



Belonging Together

#IOA2022
REIMAGINED
4-6 APRIL 2022

Sponsorship PROSPECTUS





WHO IS IOA AND WHAT IS AN OMBUDS?

The International Ombuds Association (IOA) sets the standard for excellence in practice and demonstrates the effectiveness of the organizational ombuds role to organizational leaders, policymakers, related professions and associations, and the public. We have more than 1,000 members who work in or with corporations, universities, nonprofit organizations, government entities, and non-governmental organizations.

Organizational Ombuds are designated neutrals appointed or employed by an organization. They facilitate the informal resolution of concerns of employees, managers, students, and, sometimes, external clients of the organization, and bring systemic concerns to the attention of the organization for resolution.

IOA is a tax-exempt organization under IRS Section 501(c)6.



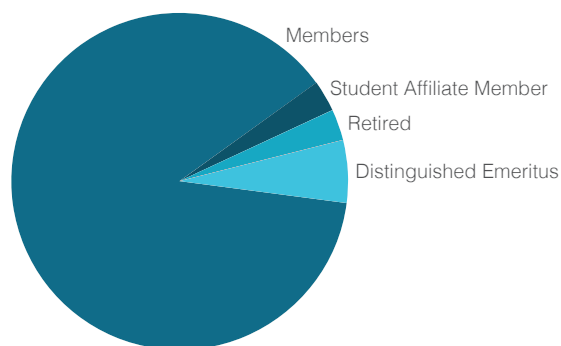
MEMBERS IN
51 COUNTRIES

WHY SHOULD YOU PARTNER WITH IOA?

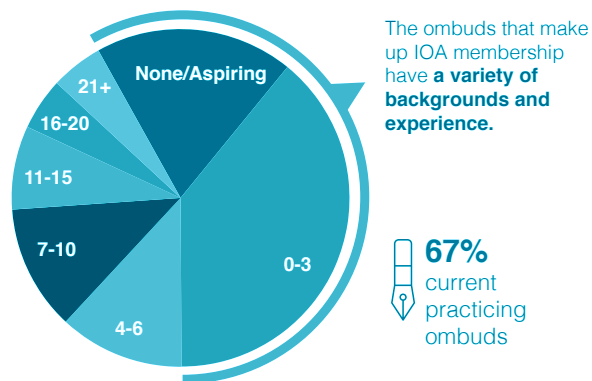
Supporting IOA gives you the chance to show your support for the global ombuds community. Gain direct access and raise your visibility with our network of more than 7,000 ombuds professionals. Choose from our annual supporter packages, scholarship supporter opportunities, or our conference supporter opportunities.

Help IOA in our mission to advance the profession of organizational ombuds and ensure that practitioners are able to work to the highest professional standards. Your financial contribution will directly impact IOA members and supporters and help them assist individuals and groups in navigating today's complex social and work environments and resolving conflict.

