

# SOCAP Global Partnership Opportunities

At the intersection of money + meaning

SOCAP24  
October 28-30



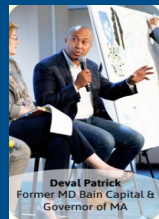
# Our History

## A Rich History of Market Leadership

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

SOCAP Global convenes 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.

## Past Speakers Include:



# Our Community of Innovators

Visionary

Influential

Ambitious

## Success Partners

**Ford  
Foundation**



Halloran  
Philanthropies



**skoll**



**UPSTART**

## Launch Partners



MacArthur  
Foundation



Miller Center  
for Social Entrepreneurship



W.K.  
KELLOGG  
FOUNDATION

## Investment Partners

**ADVANTAGE  
CAPITAL**



Prudential

## Entrepreneur Program Partners

*Cartier*  
WOMEN'S  
INITIATIVE

**Canada**  
Canadian General of Canada  
Conseil général du Canada  
San Francisco | Silicon Valley



## Innovation Partners

a)plan  
COACHING



FIDELITY Charitable\*  
Make more of a difference



worldtree

sonen  
capital

## Seed Partners



**B A R K**  
media

**BasisPoint+**  
CEO + IMPACT MANAGEMENT PLATFORM

YourCause\*  
from Blackbaud

commonwealth

**Deloitte.**



IMPACTASSETS  
PROJECT WITH PURPOSE

IMPACTPHL

JFF JFFVENTURES

MIT SOLVE

ONE percent  
for AMERICA\*  
Investing in all of us

Ownify.



