

2025 NGMA Sponsorship Opportunities



National Grants Management Association
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NGMA
National Grants Management Association

ABOUT NGMA

The National Grants Management Association (NGMA) is the premier association for grants professionals. We provide the **training, professional development** and **community** members need to elevate their grants management careers.



TRAINING

- Annual Grants Training (AGT)
- Grants Management Body of Knowledge (GMBok) trainings
- Monthly webinars
- Virtual forums and in-person pop-ups on current topics of interest in grants management

PROFESSIONAL DEVELOPMENT

- Certified Grants Management Specialist (CGMS) program
- Job board featuring postings related to grants management
- Awards program celebrating and recognizing individuals who excel in and make a positive impact on the grants management profession

COMMUNITY

- NGMA Community Forum (online message board)
- Job board
- Chapter meetings and events

Contact NGMA at (202) 308-9443 or info@ngma.org.

Corporate Alliance Partnership Program (CAPP)

NGMA relies on its valued corporate partners to provide its members with quality education and serve as a trusted go-to resource. Learn more about the value of partnering with NGMA!



WHY PARTNER WITH NGMA

ALIGN YOUR ORGANIZATION WITH A TRUSTED NAME IN GRANTS MANAGEMENT

NGMA has earned a reputation in the grants community as a trusted source for quality training and comprehensive benefits and services. Our goal with the CAPP program is to bring together a group of industry partners who support our mission of raising the level of competency in grants management and celebrating excellence in our profession.

ONLINE EXPOSURE

The NGMA website prominently features each CAPP partner's information, including company logo, company description, contact information and website link. When members call NGMA looking for services, staff directs them to this page.

CAPP Partners events and articles/blogs can be promoted on the site. And member representatives may participate on the NGMA Community Forum message board, answering members' questions and demonstrating their knowledge. However, sales pitches are not allowed.

New partners also receive a spotlight article in our e-newsletter and promotion on NGMA's social media.

CONTENT COLLABORATION

CAPP partners have multiple opportunities throughout the year to share their knowledge by acting as hosts, presenters and panelists at NGMA trainings. These include our monthly webinars, forums, GMBok trainings and chapter events and the Annual Grants Training*. Your participation in NGMA events showcases the value of your organization to the grants community.

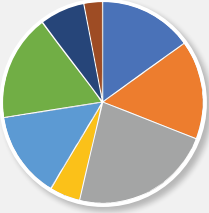
**The call for speakers for the Annual Grants Training occurs in August/September. CAPP partners are encouraged to submit applications.*

PROMOTE YOUR COMPANY AT NGMA'S ANNUAL GRANTS TRAINING

Reach grants managers directly by participating in our in-person event – the Annual Grants Training (AGT). CAPP partners are exclusively invited to participate in the event's CAPP Expo, where attendees are encouraged to visit with your representatives and learn about your services.

About 2025 AGT

Dates: March 12-14, 2025
Location: Washington Hilton
1919 Connecticut Ave. NW
Washington, D.C. 20009
Expected Attendance: 1,800+



■ Federal Government: 15%
■ State Government: 15.8%
■ Local Government: 22.7%
■ Tribal Government: 4.9%

■ Higher Education: 7.3%
■ K12 Education: 3%
■ Nonprofit: 13.8%
■ Private Industry/Consultant: 17.1%

*2024 AGT attendance breakdown by sector.
Total registrants: 1,618*

The AGT Audience

- Grants Management Specialists
- Grants Management Officers
- Grants Coordinators
- Grants Developers
- Grants Administrators
- Grants Compliance Managers
- Grant Officers
- Grantees
- Grants Policy Analysts
- Directors of Sponsored Programs
- Budget Analysts
- Financial Managers
- Financial Analysts
- Financial Specialists
- Financial Administrators
- Procurement Officers
- Fiscal Officers
- Chiefs of Grants



Types of Organizations Represented at AGT

- Federal, State, Local, Tribal Governments
- Nonprofit Organizations
- Education - K-12
- Education - Higher Ed

CAPP PLANS

One-Year CAPP Partnership (AGT + year-round engagement) **\$3,999**

- Two, one-year individual memberships;
- Two complimentary registrations to the NGMA Annual Grants Training (AGT);
- One exhibit space at NGMA Annual Grants Training;
- Corporate logo, 50-word corporate description and corporate contact information inclusion in NGMA Annual Grants Training app and NGMA website;
- Corporate logo, 50-word corporate description and corporate contact information with hyperlink on the CAPP Partners page on NGMA's website;
- Marketing collateral inclusion in the NGMA Annual Grants Training Welcome Bags– Partner to provide marketing collaterals;
- Conference attendee email list provided shortly after the conference closes, with permission to send one marketing email post-conference;
- Option to provide pre-AGT promotional material to attendees through the NGMA newsletter to attract attendees to visit your booth;
- Partner events listed on NGMA's online partner events calendar upon request;
- Opportunity to post monthly blogs or special events in NGMA's weekly newsletter;
- Special updates from NGMA staff about additional opportunities to collaborate.



