transformational change on agendas of urgency

Sessions will focus on:

- Climate crisis and global heating
- Gender equality
- Community engagement and citizen action
- Health access and equity
- Humanitarian action

#### Future Forward

Sessions will focus on:

- Digital and technological innovations
- Developing and promoting a code of ethics
- New theories, frameworks and methodologies
- Disinformation and fake news

#### Connecting the Dots

Sessions will focus on:

- Optimizing our strengths for greater impact
- Connecting with new partners
- Collective action

### Who Will Participate

- + SBCC advocates, academics and practitioners
- + Ministry of Health and Agriculture personnel
- + Donor agencies
- + Media
- + Other development sector partners

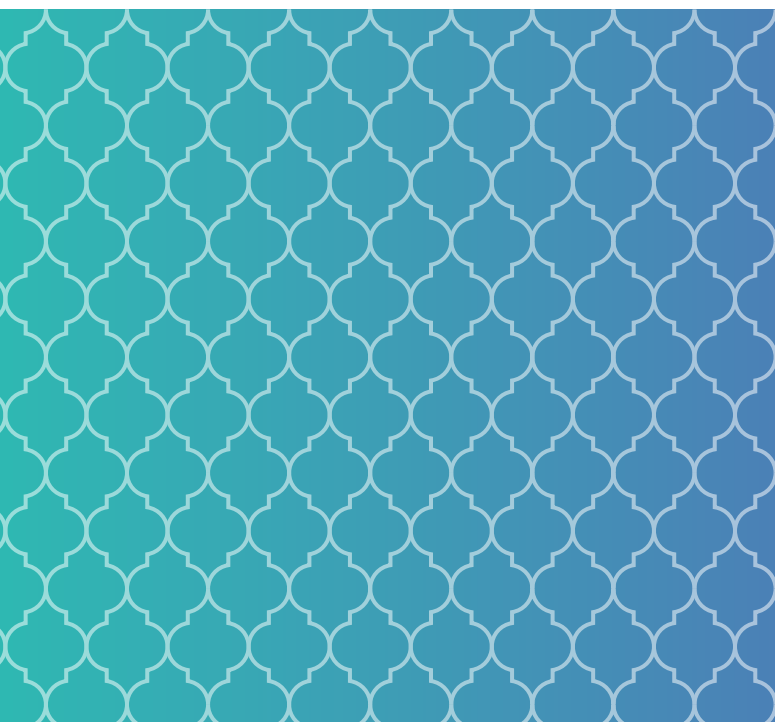


# 2018 Summit Highlights

The enthusiastic response to the first SBCC Summit led to a commitment to convene an SBCC Summit every two years.

The 2018 SBCC Summit in Nusa Dua, Indonesia, drew a record number of abstract submissions and nearly twice as many attendees than had attended just two years before.

A week at the Summit was truly a crash course in the best our field has to offer. It covered topics from gender, youth and social norms to nutrition, family planning and climate crisis. There were talks on behavioral economics, big data, entertainment-education, human-centered design, measurement and evaluation and so much more.



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## 218

Panel sessions

## 5,477

Number of times  
#SBCCSummit was used

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## 34

Skills-building workshops

## 2,133

Hours spent on Summit  
app

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## 340

Posters

## 56

Exhibition booths



“ This conference was truly world class. I also gained a tremendous amount of knowledge

- Summit participant

# By the Numbers

Summit participants are highly educated decision-makers who lead within their organizations. A concerted effort was made in 2018 and will continue to reach practitioners in the Global South. Two-thirds of abstracts received in 2018 came from low- and middle-income countries, with a third of all abstracts coming from Africa.



