



COUNCIL OF AGENCY EXECUTIVES

2026 Sponsorship Opportunities



• • • together we're better

COAE SPONSORSHIP OPPORTUNITIES FOR 2026

1. Annual Meeting

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 – <i>New in 2026</i>○ 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 Benefits (\$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
<p>\$1500 December to January</p>	<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 <p>➤ COAE's website traffic is driven by community members and nonprofit executive leaders who regularly log in, access resources, and explore events.</p> <p>➤ Website engagement shows over thousands of visits to the home page every year demonstrating consistent attention from nonprofit decision-makers.</p> <p>➤ 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</p>
<p>\$2000 December to January</p>	<p>Newsletter & Advocacy Sponsor</p> <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 <p>➤ Distributed monthly to over 900 executive and senior leaders as well as community members.</p> <p>➤ Newsletter sponsorship provides recurring, predictable exposure in one of COAE's most relied-upon communication tools.</p> <p>➤ 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. </p>