



New England
Charter Chapter

About the International Coach Federation New England (ICFNE)

The International Coach Federation of New England (ICFNE) Chartered Chapter fosters excellence and prosperity for a community of coaches and related professionals by providing professional development, educational programming, and networking community events. ICFNE offers unique sponsorship opportunities for businesses and individuals to reach audiences who are interested in skill-building, continuing education, and growing small businesses.

ICFNE is one of the largest and most active chapters within the International Coach Federation (ICF). With almost 600 members and growing, the chapter represents Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont. Members meet in person and virtually approximately ten times a year. Email newsletters reach nearly 2,000 subscribers twice a month during the chapter season.

The ICF is the premier global organization dedicated to advancing the coaching profession by setting standards of competencies, providing independent certification, and building a worldwide network of credentialed coaches. With more than 30,000 coaches representing more than 140 countries, the ICF is the leading voice of the coaching profession.

There are three great ways to support ICFNE and connect with our members:

1) Program Sponsorships

The chapter provides programming for its members, and we invite relevant businesses and individuals to support and attend these events. Historically, between 50 and 100 people attend the half-day live events, and 30 to 75 attend our 90-minute webinars. We are not anticipating a return to live events for the 2020 - 2021 season. Sponsors are essential not only to the financial support of our programs, but also to the educational, networking, and trusted advisor opportunities for our members.

2) Newsletter Sponsorships

ICFNE's newsletters provide communication with the ICFNE membership and the broader community, offering important information about upcoming events and behind-the-scenes activities. Distribution of these messages reaches nearly 2,000 subscribers and includes both members and friends in the New England coaching community and beyond. The season is from July 1-June 30, and newsletters are distributed monthly between August and June.

3) Partnerships

For those sponsors interested in supporting ICFNE throughout the year and across platforms, partnerships provide a unique opportunity for multiple exposures to our membership. This ongoing relationship affords you a chance to reach our membership at targeted times in your business cycle and helps create broader awareness for your products and services. We work with our partners to build a custom approach that includes event and newsletter sponsorships. Partners have exclusive benefits, including a listing on the ICFNE.org website and social media mentions.

If you have any questions, please don't hesitate to contact sponsorship@icfne.org.

Program Sponsorships

Live Event	Webinar	
\$600	\$400	Sponsor Benefits
X	X	Banner exposure or sponsor mention in emails promoting the event.
X	X	Banner exposure or sponsor mention in the registration confirmation email.
X	X	Banner exposure or sponsor mention on event web page.
X	X	2-3-minute presentation at the event.
X	X	Complimentary registration for the event (up to 2 attendees).
X		Display and networking table at the event
X		Materials distributed to attendees at the event.

Newsletter Sponsorships

Exposure	Rate	Duration	Details
Top Banner	\$500	2 monthly newsletters	Located at the TOP of the newsletter, just under the ICF New England logo.
Middle Banner	\$300	2 monthly newsletters	Located in the sponsor section of newsletter <i>Placement below the fold.</i>
Bottom Banner	\$200	2 monthly newsletters	Located in the sponsor section of newsletter <i>Placement below the fold.</i>
Sponsor Article	\$600	1 newsletter	200-word newsletter article to share insights, products, and services beneficial to members. <i>Placement below the fold.</i>

Banner Specifications

600 pixels wide x 150 pixels high
 Max 25 words + logo
 Preferred file format 1) PNG or 2) JPG
 File size max 5MB

Partnerships

Partner Levels	Rate	Details
Silver	\$1000	Up to 4 sponsor placements ³ over 12 months, which may include: <input type="checkbox"/> 1 program sponsorship <input type="checkbox"/> 1 newsletter exposure <input type="checkbox"/> 1 newsletter article <input checked="" type="checkbox"/> 1+ social media post <input checked="" type="checkbox"/> Partner logo w/ link at website for 12 months
Gold ¹	\$1500 ²	Up to 6 sponsor placements ³ over 12 months, which may include: <input type="checkbox"/> 2 program sponsorships <input type="checkbox"/> 2 newsletter exposures <input type="checkbox"/> 1 newsletter article <input checked="" type="checkbox"/> 1+ social media posts <input checked="" type="checkbox"/> Partner logo w/ link at website for 12 months
Platinum ¹	\$2000 ²	8+ sponsor placements ³ over 12 months, which may include: <input type="checkbox"/> 2 program sponsorships <input type="checkbox"/> 2+ newsletter exposures <input type="checkbox"/> 2 newsletter articles <input checked="" type="checkbox"/> 2+ social media posts <input checked="" type="checkbox"/> Partner logo w/ link at website for 12 months

¹Industry or event exclusivity available for an additional \$500; ²In-kind offers or member discounts may be applied for up to \$250 of the gold partnership value and up to \$500 of the platinum partnership value. ³All placements subject to availability.

Sponsorship Guidelines

- All sponsorships are subject to approval by the ICFNE Board of Directors.
- Sponsorship policies, provisions, and pricing are subject to change and space availability.
- Updates to active sponsorship content will incur additional charges.
- ICFNE does not sell or rent information about its members or attendees.
- ICFNE does not provide member or attendance information from our events.
- ICFNE reserves the right to refuse or cancel sponsorships.
- A member of the ICFNE Board of Directors must approve sponsor materials.
- ICFNE members are eligible for a 10% discount on any sponsorship.
- Three plus sponsorships are eligible for a 10% discount. Discounts must be pre-paid.
- ICFNE welcomes credit card payments. Once sponsorship has been approved, an invoice via PayPal will be sent directly to sponsor for online payment. Payment must be made in full.

Thank You! We appreciate your interest and value the partnership that we can create together to support the New England coaching community. If you have any questions, please don't hesitate to contact sponsorship@icfne.org

2020 - 2021 ICFNE Sponsorship Opportunities

Monthly virtual webinar events held monthly from September through May.

Monthly Newsletter Calendar

Publishing Month	Materials Due	Banner Specifications
September	9.9.20	600 pixels wide x 150 pixels high Max 25 words + logo Preferred file format 1) PNG or 2) JPG File size max 5MB
October	10.11.20	
November	11.11.20	
December	12.9.20	
January	1.6.21	
February	2.10.21	
March	3.10.21	
April	4.7.21	
May	5.12.21	