VARIANT  
A Tortoise Company

MassMutual

Known



“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

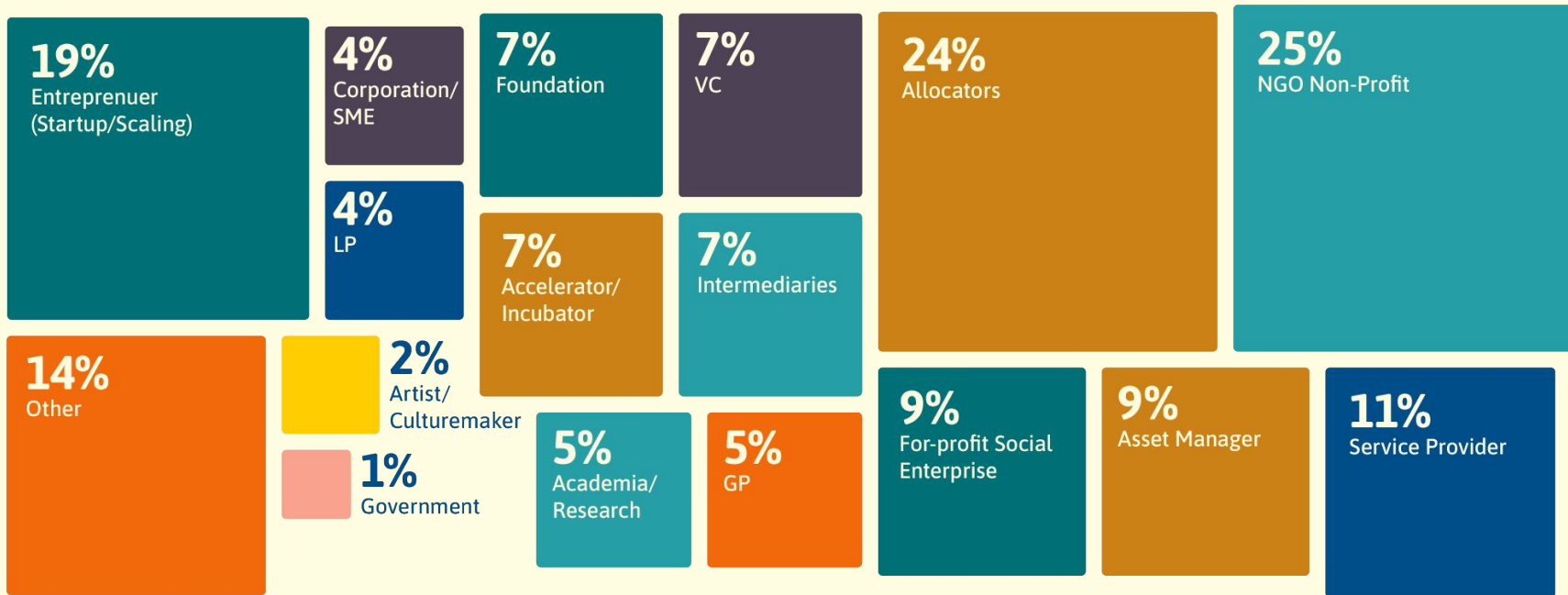


# SOCAP23 stats:

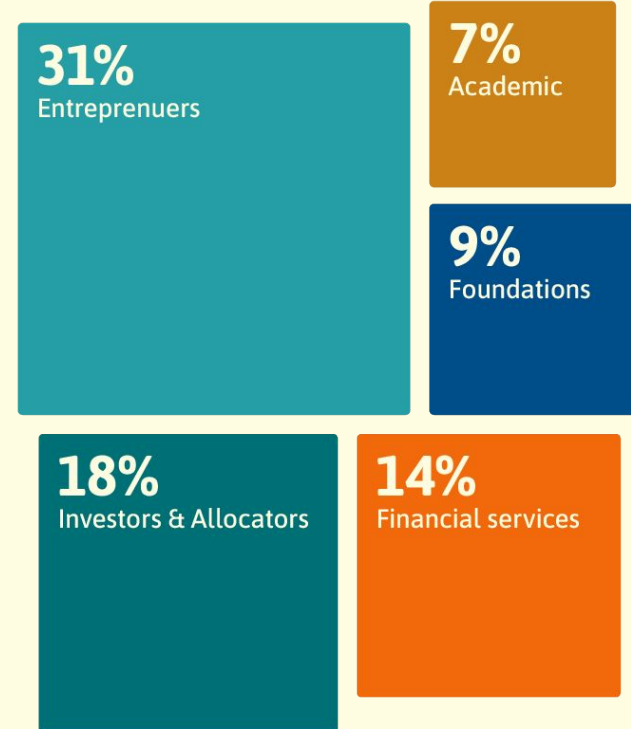
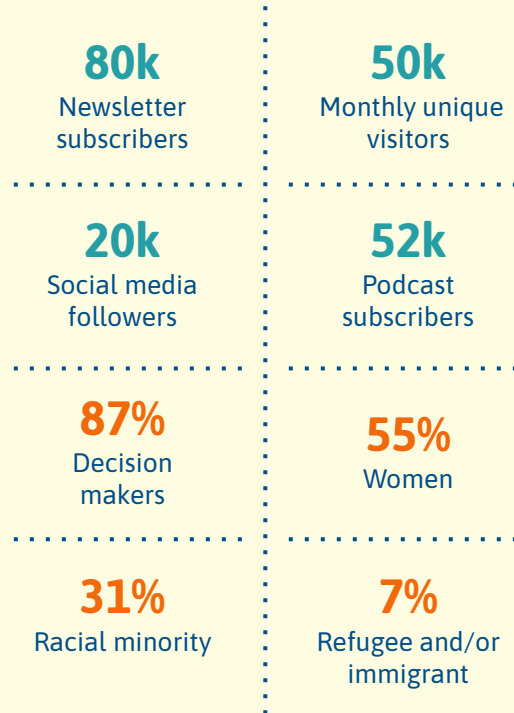
Over  
**55**  
countries

Over  
**2500**  
attendees

..... Attendee breakdown (over 100% since attendees can select multiple) .....



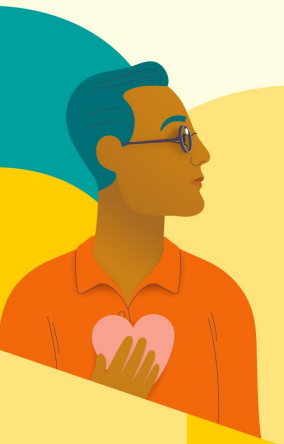
# Overall SOCAP Community Stats:



This year, we're offering our partners a unique opportunity to tailor packages to their own needs, budget, and goals by selecting from a range of content and community engagement options.