**1,190**

Participants



**93**

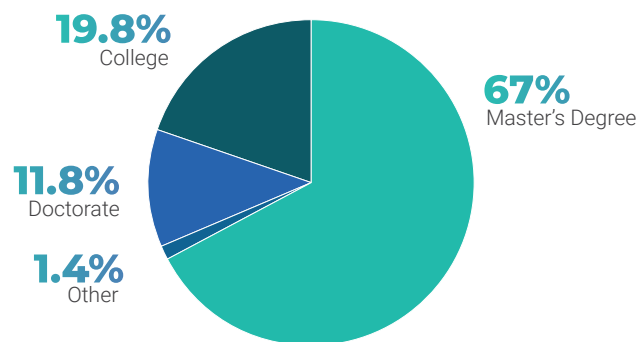
Countries



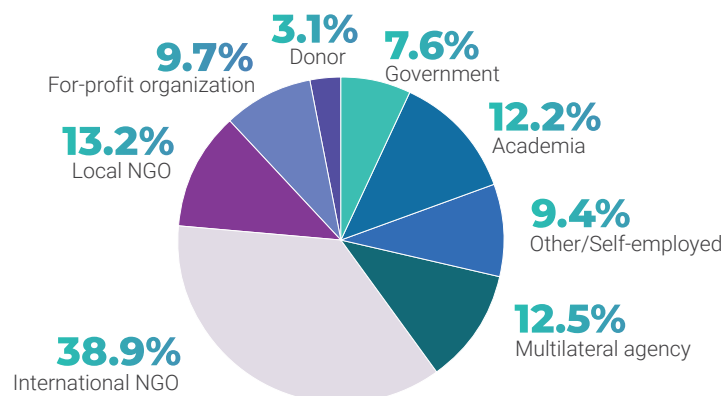
**429**

Organizations

## Education level\*



## Sector\*



\* Based on post-Summit survey results



# Past Speakers

Previous Summit plenary speakers represent a wide range of thinking about current global trends in SBCC and the broader development context. Here are just a handful.



Lillian Dube  
**Keynote Speaker**

South African actress and humanitarian



David Chiriboga  
**Keynote Speaker**

Former health minister from Ecuador



Kriti Sharma  
**Keynote Speaker**

Artificial intelligence expert



Miguel Sabido  
**Keynote and Awardee**

Entertainment-Education pioneer



Nahla Valji  
**Keynote Speaker**

Senior gender advisor in the United Nations' Executive Office of the Secretary-General



Channing Jang  
**Keynote Speaker**

Chief strategy officer at Busara Behavioral Economics

# Premium Sponsorship Opportunities

## Diamond

\$100,000

### This package includes:

- Four conference registrations and two registrations for young people or students from a LMIC
- Logo on conference bag
- One conference bag insert
- Custom ad included in the digital program
- Two custom exhibition booths with digital display, premium carpet, water dispenser and other add-ons (first come, first served)
- One half-day (Saturday, Sunday and Monday only) or two two-hour auxiliary sessions
- Opening plenary and opening reception recognition
- Recognition during plenaries throughout the week
- VIP seating during opening plenary, plenary sessions and opening reception
- Private room (with capacity to seat 10)

## Platinum

\$50,000

### This package includes:

- Three conference registrations and two young person or student registrations from a LMIC
- Logo on conference bag
- One conference bag insert
- Custom ad included in the digital program
- Two custom exhibition booths with digital display, premium carpet, water dispenser and other add-ons (first come, first served)
- One two-hour auxiliary session (first come, first served)
- Opening plenary and opening reception recognition
- Recognition during plenaries throughout the week
- VIP seating during opening plenary

## Gold

\$20,000

### This package includes:

- Two conference registrations + two young person or student registrations from a LMIC
- Logo on conference bag
- One conference bag insert
- Custom ad included in the digital program
- Two exhibition booths (first come, first served)
- One two-hour auxiliary session (first come, first served)
- Opening plenary recognition
- Recognition during plenaries throughout the week

## Silver

\$10,000

### This package includes:

- Two conference registrations and one young person or student registrations from a LMIC
- Logo on conference bag
- One conference bag insert
- Logo in the digital program
- One exhibition booth (first come, first served)
- One two-hour auxiliary session (first come, first served)
- Opening plenary recognition

## Bronze

\$5,000

### This package includes:

- One conference registration
- Logo on conference bag
- One conference bag insert
- Logo in the digital program
- Opening plenary recognition

# Sponsorship Comparison Table

	Sponsor levels					Other opportunities	
	Diamond \$100,000	Platinum \$50,000	Gold \$20,000	Silver \$10,000	Bronze \$5,000	Exhibitor \$1,500	Aux Session varies *
Conference registrations	4 plus 2 young person/student registrations	3 plus 2 young person/student registrations	2 plus 2 young person/student registrations	2 plus 1 young person/student registrations	1	1 exhibitor pass	
Logo on conferece bag	•	•	•	•	•		
Conference bag insert	•	•	•	•	•		
Branding in Digital Program	Custom ad	Custom ad	Custom ad	Logo	Logo		
Exhibition booths	2 custom exhibition booths	2 custom exhibition booths	2 exhibition booths	1 exhibition booth		1 exhibition booth	
Auxiliary session	1 half-day or 2 2-hour session	1 2-hour session	1 2-hour session	1 2-hour session			•
Opening plenary recognition	•	•	•	•	•		
Recognition during plenary	•	•	•			•	•
Opening reception recognition	•	•					
VIP seating during opening plenary	•	•					
VIP seating during plenary	•						
VIP seating during opening reception	•						
Private room	•						

## \* Half- and Full-Day Auxiliary Sessions

Half- and full-day auxiliary sessions at the conference facility are available Saturday afternoon, all day Sunday and Monday morning. Half-day sessions are \$2,500 and full-day session are \$4,000. Please reach out to us if you are interested in reserving a space.