CAPP PLANS

Discounted Two-Year CAPP Partnership (AGT + year-round engagement) **\$6,999**

- Four (4) two-year individual memberships;
- Three (3) complimentary registrations to the following two NGMA Annual Grants Trainings;
- One (1) exhibit space at the following two NGMA Annual Grants Trainings;
- Corporate logo, 50-word corporate description and corporate contact information inclusion in the NGMA Annual Grants Training app and NGMA website;
- Corporate logo, 50-word corporate description, and corporate contact information with hyperlink on the CAPP Partners page on NGMA's website;
- Marketing collateral inclusion in the NGMA Annual Grants Training Welcome Bags – Partner to provide marketing collaterals;
- Conference attendee email list provided shortly after the conference closes, with permission to send one marketing email post-conference;
- Option to provide pre-AGT promotional material to attendees through the NGMA newsletter to attract attendees to visit your booth;
- Partner events listed on NGMA's website calendar;
- Opportunity to post monthly blogs or special events in NGMA's weekly newsletter;
- Special updates from NGMA staff about additional opportunities to collaborate.



AGT Sponsorships Add-Ons

Opening Session/Keynote \$12,000

Make sure every attendee knows your company's name! This sponsorship provides the partner an exclusive opportunity to address the full ballroom of attendees, put your marketing materials in their hands, and encourage them to visit you in the Expo Hall.

Approximate attendance: **1,800**

- Opportunity for your company's representative to speak and/or show a video prior to the introduction of the keynote speech (maximum of three minutes; content subject to approval by NGMA staff).
- "Presented by" branding across all AGT signage, website, printed materials, conference app, newsletter and social media.
- Placement of logo merchandise/giveaways and marketing materials on the tables or chairs (subject to approval by NGMA staff; NGMA materials may also be placed on tables or chairs).
- Upgraded location in NGMA CAPP Expo.
- NGMA LinkedIn post promoting your participation.
- Two (2) additional AGT registrations for your company's staff.



Closing Event/Party \$20,000 (or 2 co-sponsors at \$10,000 each)

This year's Friday night party is going to be a fantastic way to end AGT and to celebrate grants management professionals. The sponsorship will make you the last (and the most lasting) impression with attendees.

Approximate attendance: **1,500**

- Opportunity for your company's representative to address attendees during the event.
- "Presented by" branding across all AGT signage, website, printed materials, conference app, newsletter and social media.
- Placement of logo merchandise/giveaways and marketing materials to be distributed to attendees (subject to approval by NGMA staff; NGMA materials may also be placed on tables or chairs).
- Placement of plates, cups or napkins with your logo.
- Upgraded location in NGMA CAPP Expo.
- NGMA LinkedIn post promoting your participation.
- Two (2) event-only passes to the event.
- Two (2) additional AGT registrations for your company's staff.

AGT Sponsorships Add-Ons

Registration and WIFI \$10,000

Get a jump on getting noticed! The sponsorship assures that attendees start their experience with your company in mind – when they pick up their bag and lanyard at the registration desk and when they log into the WIFI.



Approximate number of printed items: 2,000

- Lanyards and conference bags cobranded with your company and NGMA.
- Your company name as the WIFI password.
- “Sponsored by” branding across all AGT signage, website, printed materials, conference app, newsletter and social media.
- Upgraded location in NGMA CAPP Expo.
- NGMA LinkedIn post promoting your participation.
- Two (2) additional AGT registrations for your company's staff.

CGMS Reception \$5,000

This reception brings together Certified Grants Management Specialist credential holders. Help us celebrate these elite professionals!

Approximate attendance: 125

- A table to display marketing materials and connect with attendees during the reception.
- “Sponsored by” branding across all AGT signage, website, printed materials, conference app, newsletter and social media.
- Placement of plates, cups or napkins with your logo.
- Upgraded location in NGMA CAPP Expo.
- NGMA LinkedIn post promoting your participation.



Hospitality Room with Upgraded Booth Space \$2,500

In 2025, NGMA has seven private rooms adjoining the CAPP Expo.

This add-on allows participating partners to brand the space and host current and prospective clients for meetings, upgraded hospitality, demonstrations, etc. Events are limited to the CAPP Expo hours. Room sizes are approximately 25' X 20' and may be set with either banquet rounds only (maximum of 40 seats) or a mixture of reception tables and banquet rounds. Additional charges for AV, electricity, WiFi or food/ beverages within the hospitality room are the responsibility of the CAPP partner.

GMBok Training Sponsorships Add-Ons

GMBok Two-Day Training \$20,000

Showcase your company as the presenting partner of this two-day training, providing foundational knowledge on the entire grants lifecycle. Use this time to build deeper connections and position yourself as a valuable resource to all attendees.

Approximate attendance: 200

- Opportunity for your company representative to speak and/or show a video prior to the start of the training (maximum of three minutes; content subject to approval by NGMA staff).
- "Sponsored by" branding across all signage, website, printed materials, conference app, newsletter and social media (excludes lanyards and bags).
- Placement of logo merchandise/giveaways and marketing materials on the tables or chairs (subject to approval by NGMA staff; NGMA materials may also be placed on tables or chairs).
- Upgraded location in NGMA CAPP Expo.
- A table to display marketing materials and connect with attendees throughout the event.
- NGMA LinkedIn post promoting your participation.
- Two (2) GMBok registrations for your company's staff.