# Find a Package That Better Suits Your Needs\*



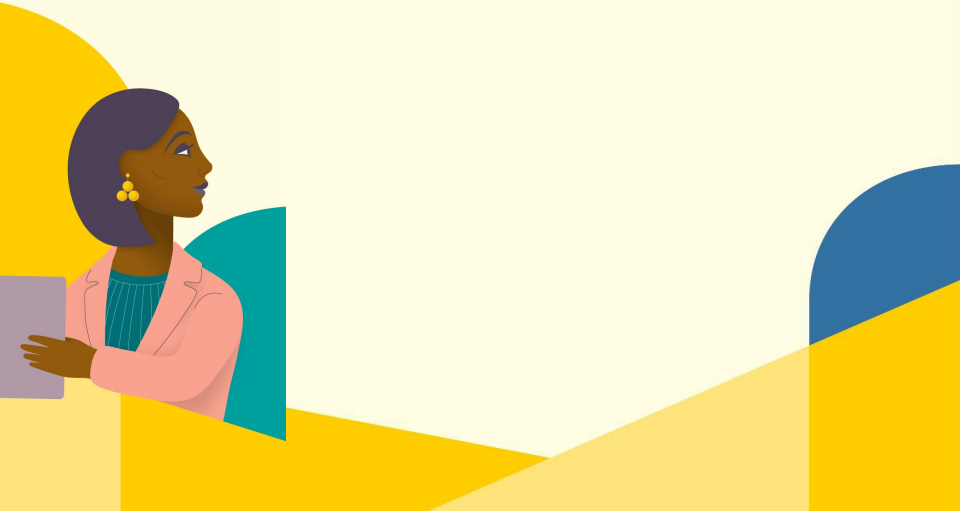
\*Packages can be customized based on your budget and goals. SOCAP is able to partner with grant making organizations through our fiscal sponsor. Please inquire about non-profit rates

1. [Pioneer Partner](#)
2. [Field Champion Partner](#)
3. [Success Partner](#)
4. [Funder & Founder Showcase Package](#)
5. [Launch Partner](#)
6. [Innovation Partner](#)
7. [Catalyst Partner](#)
8. [Seed Partner](#)
9. [Add on for all Partnerships](#)



# Pioneer Partner

(1 available)



## Includes:

- Thought Leadership,
- Community Engagement
- Onsite Presence
- Digital Assets & Branding

# Thought Leadership & Community Engagement

1. **Drive the conversation at scale** with an entire content track:
  - a. Lead and advise the curation of an entire track of panels with our Curation Councils.
  - b. Amplify your message on the Opening Panel for the chosen track.
2. Take mainstage with a unique **Large Breakout Panel** in the Forum or Theatre (+ recorded digital video of session) (first choice pick, 75 minutes)
3. Grab the spotlight with a 12 minute slot on **opening plenary session**
4. Curate your audience with a **tailored luncheon or breakfast** for invite-only stakeholders (up to 35 people)
5. **Gain one-of-a-kind insights** (Choose one of the following):
  - a. A private (20-40 person) Focus-group Roundtable discussion: leveraging the participation of very specific stakeholders from around the world, partner convenes a facilitated conversation with a curated list of participants who are attending SOCAP (no outside attendees).  
75 minutes.
  - b. A Facilitated Networking Session with a theme set by the partner, to identify people in the conference interested in a topic.  
75 minutes.
  - c. An interactive workshop facilitated by the partner.  
75 minutes

## Onsite Presence

1. Large expo in priority placement w/furniture, wifi, video screens)
2. Prominent recognition as SOCAP's lead partner in person and in all printed and digital assets throughout campus
1. Ticket Package and Discounted Tickets: 12 complimentary tickets & 6 for speakers, 10 discounted tickets at entry level cost (\$999)

## Digital Assets and Branding

1. Your choice of one Thought-Leadership Digital Add-Ons.

### PLUS

- a. Sizzle Reel on partner's work at SOCAP
- b. One year Ad Placement
- c. Three sponsored newsletter box
- d. Featured in blog post on what to expect for SOCAP24
- e. Partner sessions featured in the wrap up email for each day of the conference
- f. Recognition as a SOCAP partner on socapglobal.com (47k original views/October)
- g. Session featured in Conference App push notifications

# Field Champion Partner

(3 available)



## Includes:

- Thought Leadership
- Community Engagement
- Onsite Presence
- Digital Assets & Branding