# Other Opportunities

*The opportunities listed below are exclusive of the benefits listed within the premium sponsorship opportunities above, with exception of the expedited registration. If you do not see an opportunity that meets your organization's needs, please feel free to reach out to us to discuss. Please note that all artwork must meet specifications provided by Summit organizers.*

## Scholarship Sponsorship - NEW!



### Youth Scholarship

Help fund scholarships for dedicated young professionals working toward issues such as ending gender-based violence, increasing vaccination rates, addressing the climate crisis.

## Level One - \$60,000



### Spark Stage

One opportunity available

The Spark Stage will be a focal point of the exhibition space. Presentations will be given from the stage branded with your organization's logo. Your organization will have two programmable spots in line with the Summit theme and upon approval.

## Level Two - \$40,000



### Opening ceremony reception

One opportunity available

Your organization will be the 'host' for the evening reception, with one representative who will welcome Summit participants and be offered the opportunity to address attendees.



### Wednesday evening reception

One opportunity available

Your organization will be the 'host' for the Wednesday evening reception, with one representative who will welcome Summit participants and be offered the opportunity to address attendees.

## Level Three - \$20,000



### Environmentally Friendly Conference Bag

One opportunity available

Help the Summit's sustainability efforts by sponsoring a product that is washable and reusable. The bag will boast your organization's logo.



### Reusable Summit Water Bottle

One opportunity available

Contribute to the reduction of single-use plastic with a Summit-branded water bottle with your organization's logo.



### Summit Insights Notebook

One opportunity available

Help participants capture the learning at the Summit by sponsoring a custom-designed spiral notebook. Your organization's name and logo will have a full page dedicated in the front of the notebook.



### Reusable Straws

One opportunity available

Forget about plastic straws! Every Summit participant will receive a reusable straw with carry bag branded with your organization's logo.

## Level Three - \$20,000 (ctd.)



### Youth Village

Three opportunities available

Show your commitment to future practitioners! Sponsor the youth village, a vibrant area devoted to the young and young at heart. The village and program will be branded with your organization's logo for the week.

## Level Three - \$10,000



### Translation Services

Three opportunities available

Let your organization be heard by helping to support language translation in either French, Arabic or Spanish. Your organization will be mentioned throughout the week as an official translation sponsor.



### Shuttle Sponsor

Five opportunities available

Hitch a ride sponsored by you. Participants will be riding to and from the conference venue in a branded shuttle all week. Branding will be on the exterior of the shuttle for all to see.

## Level Four - \$10,000 (ctd.)



### Hand Fans

One opportunity available

This is an opportunity to get your logo in the 'hands' of everyone at the Summit! Every summit participant will receive a hand fan to keep cool.

## Level Five - \$7,500



### Charging Station

Five opportunities available

Power-up the Summit for the week with a branded charging station for participants' mobile devices.



### Language Cafe

Three opportunities available

Help provide a space for French, Arabic or Spanish speakers to meet, greet and network in their own language. Each language cafe will be branded with your organization's name and logo for the week.



## Level Five - \$7,500 (ctd.)



### Water Cooler Stations

Twenty opportunities available

Thirsty for a little attention? To help eliminate single-use plastic bottles, water cooler stations will be available throughout the venue and branded with your organization's name and logo.



### Recycling Units

Eight opportunities available

Summit participants are encouraged to recycle, and receptacles will be placed throughout the venue and branded throughout the week with your name and logo.

## Pop-ups - \$3,500



### Media Kiosk Pop-up

Two opportunities available

Agencies will be allocated a branded pop-up media stand loaded with content provided by you. Noise canceling headphones will accompany the stand. Pop-ups will be paired with a 30-min TED-style lunchtime session.



### Technology Pop-up

Two opportunities available

Organizations will be allocated designated space in high trafficked areas to showcase your technology solution. Attendees will have a hands-on and interactive opportunity to experience your product. Pop-ups will be paired with a 30-min TED-style lunchtime session.