

# 2024 NGMA Sponsorship Opportunities



# ABOUT NGMA

**The National Grants Management Association (NGMA)** is the premier association for grants professionals. We help members elevate their careers by providing the **TRAINING, PROFESSIONAL DEVELOPMENT** and **COMMUNITY** they need to elevate their grants management careers.



## TRAINING

- Annual Grants Training (AGT)
- Grants Management Body of Knowledge (GMBok) trainings
- Monthly webinars
- Virtual forums and in-person pop-ups on current topics of interest in grants management

## PROFESSIONAL DEVELOPMENT

- Certified Grants Management Specialist (CGMS) program
- Job board featuring postings related to grants management
- Awards program celebrating and recognizing individuals who excel in and make a positive impact on the grants management profession

## COMMUNITY

- NGMA Community Forum (online message board)
- Job Board
- Chapter meetings and events

Contact NGMA at (202) 308-9443 or [info@ngma.org](mailto:info@ngma.org).

# Corporate Alliance Partnership Program (CAPP)

NGMA relies on its valued corporate partners to provide its members with quality education and serve as a trusted go-to resource. Learn more about the value of partnering with NGMA!



## WHY PARTNER WITH NGMA

### ALIGN YOUR ORGANIZATION WITH A TRUSTED NAME IN GRANTS MANAGEMENT

NGMA has earned a reputation in the grants community as a trusted source for quality training and comprehensive benefits and services. Our goal with the CAPP program is to bring together a group of industry partners who support our mission of raising the level of competency in grants management and celebrating excellence in our profession.

### ONLINE EXPOSURE

The NGMA website prominently features each CAPP partner's information, including company logo, company description, contact information and website link. When members call NGMA looking for services, staff directs them to this page.

CAPP Partner events and articles/blogs may be promoted on the NGMA website. Additionally, CAPP member representatives may participate on the NGMA Community Forum by answering member questions and demonstrating their knowledge. Please note, sales pitches are not allowed.

New partners also receive a spotlight article in our e-newsletter and promotion on NGMA's social media.

### CONTENT COLLABORATION

CAPP partners have multiple opportunities throughout the year to share their knowledge by acting as hosts, presenters and panelists at NGMA trainings. These include our monthly webinars, forums, GMBok trainings and chapter events and the Annual Grants Training\*. Your participation in NGMA events showcases the value of your organization to the grants community.

*\*The call for speakers for the Annual Grants Training occurs in September. CAPP partners are encouraged to submit applications.*

### PROMOTE YOUR COMPANY AT NGMA'S ANNUAL GRANTS TRAINING

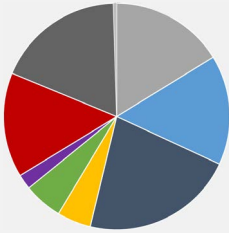
Reach grants managers directly by participating in our in-person event – the Annual Grants Training (AGT). CAPP partners are exclusively invited to participate in the event's CAPP Expo, where attendees are encouraged to visit with your representatives and learn about your services.

# About 2024 AGT

**Dates:** February 28-March 1, 2024

**Location:** Washington Hilton  
1919 Connecticut Ave. NW  
Washington, D.C. 20009

**Attendance:** 1,200+ (2023)



■ Federal Government: 16%  
■ State Government: 16%  
■ Local Government: 22%  
■ Tribal Government: 5%

■ Higher Education: 6%  
■ K12 Education: 2%  
■ Nonprofit: 15%  
■ Private Industry/Consultant: 18%

\* Chart reflects 2023 attendance numbers.

## The AGT Audience

- Grants Management Specialists
- Grants Management Officers
- Grants Coordinators
- Grants Developers
- Grants Administrators
- Grants Compliance Managers
- Grant Officers
- Grantees
- Grants Policy Analysts
- Directors of Sponsored Programs
- Budget Analysts
- Financial Managers
- Financial Analysts
- Financial Specialists
- Financial Administrators
- Procurement Officers
- Fiscal Officers
- Chiefs of Grants



## Types of Organizations Represented at AGT

- Federal Government Agencies
- State Government Agencies
- Local Government Agencies
- Tribal Governments
- Nonprofit Organizations
- Institutions of Higher Education

# CAPP PLANS

*To participate in the 2024 Annual Grants Training,  
CAPP contracts must be finalized no later than December 15, 2023*

## **One-Year CAPP Partnership (AGT + year-round engagement) \$3,999**

- Two, one-year individual memberships;
- Two complimentary registrations to the NGMA Annual Grants Training (AGT);
- One exhibit space at NGMA Annual Grants Training;
- Corporate logo, 50-word corporate description and corporate contact information inclusion in NGMA Annual Grants Training app and NGMA website;
- Corporate logo, 50-word corporate description and corporate contact information with hyperlink on the CAPP Partners page on NGMA's website;
- Marketing collateral inclusion in the NGMA Annual Grants Training Welcome Bags– Partner to provide marketing collaterals;
- Conference attendee email list provided shortly after the conference closes, with permission to send one marketing email post-conference;
- Option to provide pre-AGT promotional material to attendees through the NGMA newsletter to attract attendees to visit your booth;
- Partner events listed on NGMA's online partner events calendar upon request;
- Opportunity to post monthly blogs or special events in NGMA's weekly newsletter;
- Special updates from NGMA staff about additional opportunities to collaborate.