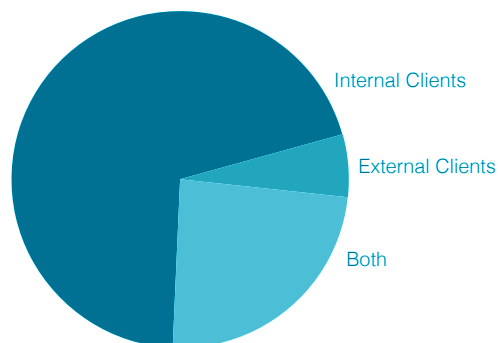
OUR MEMBER TYPES



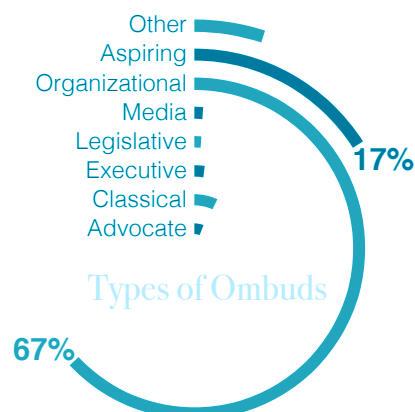
OUR EXPERIENCE



THE CLIENTS WE SERVE



OUR OMBUDS ROLE



Data collected
July 2021

Annual Supporter Offerings

	~Exclusive~ Platinum Package \$30,000	~Exclusive~ Gold Package \$23,000	Silver Package \$15,000	Bronze Package \$10,000
IOA WEBSITE MARKETING				
IOA Logo for Promotional Use	✓	✓	✓	✓
Listing on Supporter Page	Prominent Linked Logo	Linked Logo	Linked Name	Linked Name
Calendar Posting	✓			
EMAIL MARKETING: HEY IOA NEWSLETTER				
Listed in All Newsletters	Prominent Linked Logo	Linked Logo	Linked Name	Linked Name
Ad(s) in Newsletter Per Year (due two weeks before send-date)	3	2	1	
SOCIAL MEDIA MARKETING				
Thank You Post	Individual Post & Group Post	Individual Post & Group Post	Group Post	Group Post
Sponsors Feature Post(s)	2	1		
IOA WEBINAR RECOGNITION				
Featured on Supporter PPT	Prominent Logo	Logo	Name	Name
Access to Attendee Lists	✓	✓		
IOA CONFERENCE				
Conference Sponsorships	Keynote Sponsorship (See page 4 for details)	Networking Sponsorship (See page 4 for details)		
Promotional Page	✓	✓		
Event Registrations	4	3	2	1
Supporter Page	Prominent Linked Logo	Linked Logo	Linked Logo	Linked Logo
Virtual Venue Supporter Page	Prominent Linked Logo	Linked Logo	Linked Logo	Linked Logo
General Looping PPT	Prominent Logo	Logo	Logo	Logo
Notification to Conference Supporters	✓	✓	✓	✓

Annual Scholarship Supporter

IOA Foundations Scholarship • \$1,795 Per Scholarship (Unlimited)

IOA offers financial support to IOA members who are new to the ombuds field or are seeking to enter it and who do not have organizational or institutional support to attend. Through this scholarship initiative, IOA's overall goal is to provide greater access for practicing organizational ombuds in countries that IOA recognizes would greatly benefit from outreach, support, and development in the ombuds field.

Conference Supporter Offerings

	Keynote Sponsor	Lunch-on-Us Sponsor	Networking Session Sponsor	Storytelling Event Sponsor
	\$15,000 (Two Available)	\$10,000 (One Available)	\$2,500 (One Available)	\$6,000 (One Available)
Attendee Reach	All Attendees	All Attendees	Activity Attendees Only	Activity Attendees Only
Company Logo on the Conference website	✓	✓	✓	✓
Company Logo on the Virtual Venue	✓	✓	✓	✓
Logo on the Conference Schedule Event	✓	✓	✓	✓
Share a Presentation or Video Opening the Event	5 minutes	2-3 minutes	2-3 minutes	2-3 minutes
Gift card delivered to attendees		✓		

Additional Opportunities

Conference Promotional Page \$2,500 (Limit One Per Sponsor)

- Have your own promotional page in the Virtual Venue. Feature your company with a short description and links to your website and social accounts.
- Logo on the conference supporter page.

Conference Notification \$500 (Limit One Per Sponsor Per Day)

- One sponsored message to be posted on the activity feed during the conference.

Conference Scholarship Supporter

International Scholarship Supporter \$495 Per Scholarship (Unlimited)

- Company name on the Conference website and the Virtual Venue.
- The IOA International Outreach Committee (IOC) offers financial support to members or prospective members who are working in a country where the profession is not well developed. Through this scholarship initiative, IOA's goal is to provide greater access for practicing organizational ombuds in countries that IOA recognizes would greatly benefit from outreach, support, and development in the ombuds field.
- This scholarship covers the full cost of registration for the #IOA2022 virtual event. Priority is given to applicants whose participation can be instrumental in the advancement of the organizational ombuds profession in their regions/countries.

New & Aspiring Ombuds Scholarship Supporter \$395 Per Scholarship (Unlimited)

- Company name on the Conference website and the Virtual Venue.
- IOA offers financial support to IOA members who are new to the ombuds field or are seeking to enter it and who do not have organizational or institutional support to attend.
- This scholarship covers the full cost of registration for the #IOA2022 virtual event. Priority will be given to applicants who exhibit financial need.

Virtual Event Terms, Conditions, & Policies for Sponsors

Sponsorship Payment

Full payment for sponsorship and marketing packages is required with the completed contract to receive benefits.

Sponsorship Cancellation

IOA must be notified in writing in the event of sponsorship cancellation. If cancellation occurs prior to March 11, 2022, the sponsor will be refunded 50% of the payment received. After March 11, 2022, no refunds will be made.

Copy & Content Regulations:

- The advertiser agrees to indemnify the publisher against any and all claims or suits arising out of the publication of this advertising.
- All copy is the responsibility of the advertiser.
- Advertising placement is subject to the editor's discretion.
- Ads are non-commissionable to agencies and payment is the ultimate responsibility of the advertiser.
- IOA assumes no liability, including but not limited to, indirect, special, or consequential damages, for any errors or omissions in connection with any ad. IOA reserves the right to reject any ad.

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