SOCAP Global Partnership Opportunities

At the intersection of money + meaning
Why Partner with SOCAP?

- Gain recognition as a transformational brand through social, cultural and environmental innovation, at scale
- Expand your thought leadership in the field
- Accelerate your innovation journey
- Inspire market and consumer behavioral change
- Launch/showcase a project or initiative to an informed audience that will engage and act
- Meet and talk with various stakeholder groups
- Drive partnership development

Our Value Proposition

- Communicate: Market your ideas, products and services
- Learn: Get on the pulse of emerging trends
- Collaborate: Accelerate progress around a shared mission
- Create: Participate in building the impact economy
- Lead: Inspire others to follow in your footsteps
The industry uses the power of finance and business to make the world a better place, and SOCAP, which is the biggest convener of all the main stakeholders in the industry, is a big part of the reason why.

-Huffington Post, Impact
Our History

A Rich History of Market Leadership

SOCAP is the premier, most influential, largest, and most diverse thought leadership and networking platform authentically committed to and actively engaged in building a more just and sustainable economy.

We convene a global ecosystem and marketplace—social entrepreneurs, investors, foundation and nonprofit leaders, government and policy leaders, creators, corporations, academics, and beyond—through live and digital content experiences that educate, spur collaboration, and inspire investment in positive impact. SOCAP unlocks the power of markets to accelerate impact and has convened more than 100,000 people since our first event in 2008.

Learn how you can connect to the movement building the Impact Economy and how we can partner to achieve your goals.
Some of our past speakers

Deval Patrick
Former MD Bain Capital & Governor of MA

John Legend
Multiple Grammy Winner

David Robinson
Multiple NBA Champion

Dan Schulman
President & CEO Paypal

Darren Walker
President Ford Foundation

Fran Seegull
Director US Impact Investing Alliance

Van Jones
Political Commentator & Strategist

Andre Agassi
Tennis Champion

Bobby Turner
Tennis Champion

Jacqueline Fuller
VP Google President Google.org

Liesel Pritzker
Actress & Investor
Our Community of Innovators

Visionary
Influential
Ambitious
Our Reach

The only community that brings together the entire ecosystem

- **7%** Academic
- **21%** Public Sector & Non-Profit
- **9%** Foundations
- **18%** Investors & Allocators
- **14%** Financial Services
- **31%** Entrepreneurs & Businesses

- Podcast subscribers 52,000
- Annual event attendees 10,000
- Newsletter subscribers 80,000
- Monthly unique visitors 50,000
- Social media followers 210,000

- 87% decision makers in their organization
- From more than 120 countries
- 55% women
- 4,000+ pieces in our content library
Our Growth

With inequality and the cost of market failures on the rise, we've seen a huge growth of interest in unlocking the power of markets to accelerate impact.
PARTNERSHIP OPPORTUNITIES

- Field Champion
- Networking Session Partner
- Success Partner
- Launch Partner
- Investment Partner
- Innovation Partner
- Seed Partner

Note: SOCAP is able to partner with grant-making organizations through our fiscal sponsor. Please inquire about our nonprofit rates.
Field Champion (1 available)

**DIGITAL:**
- THEME ADVERTISING
  1 year ad placement on articles across 1 theme
- EMAIL NEWSLETTER
  3 sponsored blocks
- 1 WEBINAR
- SOCAP COMMUNITY
  1 year logo placement on SOCAP website
- 3 DIGITAL ADD-ONS

**LIVE:**
- PRESENTING PARTNER
  Mainstage Branding Opportunity. Logo placed throughout the room.
- EXCLUSIVE TRACK PARTNER
  limited availability. Must commit by April.
- ANNOUNCEMENT OR INITIATIVE LAUNCH @ SOCAP
- 1 MAINSTAGE CO-DESIGNED CONTENT OPPORTUNITY
- 1 BREAKOUT CO-DESIGNED CONTENT OPPORTUNITY
- ACCESS TO A SPREADSHEET WITH A LIST OF ATTENDEES
- MISSION ACTIVATION
  Exhibit booth (extra large) in priority placement, dedicated lounge area and meeting space
- TICKETS
  - 10 complimentary. Valued at approximately $20,000
  - 20 additional at an introductory rate of $899
- DISCOUNT ON 2024 PARTNERSHIP
Connection Partner

**DIGITAL:**
- **THEME ADVERTISING**
  6 months ad placement on articles across 1 theme
- **SOCAP COMMUNITY**
  6 months logo placement on SOCAP Partner Page
- **EMAIL NEWSLETTER**
  2 sponsored blocks
- **2 DIGITAL ADD-ONS**

**LIVE:**
- **RECOGNIZED AS SOCAP PARTNER IN PERSON AND VIRTUAL**
- **EXCLUSIVE TRACK PARTNER**
  limited availability. Must commit by March.