# Thought Leadership & Community Engagement

1. Take mainstage with a unique **Large Breakout Panel** in the Forum or Theatre (first choice pick, 75 minutes) For \$25K Upgrade to a Room with video recorded + receive edited video asset
2. Grab the spotlight with a 12-15 minute spot on **opening plenary session**
3. **Gain one-of-a-kind insights** (Choose one of the following):
  - a. A (20-40 person) Focus-group Roundtable discussion: leveraging the participation of very specific stakeholders from around the world, partner convenes a facilitated conversation with a curated list of participants who are attending SOCAP (no outside attendees) - 75 min
  - b. A Facilitated Networking Session with a theme set by the partner, to identify people in the conference interested in X- 75 min
  - c. An interactive workshop facilitated by the partner - 75 min

By June 2023, for \$50K add Exclusive Track Partner\* to **Drive the conversation at scale** with an entire content track, which includes:

- Amplifying your messaging in Opening Panel for the chosen track.
- Recognition as the Exclusive Track Partner in person and online

\*Co-track partner available for some tracks for \$40k

**Field Champion Partner**

## Onsite Presence

1. Large expo in priority placement w/furniture, wifi, video screens
2. Recognition as a SOCAP partner in person in all printed and digital assets throughout campus
3. Ticket Package and Discounted Tickets:
  - a. Complimentary: 5 for staff, up to 5 for speakers
  - b. Discounted: 10 at entry level (\$999)

## Digital Assets and Branding

1. Your choice of one Thought-Leadership Digital Add-Ons.
2. Sizzle Reel on partner's work at SOCAP
3. One Year Ad Placement
4. Two sponsored newsletter box.
5. Featured in blog post on what to expect for SOCAP24
6. Partner session(s) featured in the wrap up email for each day of the conference
7. Recognition as a SOCAP partner on socapglobal.com (47k original views/October)
8. Session featured in Conference App push notifications

# Success Partner

## Includes:

- Thought Leadership
- Community Engagement
- Onsite Presence
- Digital Assets & Branding



# Thought Leadership & Community Engagement

## 1. Take mainstage with a unique **Large Breakout Panel**

**For \$25K Upgrade to a Room with video recorded + receive edited video asset**

Includes:

1. 75 min block
2. 1-2 sessions of content consulting with the opportunity to co-create with our experienced content team to ensure the best results for your content

## 1. **Gain one-of-a-kind insights** (Choose one of the following):

- a. A Facilitated Networking Session with a theme set by the partner, to identify people in the conference interested in X- 75 min
- b. An interactive workshop facilitated by the partner - 75 min

By June 2023, for \$50K add Exclusive Track Partner\* to **Drive the conversation at scale** with an entire content track, which includes:

- Amplifying your messaging in Opening Panel for the chosen track.
- Recognition as the Exclusive Track Partner in person and online

\*Co-track partner available for some tracks for \$40k



## Onsite Presence

1. Standard expo booth in priority placement
2. Recognition as a SOCAP partner in person in all printed and digital assets throughout campus
3. Ticket Package and Discounted Tickets:
  - a. Complimentary: 4 for staff, up to 4 for speakers
  - b. Discounted: 10 at entry level (\$999)

## Digital Assets and Branding

1. Your choice of one Thought-Leadership Digital Add-On.
2. Six month Ad Placement
3. One sponsored newsletter box
4. Featured in blog post on what to expect for SOCAP24
5. Session featured in Conference App push notifications
6. Partner session featured in the wrap up email for each day of the conference
7. Recognition as a SOCAP partner on socapglobal.com (47k original views/October)

# Launch Partner



## Includes:

- Thought Leadership
- Community Engagement
- Onsite Presence
- Digital Assets & Branding

# Thought Leadership & Community Engagement

1. Take mainstage with a unique Breakout Panel
  - a. 75 minute block
  - b. 1-2 sessions of content consulting with the opportunity to co-create with our experienced content team to ensure the best results for your content



Launch Partner

## Onsite Presence

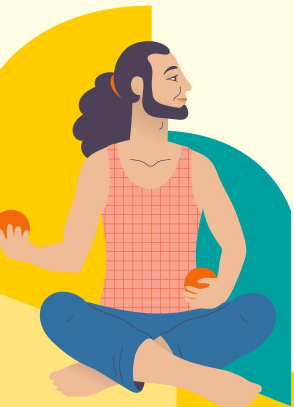
1. Standard expo in priority placement
2. Recognition as a SOCAP partner in person in all printed and digital assets throughout campus
3. Ticket Package and Discounted Tickets:
  - a. Complimentary: 3 for staff, up to 3 for speakers
  - b. Discounted: 10 at entry level (\$999)

## Digital Assets and Branding

1. Your choice of one Thought-Leadership Digital Asset.
2. Six month Ad Placement
3. One sponsored newsletter box.
4. Partner session featured in the wrap up email for each day of the conference
5. Featured in blog post on what to expect for SOCAP24
6. Session featured in Conference App push notifications
7. Recognition as a SOCAP partner on socapglobal.com (47k original views/October)

# Funder & Founder Showcase Package

(Cohort of 10 Entrepreneurs or Funders)



## Includes:

- Virtual Programming
- Advisory Services
- Curated Connections with SOCAP Attendees (Investors, etc)
- On-Site Presentation
- Partner Booth

\*Inquire about pricing for Cohorts of 5 and 15

# Thought Leadership & Community Engagement

## 1. On-Site Presentation

- a. 75-minute block
- b. 1-2 sessions of content consulting for your team with the opportunity to co-create with our experienced content team to ensure the best results for your content
- c. Run of Show prep session with your cohort to prepare them for their session
- d. Slide deck creation (as desired)

## 2. Virtual Programming

- a. 4 months of virtual programming aimed at leadership development, impact measurement, investment readiness, and storytelling/networking (July - October) with expert facilitators given in three-part series per thematic track
- b. Peer connection calls once a month to connect cohort members
- c. Multiple orientation calls to welcome and ensure cohort participants get the most out of their SOCAP experience
- d. 1:1 Advisory Calls with SOCAP Executive Director of Entrepreneurship

## 3. Curated Introductions to Attendees at SOCAP

- a. Blind introductions sent via email from SOCAP introducing cohort members to attendees they wish to connect with before the conference

## 4. Social media graphics creation and promotion via our SOCAP network

- a. Logo placement on our website under our Partners
- b. Promotional blog post shared with our entire network via our Newsletter, website, and social media channels
- c. Promotion of each cohort member via LinkedIn using social media graphics SOCAP creates

# Onsite Presence

1. Recognition as a SOCAP partner in person in all printed and digital assets throughout campus
2. Ticket Package and Discounted Tickets: 12 complimentary tickets (10 for fellows & 2 for staff/presenters), 10 discounted tickets at entry level cost (\$999)
3. Promotional printed QR Code board to feature the cohort

# Digital Assets and Branding

1. Virtual Programming for Cohort
2. Digital Investor LookBook created for Cohort
3. Curated introductions to SOCAP Attendees for cohort
4. Partner session featured in the wrap up email for each day of the conference
5. Featured in blog post spotlighting our Partners
6. Recognition as a SOCAP partner on socapglobal.com (47k original views/October)

## Add-Ons to Package [\(see full descriptions and pricing details here\)](#)

1. Toniic Investor Matchmaking
2. APlan Coaching Services
3. Impactable Impact Measurement
4. Firm for the Culture Legal Services
5. Sunflower Communications Marketing
6. MicroMentor Matchmaking

## Funder & Founder Showcase Package

# Innovation Partner



## Includes:

- Thought Leadership
- Community Engagement
- Onsite Presence
- Digital Assets & Branding



# Thought Leadership & Community Engagement

1. **Gain one-of-a-kind insights** (Choose one of the following):
  - a. A Facilitated Networking Session with a theme set by the partner, to identify people in the conference interested in X. Beginning remarks by the partner.- 75 min block
  - b. Interactive workshop facilitated by the partner with 65 pax capacity. Beginning remarks by the partner.- 75 min block



## Onsite Presence

1. Standard expo
2. Recognition as a SOCAP partner in person in all printed and digital assets throughout campus
3. Ticket Package and Discounted Tickets:
  - a. Complimentary: 4 for staff, up to 1 for speakers
  - b. Discounted: 10 at entry level (\$999)

## Digital Assets and Branding

1. Your choice of one Thought-Leadership Digital Add-Ons.
2. Six month Ad Placement
3. 1 sponsored newsletter box.
4. Featured in blog post on what to expect for SOCAP24
5. Recognition as a SOCAP partner on socapglobal.com (47k original views/October)

# Catalyst Partner



## Includes:

- Thought Leadership
- Community Engagement
- Onsite Presence
- Digital Assets & Branding

# Thought Leadership & Community Engagement

1. **Gain one-of-a-kind insights** (Choose one of the following):
  - a. Deliver an inspirational Ted-style talk on the Lightning Round (+ recorded digital video of session)
  - b. A private (20-40 person) Focus-group Roundtable discussion: leveraging the participation of very specific stakeholders from around the world, partner convenes a facilitated conversation with a curated list of participants who are attending SOCAP (no outside attendees)
  - c. Delegate led discussion a unique interactive format that invites leaders and attendees to explore a particular topic in depth. Rather than a presentation (knowledge absorption), Delegate-Led Discussions take place in an intimate setting that allows for a deep and intentional exploration of the topic within a small group (collaborative knowledge development & exchange).



