



COUNCIL OF AGENCY EXECUTIVES

2026 Sponsorship Opportunities



together we're better

COAE SPONSORSHIP OPPORTUNITIES FOR 2026



1. Annual Meeting

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| Presenting Sponsor Benefits (\$7,000) 2-Available | <ul style="list-style-type: none"> ○ 6-8 Attendees w. choice seating ○ 2-3 Minute Address to Attendees – New in 2026 ○ Exhibit Table in choice location. ○ Back or 1st Page Cover Ad in Program Booklet (color) ○ Logo on collateral materials and website ○ Thank you - mention in the COAE newsletter. ○ Early and final attendee list |
| Spotlight Sponsor (\$5,000) 1-Available <i>(NEW for 2026)</i> | <ul style="list-style-type: none"> ○ 6-8 Attendees w. choice seating ○ Co-branding materials placed at every table/seat ○ Recognition from the podium during the event ○ Exhibit Table ○ Logo placement on the event webpage and promotional materials ○ Thank you - mention in the COAE newsletter. ○ Early and final attendee list |
| Gold Sponsor Benefits (\$3,000) | <ul style="list-style-type: none"> ○ 4 Attendees ○ Recognition from the podium during the event ○ Exhibit Table ○ Full-Page Ad in Program Booklet (color) ○ Logo on collateral materials and website ○ Thank you - mention in the COAE newsletter. ○ Early and final attendee list |
| Silver Sponsor Benefits (\$1,500) | <ul style="list-style-type: none"> ○ 2 Attendees ○ Exhibit Table ○ Half-Page Ad in Program Booklet ○ Logo on collateral materials and website weblink ○ Final Attendee List |
| Table Sponsors of 8 (\$800) | <ul style="list-style-type: none"> ○ 8 Attendees ○ Logo listed on collateral materials, newsletters, and website. ○ One-fourth-page Ad in Program Booklet ○ Final Attendee List |
| Program Book Ads B&W Program Ads (8.5x11 format) | <ul style="list-style-type: none"> ○ Inside Front or Back Cover - \$500 (based on availability) ○ Full Page - \$350 (7.5w x 9.75h) ○ ½ - Page - \$250 (7.5w x 4.75h) ○ ¼ - Page - \$150 (3.5w x 4.75h) |

2. Fall Networking Event – October

\$1500

6-Available

- Exclusive recognition as sponsor in all event promotions
- Recognition during the event
- Opportunity to share organizational materials at event
- Recognition in the COAE Newsletter and on LinkedIn account
- Contact list of event attendees.
- Two complimentary guest tickets to attend the event.

3. Legislative Breakfast Sponsorship – February

\$1,500

(2 Available)

- Logo on invitations, signage, and event promotions.
- Recognition in COAE Newsletter (February) and LinkedIn account.
- Recognition at the start of event

4. COAE Leadership Workshop Series Sponsorships – Spring & Fall

\$1000

- Leadership Series Workshops for members and nonmembers
- Logo on materials + mention in promotions.
- Opportunity for a 5-minute greeting to attendees
- Program Attendee List

5. COAE Impact Sponsorship Program Sponsorships

\$300

The Impact Access Sponsorship helps remove financial barriers for small nonprofit organizations with budgets of \$700,000 or less. By sponsoring access, organizations demonstrate a commitment to investing in the leaders who serve our community. Sponsor recognition includes:

- Sponsor name listed on the COAE Member Area website as an Impact Sponsor
- Sponsor acknowledgment in the Annual Meeting program
- Highlighted in COAE 2026 Annual Report and Annual Meeting

6. COAE Monthly Program Sponsorships

\$1,000

- Sponsor recognition for a COAE monthly program
- Logo on materials + mention in promotions.
- Opportunity for a 5-minute greeting to members
- Program Attendee List



7. COAE Sponsored Educational Partner (SEP)

\$1,000 - \$500

A *for-profit organization* that may have a financial or business interest in engaging with COAE or its members and seeks to deliver an educational session. A *nonprofit agency* may serve as an SEP when it has a clear business or financial interest in engaging with COAE members that aligns with the intent of this policy.

The standard SEP sponsorship fee is \$1,000 per 1.5-hour session. Organizations conducting sessions virtually, as well as organizations with annual operating budgets below \$500,000, are eligible for a reduced sponsorship fee of \$500 per session.

All revenue generated from SEP sessions support COAE's core operations and member programming, contributing to a sustainable budget and expanded service offerings. COAE members are not charged to attend SEP sessions. Any fees charged to non-members will be governed by a mutually agreed-upon cost-sharing arrangement.

Sponsor Benefits:

- A platform with COAE member organizations
- Logo and recognition in promotional materials.
- Highlight of event on COAE LinkedIn Account
- Event shared in COAE newsletter.
- Post-session participant names and feedback.
- COAE will handle the scheduling & coordination for virtual programs
- Access to meeting space for an in-person program (based on availability)



NEW Sponsorships in 2026!

| Website Sponsor | | Member Engagement | |
|--------------------------------------|--|--|--|
| \$1500 December to January | <ul style="list-style-type: none"> ○ Prominent logo placement on the COAE website homepage ○ A clickable link directing visitors to your website, services, or resources ○ Year-Round Visibility with nonprofit decision makers ○ Recognition as a COAE Community Leadership Partner | <ul style="list-style-type: none"> ➤ COAE's website traffic is driven by community members and nonprofit executive leaders who regularly log in, access resources, and explore events. ➤ Website engagement shows over thousands of visits to the home page every year demonstrating consistent attention from nonprofit decision-makers. ➤ 36,000 page views per year with an average engagement time of a little over 2 minutes. There were 5,200 new users to the website in 2025 | |
| Newsletter & Advocacy Sponsor | | Member Engagement | |
| \$2000 December to January | <ul style="list-style-type: none"> ○ Logo and recognition in all monthly newsletters for one year ○ A dedicated sponsor spotlight in one monthly newsletter of your choosing ○ Logo links to your website, resource, or announcement ○ Recognition as a COAE Community Leadership Partner ○ Option to feature a resource, article, or tool relevant to nonprofit leaders in one monthly newsletter of your choosing | <ul style="list-style-type: none"> ➤ Distributed monthly to over 900 executive and senior leaders as well as community members. ➤ Newsletter sponsorship provides recurring, predictable exposure in one of COAE's most relied-upon communication tools. ➤ Above-average open rates among nonprofit communications <ul style="list-style-type: none"> • Open rates range from 32–50%, compared to a national nonprofit average of 26–28%. • Click-through rates average 5–12%, significantly higher than the national benchmark of 2–3%. • Executive Director and Advocacy Alert open rates were 45% or higher in 2025. | |