**MISSION ACTIVATION**
Exhibit booth (extra large) in priority placement, dedicated lounge area and meeting space

**TICKETS**
- 8 complimentary. Valued at approximately $16,000
- 10 additional at an introductory rate of $899

**ACCESS TO ATTENDEE LIST**

**NETWORKING**
Host 1 hour facilitated networking session based on track

**CONTENT**
1 co-designed breakout content opportunity following or preceding networking.
**Success Partner**
(Limited Availability)

**MISSION ACTIVATION**
Exhibit booth (large) in priority placement

**DIGITAL:**
- **THEME ADVERTISING**
  6 months ad placement on articles across 1 theme
- **SOCAP COMMUNITY**
  6 months logo placement on SOCAP Partner Page
- **EMAIL NEWSLETTER**
  1 sponsored block
- **2 DIGITAL ADD-ONS**

**CONTENT**
- 1 co-designed mainstage content opportunity

**ACCESS TO ATTENDEE LIST**

**PRESENTING PARTNER**
Branding breakout session rooms (5 available). Logo included digitally and live wherever the room is described. Logo placed throughout the room.

**TICKETS**
- 6 complimentary. Valued at approximately $16,000
- 10 additional at an introductory rate of $899

**RECOGNIZED AS SOCAP PARTNER IN PERSON AND VIRTUAL**
Launch Partner

MISSION ACTIVATION
Exhibit booth (large) in priority placement

CONTENT
1 co-designed breakout content opportunity

CONTENT
Announcement or Initiative launch @ SOCAP

TICKETS
- 5 complimentary. Valued at approximately $12,000
- 10 additional at an introductory rate of $899

ACCESS TO ATTENDEE LIST

LIVE:

RECOGNIZED AS SOCAP PARTNER IN PERSON AND VIRTUAL

DIGITAL:

THEME ADVERTISING
6 months ad placement on articles across 1 theme

SOCAP COMMUNITY
6 months logo placement on SOCAP Partner Page

EMAIL NEWSLETTER
1 sponsored block

2 DIGITAL ADD-ONS

CONTENT
Announcement or Initiative launch @ SOCAP

ACCESS TO ATTENDEE LIST
**Mission Activation**

*Exhibit Booth (large)*

Incomplete. Valued at approximately $8,000

10 additional at an introductory rate of $899

**Tickets**

- 4 complimentary. Valued at approximately $8,000
- 10 additional at an introductory rate of $899

**Access to Attendee List**

**Live:**

- **Content**
  - Announcement or Initiative launch @ SOCAP

- **Mission Activation**
  - Exhibit booth (large)

**Recognized as SOCAP Partner in Person and Virtual**

**Digital:**

- **Theme Advertising**
  - 3 months ad placement on articles across 1 theme

- **SOCAP Community**
  - 6 months logo placement on SOCAP Partner Page

- **Email Newsletter**
  - 1 sponsored block

- **2 Digital Add-Ons**
Innovation Partner

DIGITAL:
- THEME ADVERTISING
  3 months ad placement on articles across 1 theme
- EMAIL NEWSLETTER
  1 sponsored block
- 1 DIGITAL ADD-ON

LIVE:
- MISSION ACTIVATION
  Exhibit booth (Small)
- RECOGNIZED AS SOCAP PARTNER IN PERSON AND VIRTUAL

TICKETS
- 3 complimentary. Valued at approximately $6,000
- 10 additional at an introductory rate of $899

ACCESS TO ATTENDEE LIST
Seed Partner

DIGITAL:

- **THEME ADVERTISING**
  2 months ad placement on articles across 1 theme

- **SOCAP COMMUNITY**
  6 months logo placement on SOCAP Partner Page

LIVE:

**RECOGNIZED AS SOCAP PARTNER IN PERSON AND VIRTUAL**

**TICKETS**
- 2 complimentary. Valued at approximately $4,000
- 2 additional at an introductory rate of $899

ACCESS TO ATTENDEE LIST
SOCAP is essential infrastructure to the impact investing field and an important platform for the leaders that MacArthur seeks to support. In particular, SOCAP Global opens a generative space for practitioners to connect the dots and form vital collaborations and partnerships."

