



**NORTH AMERICAN
SOCIAL
MARKETING
CONFERENCE**



The Social Marketing Association of North America (SMANA) and the Northwest Social Marketing Association (NWSMA) proudly present the North American Social Marketing Conference 2026 Ignited by SPARKS.

October 2 and 3, 2026
Pre-conference Workshops October 1



SMANA

SOCIAL MARKETING
ASSOCIATION OF
NORTH AMERICA

Advancing Behavior Change for Social Good



We are delighted to invite you to join us for this inspiring social marketing conference, in Victoria, BC.

This three-day event promises to be an unparalleled experience, designed to equip you with invaluable knowledge, connect you with industry experts, and empower you to make a difference in the world of social marketing.

The conference will be at the Delta Hotel in Victoria.



ABOUT THE SOCIAL MARKETING CONFERENCE

- Both the North American Social Marketing Conference and the SPARKS conference are routinely attended by more than 250 professionals who seek to use marketing principles in social applications.
- Attendees come to the conference to learn best practices, stay abreast of new developments, and collaborate with peers from diverse disciplines and geographies. Attendees represent industries including public health and wellness, environmental protection, academia, not-for-profit, transportation, food and beverage, and engineering.
- The conference is designed to ensure opportunities for sponsors to interact with attendees.
- Sponsorship options are available at various price points, including speaker support, break-out hosting, (global low income) attendee scholarships, promotional materials, and exhibit tables.
- Exhibit tables are strategically located in high traffic areas to ensure interaction during breaks and receptions.

For Additional Info:
Please contact
Tracey Haldeman
traceyh@pinnacleco.com
443-765-9341

SPONSOR OPPORTUNITIES

All supporters will be recognized in the program Agenda App and with signage as appropriate. All of the following for each sponsor:

- Recognition of support on signage, agenda App, and scrolling announcements
- Ability to put promotional materials in conference bags



PACKAGE	PRICE	ADDITIONAL BENEFITS
Social Media Sponsor / Media Partner *One Available	\$6,500	<ul style="list-style-type: none"> • Sponsor has the opportunity to showcase communication or content creation skills. Help co-curate pre-conference hype by interviewing speakers or members of the committee, branding any twitter or social media wall / screens at the event, co-curate an event social media livestream, have access to run exclusive live or recorded interviews with keynotes and other VIPs etc. One 6' exhibit table with 2 chairs. • Up to 5 complementary conference registrations (max of 3 in person).*
Platinum Sponsor	\$5,000	<ul style="list-style-type: none"> • Recognition on select promotional emails, website, signage, and scrolling announcements • Ability to add promo item to conference bag. • Up to 5 complementary conference registrations (max of 3 in person).*
Poster Session & Reception (Friday) *One Available	\$4,500	<ul style="list-style-type: none"> • Give a welcome address at the start of a general session. • Logo on drink tickets • Sponsor can display their branded banners or other materials on poster / high-top tables used at the reception • Up to 5 complementary conference registrations (max of 3 in person).*
Breakout session *4 available	\$4,000	<ul style="list-style-type: none"> • Facilitate a concurrent breakout session featuring your organization's social marketing, CSR, or ESG programs or experience • There are three sets of breakout sessions and no more than three concurrent sessions taking place in one time slot • Sponsor can branding their room, via images on holding slides between presentations or displaying a pop-up banner or two in the room • Up to 3 complementary conference registrations (max of 2 in person).
Gold Sponsor	\$3,500	<ul style="list-style-type: none"> • Recognition on select promotional emails, website, signage, and scrolling announcements • Ability to add promo item to conf bag. • Up to 3 complementary conference registrations (max of 2 in person).*
Fostering Equity Scholarship *Multiple Available	\$3,500	<p>The conference operates on a not-for-profit basis. This support allows professionals from developing countries, who would normally not be able to afford attendance, to join us. These funds pay for registration fees for the full event (main conference and Training Academy), and the remaining funds offset lodging, and airfare. Applications are screened by the conference planners at SMANA</p> <ul style="list-style-type: none"> • Up to 3 complementary conference registrations (max of 2 in person).*
Green/Sustainability Sponsorship *One Available	\$2,500	<ul style="list-style-type: none"> • Sponsor eco-friendly initiatives at the conference. Fund sustainable materials at the conference such as ethnically sources paper for printed materials, eco-printed display banners, recyclable or compostable pens. Sponsor logo and "Sustainable material sponsored by:" will be printed in eco-friendly items. • Up to 2 complementary conference registrations (max of 1 in person).*