# CAPP PLANS

*To participate in the 2024 Annual Grants Training,  
CAPP contracts must be finalized no later than December 15, 2023*

## **Discounted Two-Year CAPP Partnership (AGT + year-round engagement) \$6,999**

- Four (4) two-year individual memberships;
- Three (3) complimentary registrations to the following two NGMA Annual Grants Trainings;
- One (1) exhibit space at the following two NGMA Annual Grants Trainings;
- Corporate logo, 50-word corporate description and corporate contact information inclusion in the NGMA Annual Grants Training app and NGMA website;
- Corporate logo, 50-word corporate description, and corporate contact information with hyperlink on the CAPP Partners page on NGMA's website;
- Marketing collateral inclusion in the NGMA Annual Grants Training Welcome Bags – Partner to provide marketing collaterals;
- Conference attendee email list provided shortly after the conference closes, with permission to send one marketing email post-conference;
- Option to provide pre-AGT promotional material to attendees through the NGMA newsletter to attract attendees to visit your booth;
- Partner events listed on NGMA's website calendar;
- Opportunity to post monthly blogs or special events in NGMA's weekly newsletter;
- Special updates from NGMA staff about additional opportunities to collaborate.



# AGT Sponsorships Add-Ons

## Opening Session/Keynote \$15,000

Approximate attendance: 1,200

- Opportunity for your company's representative to speak and/or show a video prior to the introduction of the keynote speech (maximum of three minutes; content subject to approval by NGMA staff).
- "Presented by" branding across all AGT signage, website, printed materials, conference app, newsletter and social media.
- Placement of logo merchandise/giveaways and marketing materials on the tables or chairs (subject to approval by NGMA staff; NGMA materials may also be placed on tables or chairs).
- Upgraded location in NGMA CAPP Expo.
- NGMA LinkedIn post promoting your participation.
- Two (2) additional AGT registrations for your company's staff.



# AGT Sponsorships Add-Ons

## Registration and WIFI \$15,000

Approximate number of printed items: 1,200

- Lanyards and conference bags cobranded with your company and NGMA.
- Charging cords branded with your logo distributed to attendees.
- Your company name as the WIFI password.
- "Sponsored by" branding across all AGT signage, website, printed materials, conference app, newsletter and social media.
- NGMA LinkedIn post promoting your participation.
- Two (2) additional AGT registrations for your company's staff.



## CGMS Reception \$5,000

Approximate attendance: 200

- A table to display marketing materials and connect with attendees during the reception.
- "Sponsored by" branding across all AGT signage, website, printed materials, conference app, newsletter and social media.
- Placement of plates, cups or napkins with your logo.
- NGMA LinkedIn post promoting your participation.



## Hospitality Room with Upgraded Booth Space \$2,500

In 2024, NGMA has seven private rooms adjoining the CAPP Expo. This add-on allows participating partners to brand the space and host current and prospective clients for meetings, upgraded hospitality, demonstrations, etc. Events are limited to the CAPP Expo hours.

Room sizes are approximately 25' X 20' and may be set with either banquet rounds only (maximum of 40 seats) or a mixture of reception tables and banquet rounds. Additional charges for AV, electricity, WiFi or food/beverages within the hospitality room are the responsibility of the CAPP partner.



# AGT Sponsorships Add-Ons

## GMBok Two-Day Training \$20,000

Approximate attendance: 150

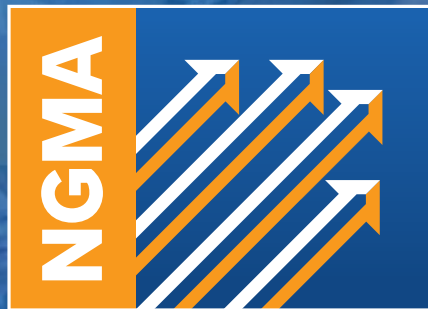
- Opportunity for your company representative to speak and/or show a video prior to the start of the training (maximum of three minutes; content subject to approval by NGMA staff).
- "Sponsored by" branding across all signage, website, printed materials, conference app, newsletter and social media (excludes lanyards and bags).
- Placement of logo merchandise/giveaways and marketing materials on the tables or chairs (subject to approval by NGMA staff; NGMA materials may also be placed on tables or chairs).
- A table to display marketing materials and connect with attendees.
- NGMA LinkedIn post promoting your participation.
- One (1) additional AGT registration for your company's staff.
- Two (2) GMBok registrations for your company's staff.



**Do you have another  
sponsorship in mind?**

**Let us know and  
we will create it for you!**

**Contact us at  
[info@ngma.org](mailto:info@ngma.org)  
with any questions.**



**ANNUAL GRANTS TRAINING**  
FEBRUARY 27-MARCH 1, 2024 | WASHINGTON, DC

# NGMA

National Grants Management Association