- John Balbach, John D. and Catherine T. MacArthur Foundation
ENTREPRENEUR PROGRAM

This represents a few ideas on how to engage with our program. Please inquire for the full Entrepreneur Program deck to learn more.

- Series A
- Missing Middle
- Startup
- Investor Showcase
- Investor Participant

Note: SOCAP is able to partner with grant-making organizations through our fiscal sponsor. Please inquire about our nonprofit rates.
CHAMPION SOCAP INITIATIVES

Spectrum:
A community of multicultural changemakers addressing the urgent need for access, inclusion, and impact across capital markets with intention and authenticity.

Indigenous Access Fund:
Monetary support and scholarships for Indigenous changemakers to attend SOCAP and bring Indigenous content to the event.

Equitable Speaker Fund:
Ensuring there is no barrier for speakers to attend SOCAP by providing free tickets to all speakers.

Please inquire for more info.
EXPERIENTIAL PARTNER OPPORTUNITIES

- Tech
- Closing Party
- Garden
- Cityview Overlook

Note: SOCAP is able to partner with grant-making organizations through our fiscal sponsor. Please inquire about our nonprofit rates.
Tech Partner
(3 Available)

MISSION ACTIVATION
Exhibit booth (large)

TICKETS
- 5 complimentary. Valued at approximately $10,000
- 10 additional at an introductory rate of $899

LIVE:
NAMED AS WIFI, APP OR IMPACT ZONE PARTNER
First come, first served. Please inquire for specifics on how it will be presented throughout the conference, both digitally and in person.

RECOGNIZED AS SOCAP PARTNER IN PERSON THROUGHOUT THE CAMPUS AND VIRTUAL

ACCESS TO ATTENDEE LIST

DIGITAL:
THEME ADVERTISING
6 months ad placement on articles across 1 theme

SOCAP COMMUNITY
6 months logo placement on SOCAP Partner Page

EMAIL NEWSLETTER
1 sponsored block
Closing Party Partner
(1 Available)

MISSION ACTIVATION
Exhibit booth (large) at priority placement

TICKETS
• 8 complimentary. Valued at approximately $16,000
• 10 additional at an introductory rate of $899

DIGITAL:

THEME ADVERTISING
6 months ad placement on articles across 1 theme

SOCAP COMMUNITY
6 months logo placement on SOCAP Partner Page

EMAIL NEWSLETTER
1 sponsored block

1 PODCAST EPISODE
on “Money + Meaning” (50K subscribers)

LIVE:

NAMING OF CLOSING RECEPTION
All information on the party will be presented with the partner’s name.

PROVIDE REMARKS AT BEGINNING OF THE RECEPTION

ACCESS TO ATTENDEE LIST
MISSION ACTIVATION
Exhibit booth (large) at priority placement

TICKETS
- 8 complimentary. Valued at approximately $16,000
- 10 additional at an introductory rate of $899

LIVE:
NAMING OF THE OVERLOOK AT CITYVIEW OR GARDEN where attendees each lunch, network, and where parties are held.

EXCLUSIVE SIGNAGE PLACED THROUGHOUT THE AREA

ACCESS TO ATTENDEE LIST

DIGITAL:
THEME ADVERTISING
6 months ad placement on articles across 1 theme

SOCAP COMMUNITY
1 year logo placement on SOCAP Partner Page

EMAIL NEWSLETTER
3 sponsored blocks

1 PODCAST EPISODE on “Money + Meaning” (50K subscribers)
A LA CARTE: DIGITAL & LIVE
Please inquire for pricing and availability

DIGITAL:

- **EMAIL NEWSLETTER**
  1 sponsored block

- **WEBINAR**
  Hosted by SOCAP and distributed amongst channels (up to 500 attendees). Partner receives list of emails

- **PODCAST**
  1 Podcast Episode on “Money + Meaning” (50k subscribers)

- **WHITE PAPER PACKAGE**
  Partner provides content creation; SOCAP provides audience

- **CONTENT GUIDE**
  SOCAP provides content creation; SOCAP provides audience and releases with partner

LIVE:

- **TAILORED MARKETING SERVICES**
  - 2-3 minute video produced of experience at SOCAP
  - Photos

- **DAILY EMAIL UPDATES**
  Guarantee 1 highlight from your session is on our daily email updates during the conference. These are the most-read posts of the year.

- **BOOTH**
  Large or small available

- **PRIVATE RECEPTION**
  Host a private reception off-site (within a 5-minute walk).
SOCAP is often a place where partners announce new and exciting initiatives to a broad-based impact audience. We are happy to facilitate the best possible setting for this special moment.

Please inquire for more information.
tova@socapglobal.com