SPONSOR OPPORTUNITIES

PACKAGE	PRICE	ADDITIONAL BENEFITS
After-Party Sponsorship / VIP side event sponsorship	\$2,500	<ul style="list-style-type: none"> • Sponsor can host an exclusive after-party or other side / fringe / shoulder networking event for a limited number of people. Room will be provided. Sponsor is responsible for food and beverage cost. Sponsor may choose who they invite from the delegate list, speakers etc. • Up to 2 complementary conference registrations (max of 1 in person).*
Silver Sponsor *Multiple Available	\$2,000	<ul style="list-style-type: none"> • Recognition of support on signage, agenda App, and scrolling announcements • Ability to put promotional materials in conference bags • Up to 2 complementary conference registrations (max of 1 in person).*
Conference Bags *One Available	SOLD!	<ul style="list-style-type: none"> • Logo on back of bag, Conference logo on front • Up to 2 complementary conference registrations (max of 1 in person).*
Speaker Support *Multiple Available	\$2,000	<ul style="list-style-type: none"> • Supports lodging and airfare for a speaker. • Up to 2 complementary conference registrations (max of 1 in person).*
Exhibit Table *Multiple Available	\$1,250	<ul style="list-style-type: none"> • A draped 6' table, 2 chairs, one waste basket, 2 exhibitor representatives • Recognition of support on signage, agenda App, and scrolling announcements • Ability to add promotional materials in conference bags • 1 in person or virtual complementary conference registration.*
Lanyards *One Available	\$1,200	<ul style="list-style-type: none"> • Sponsor to have exclusivity on the lanyard. Sponsor chooses the color and imprints sponsor logo. In addition to the sponsorship fee, sponsor is responsible to print / ship / deliver the lanyards to the venue. • 1 in person or virtual complementary conference registration.*
Bag Inserts *Multiple Available	\$600	<ul style="list-style-type: none"> • Sponsor can provide a promotional item or brochure or other material to be inserted into the conference bags. We encourage materials provided be produced from green or carbon neutral materials. In addition to the sponsorship fee, sponsor is responsible to print / ship / deliver the bag insert to the venue. • 1 virtual complementary conference registration.*
Bronze Sponsor *Multiple Available	\$500	<ul style="list-style-type: none"> • Logo on sponsor web page, mention in one promotional email • 1 virtual complementary conference registration.*

*Free registrations can be used for your own agency or donated to support free attendance for community members.

Bespoke packages:

We are open to proposals for bespoke packages (such as merging elements of two or more, or something not listed) or meaningful in-kind support, and those who wish to enquire about that can contact Tracey Haldeman at traceyh@pinnacleco.com or 443-765-9341.

To confirm your Participation:

Please complete the following form and email to Social Marketing Conference Management to traceyh@pinnacleco.com. Please use the subject line SocMkt Conference Sponsor. The conference office will contact you to answer any questions you might have, to collect the name and contact details of your complimentary registrant(s), and SMANA will generate an invoice for you to pay.



SPONSOR

EXHIBITOR REGISTRATION FORM

Contact Person:

Address:

City:

State:

Zip:

Website:

Title:

Email:

Products or services to be displayed:

Please print company name & address, *if different from that above*:

Support:

Social Media Sponsor Media Partner \$6,500	Silver Sponsor \$2,000
Platinum Sponsor \$5,000	Conference Bags SOLD
Poster Session & Reception (Friday) \$4,500	Speaker Support \$2,000
Breakout session \$4,000	Exhibit Table \$1,250
Gold Sponsor \$3,500	Lanyards \$1,200
Fostering Equity Scholarship \$3,500	Bag Inserts \$600
Green/Sustainability \$2,500	Bronze Sponsor \$500
After-Party Sponsorship / VIP side event sponsorship \$2,500	

Other = \$

Any Special Notes or Requests:

Rep Name, Email, Direct Phone Number (complimentary registrant)

Second Rep Name, Email, Direct Phone Number (If participating must register.

If only at table and not participating in food and conference events, no registration required.)

Comments:

I have read and understood the exhibitor terms and conditions, guidelines, and responsibilities. My company will abide by them.

**Authorized signature:

Date:

