Sponsorship Opportunities
OpEx365
Humentum’s 2020 Conference

Humentum is transforming its Washington, DC-based conference to OpEx365, a year-long series of virtual learning events. These new virtual events will bring everyone together to re-connect, re-inspire, and re-imagine what it will mean to sustainably operate in a post COVID-19 world.

OpEx 365 will offer both solutions-focused webinars and virtual retreats in a series of trimesters over the next year. OpEx365 will consist of two event streams for international development and relief staff to participate in – a year-long series of Solutions Sessions to address the hot topics, trends, and challenges facing INGOs; and periodic Retreats to explore and address sector-wide issues together.

OpEx365 Solutions Sessions

The OpEx365 Solutions Sessions are weekly 60-minute webinars where a mix of sector experts and practitioners will address a pressing, practical problem and explore possible solutions through presentations, case studies, or facilitated discussions. Attendees will be able to access resource libraries related to the topics explored. Think of these like a conference session, spread throughout the year. Industry Partners are invited to propose topics for the Solutions Sessions just as they have for our past in-person conferences. We expect at least 1,200 attendees to join the OpEx365 Solutions Sessions throughout the year.

OpEx365 Retreats

Humentum’s OpEx365 Retreats offer an opportunity to step away from the day-to-day to tackle big picture problems. Each half-day facilitated deep dive will include a mixture of expert-led talks, self-led individual activity, small group discussion, and group work. Participants will examine concrete challenges and identify action plans for moving ahead. Attendees will leave better equipped to advance their own work and more inspired to be part of a sector that bounces forward. Our goal is to host approximately 350 attendees during each OpEx365 Retreat, including separate retreats just for CEOs.
OpEx365 Sponsorship Opportunities

OpEx365 is open to sponsorship from our partners. Sponsorship provides a unique opportunity to engage with our networks while supporting Humentum’s work bringing together diverse voices throughout the sector. These events will provide visibility with senior level staff, including newly engaged CEOs, US-based headquarters staff, and global staff working in the field.

Sponsorship of OpEx365 will bring you brand visibility with our networks – by email, social media, newsletters, and other promotion – as well as an opportunity to showcase your expertise, knowledge, and thought leadership.

Sponsorship also highlights your commitment to Humentum, our work, and the sector’s dedication to transparency, effectiveness, compliance, and change for the better.

2020 is proving to be a unique, challenging, transformational year. Humentum welcomes creative ideas for individualized sponsorships. If you would like to discuss potential packages, please email our Corporate Partnerships Manager, Jessica Walker (jessica.walker@humentum.org).

Sponsorship Opportunities at a Glance

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Platinum benefits, plus:
- Verbal, individual sponsor call out during every OpEx365 Solutions Session and OpEx365 Retreat
- Short promotional video played once per trimester prior to OpEx365 Solutions Sessions
- Two-minute speaking opportunity during each OpEx365 Retreat

Silver benefits, plus:
- Invitation to speak on at least one general OpEx365 Retreat panel, dependent on an appropriate topic
- Promotion of a short video (one minute) introducing your company during at least one of the general OpEx365 Retreats
- Priority placement of sponsor logo on the title and end slides of every general OpEx365 Retreat

Options:
- Branded OpEx365 Retreat report out (3 available)
- Branded confirmation email (3 available)
- Branded resource library for all OpEx365 attendees (1 available)
- Benefits listed above for CEO-only OpEx365 Retreats (3 available)

Copper benefits, plus:
- Inclusion of sponsor logo on the title and end slides of every general OpEx365 Retreat
- Registration for two staff members to attend the general OpEx365 Retreats and participate in discussions with attendees
- Registration for five clients who are non-members to attend all OpEx365 activities (see note below)

Options:
- Branded space on OpEx365 platform (4 available)
- OpEx365 Event Kick-off (3 available)
- Coffee-at-Home for Attendees (3 available)

Notes:
- Sponsors at the Bronze level and higher receive 5 complimentary tickets for non-Humentum member INGOs to attend OpEx365. More information is available on the conference site; we request you give these tickets to clients who will:
  - Be able to contribute to and benefit from the conversations and topics discussed
  - Use the opportunity to learn more about Humentum membership and are potential new members.
- OpEx365 Solutions Session content will be gathered from a variety of sources, through an open call for topics; speakers may include external vendors or partners.
- Per the Industry Partner agreement, Industry Partners will receive contact information for all registrants that opt-in to sharing their details.

Includes:
- Opportunity to provide additional resources (white papers, informational flyers, blog posts (as appropriate), etc) that will be promoted to Humentum networks
- Registration for one staff member to attend the general OpEx365 Retreats and participate in discussions with attendees
- Inclusion of sponsor logo on the event site
- Inclusion in Sponsor Directory
- Recognition on social media, newsletters, and emails