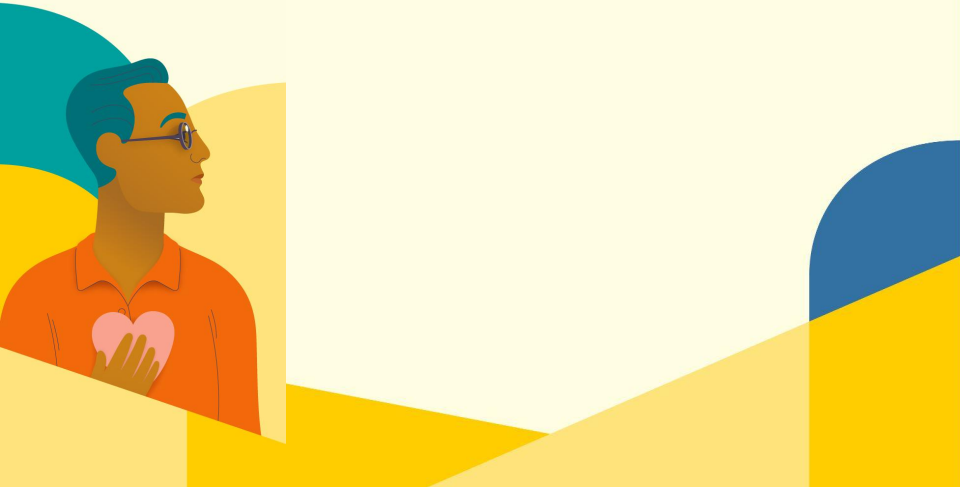
## Onsite Presence

1. Small expo
2. Recognition as a SOCAP partner in person in all printed and digital assets throughout campus
3. Ticket Package and Discounted Tickets:
  - a. Complimentary: 3 for staff, up to 1 for speakers
  - b. Discounted: 10 at entry level (\$999)

## Digital Assets and Branding

1. Podcast on Money & Meaning (52k followers)
2. Six month Ad Placement
3. Recognition as a SOCAP partner on socapglobal.com (47k original views/October)
4. One sponsored newsletter box

# Seed Partner



## Includes:

- Onsite Presence
- Digital Assets & Branding



# Onsite Presence

1. Recognition as a SOCAP partner in person in all printed and digital assets throughout campus
2. Ticket Package and Discounted Tickets: 2 complimentary tickets, 5 discounted tickets at entry level cost

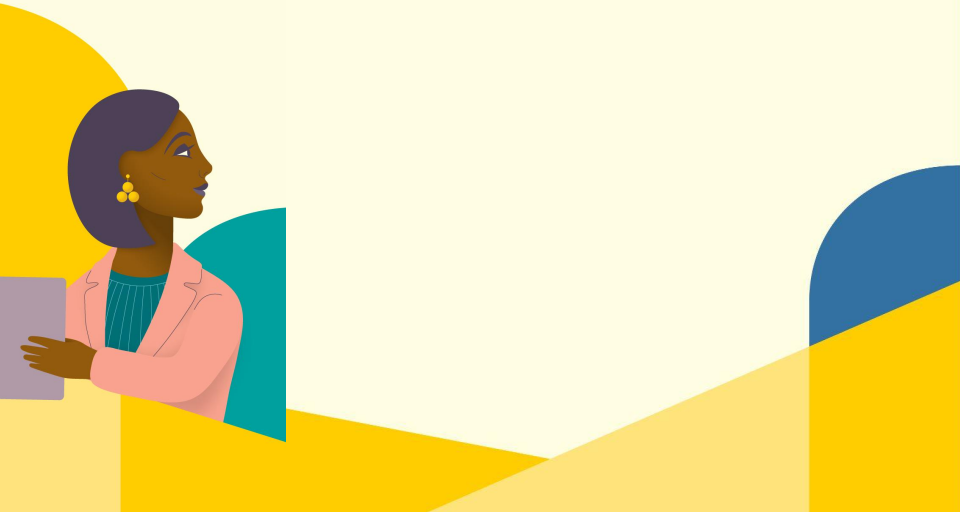
# Digital Assets and Branding

1. Ad Placement for 6 months
2. Recognition as a SOCAP partner on [socapglobal.com](https://socapglobal.com) (47k original views/October)



Seed Partner

# Add Ons for All Packages



Add any of the following  
Community Engagement,  
Onsite Presence and Thought  
Leadership Digital-Assets to  
your package

Price and detail following



## Thought Leadership Digital Assets Add-Ons

### Price

### Info

Whitepaper Package

\$5,000

Partner provides content creation; SOCAP provides audience and marketing. Stays on SOCAP resource page and is on a website pop-up for three months

Webinar

\$7,500

Partner drives content creation with the help of SOCAP; SOCAP provides audience, marketing and platform. 1 hr.

Podcast

\$5,000

Partner records content; SOCAP provides audience, marketing and platform. 35-45 min

Newsletter Block

\$2,500

Partner provides 2-3 sentences and link for call to action. SOCAP features in bi-monthly newsletter (80k subscribers)

Community Engagement & Thought Leadership Add-On	Price	# of People	RSVPs	Details
Curated breakfast or luncheon w/ panel discussion (limited availability. first come first serve).	\$18k	25-30	<ul style="list-style-type: none"> <li>• SOCAP sends up to 3 invites on behalf of partner.</li> <li>• Partner sends email copy, invite list, and RSVP link.</li> <li>• Partner manages RSVPs with internal link.</li> </ul>	<ul style="list-style-type: none"> <li>• Comes with food for 30 people</li> <li>• Includes partner signage within venue</li> <li>• AV included for panels or presentations</li> <li>• Partner curates content</li> </ul>
Curated breakfast or luncheon w/panel discussion(limited availability. first come first serve)	\$28k	75-100	<ul style="list-style-type: none"> <li>• SOCAP sends up to 3 invite on behalf of partner.</li> <li>• Partner sends email copy, invite list, and RSVP link.</li> <li>• Partner manages RSVPs with internal link.</li> </ul>	<ul style="list-style-type: none"> <li>• Comes with food for 30 people</li> <li>• Includes partner signage within venue</li> <li>• AV included for panels or presentations</li> <li>• Partner curates content</li> </ul>
Curated evening reception (limited availability. first come first serve)	\$28k	75-100	<ul style="list-style-type: none"> <li>• SOCAP sends up to 3 invite on behalf of partner.</li> <li>• Partner sends email copy, invite list, and RSVP link.</li> <li>• Partner manages RSVPs with internal link.</li> </ul>	<ul style="list-style-type: none"> <li>• Comes with food for 100 people</li> <li>• Includes partner signage within venue</li> <li>• AV included for remarks or presentations</li> <li>• Partner curates content</li> </ul>
Lightning Talk	\$20k	750	NA	Deliver an inspirational Ted-style talk on the Lightning Round (+ recorded digital video of session)
Focus Group (invite-only session)(limited availability. first come first serve)	\$25k	25-45	<ul style="list-style-type: none"> <li>• SOCAP sends up to 3 invite on behalf of partner.</li> <li>• Partner sends email copy, invite list from SOCAP attendees, and RSVP link.</li> <li>• Partner manages RSVPs with internal link.</li> </ul>	<ul style="list-style-type: none"> <li>• 1 prep session with SOCAP to go over content and production needs</li> <li>• AV included for panels or presentations</li> <li>• seating included</li> <li>• digital signage in front of room</li> </ul>

Onsite Presence Add-On	Price	Info
Large Expo Space	\$7,500	Soft seating, one screen, wifi, hdmi cord to connect computer to screens, work table and chairs with outlets, storage unit and multiple branding opportunities
Standard Expo Space	\$5,000	Booth with four chairs, storage and branding
Small Expo Space	\$3,000	High top table with two high top chairs, storage and branding

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



To learn more about SOCAP and create a custom partnership,  
email [tova@socapglobal.com](mailto:tova@socapglobal.com)

