

Advertising and Sponsorship

Advertising Options:

All Fees are before Tax

ICF TO Chapter Website:

2026 Revision

Advertising Option	Ad Type	Size	3 Months	6 Months	9 Months	12 Months
Website Home Page	Square Ad	300x300 px	\$750.00	\$1,350.00	\$1,900.00	\$2,400.00
	Banner Ad	300x600 px	\$1,400.00	\$2,500.00	\$3,500.00	\$4,200.00
Website Event Page	Square Ad	300x300 px	\$500.00	\$900.00	\$1,300.00	\$1,600.00
	Banner Ad	300x600 px	\$950.00	\$1,700.00	\$2,400.00	\$3,000.00

ICF TO Chapter Member Newsletter:

Advertising Option	Ad Type	Size	1 Month	2 Months	3 Months
Newsletter	Square Ad	300x300 px	\$120.00	\$220.00	\$300.00
	Banner Ad	300x600 px	\$200.00	\$360.00	\$500.00
	Text Submission (Max. 250 words with links)	N/A	\$120.00	\$240.00	\$360.00

Note: ICF Toronto Chapter Members with paid Activity Fee will receive 50 % discount on Newsletter Ads. 30 % discount on Website Ads.

Event Sponsorship options:

Platinum Sponsor – In-Person Event

\$3000+HST

Limited Sponsor Designation for one event

Prominent Logo placement across all event marketing (Website, email, social media, event program)

On-site presence:

Booth / Table space

Participation in networking activities

Up to 2 company representatives admission included

Thought leadership opportunity:

Brief speaking opportunity / facilitated introduction (5 mins., alignment with program)

Recognition during opening / closing remarks.

Pro-bono Coaching with ICF credentialed coaches:

Up to 3 members from sponsor's leadership to receive 6 pro-bono coaching sessions each.

Time and detail to be arranged once sponsorship contract is signed and can be redeemed within the same year of the event

Note: Subject to ICF Toronto Chapter review and approval. Content must align with event theme and audience. Sponsorship opportunities provide visibility to the ICF Toronto community and do not constitute endorsement of products or services.

Advertising and Sponsorship

Event Gold Sponsor – In-Person Event

\$1800+HST

Logo placement in event marketing (Website, email, social media, event program)

On-site presence:

Booth / Table space

Participation in networking activities

Up to 2 company representatives admission included

Verbal acknowledgement during event

Pro-bono Coaching with ICF credentialed coaches:

Up to 3 members from sponsor's leadership to receive 6 pro-bono coaching sessions each.

Time and detail to be arranged once sponsorship contract is signed and can be redeemed within the same year of the event

Note: Subject to ICF Toronto Chapter review and approval. Limited availability per event. Sponsorship opportunities provide visibility to the ICF Toronto community and do not constitute endorsement of products or services.

Event Silver Sponsor – In-Person Event

\$1000+HST

Logo placement in event marketing (Website, email, social media, event program)

On-site presence:

Logo display on Sponsors credit shown on presentation slide at the beginning and ending of the event

Verbal acknowledgement during event

Pro-bono Coaching with ICF credentialed coaches:

Up to 2 members from sponsor's leadership to receive 3 pro-bono coaching sessions each.

Time and detail to be arranged once sponsorship contract is signed and can be redeemed within the same year of the event

Note: Subject to ICF Toronto Chapter review and approval. Limited availability per event. Sponsorship opportunities provide visibility to the ICF Toronto community and do not constitute endorsement of products or services.

Advertising and Sponsorship

Event Bronze Sponsor – In-Person Event

\$500+HST

Logo placement in event marketing (Website, email, social media, event program)

On-site presence:

Logo display on Sponsors credit shown on presentation slide at the beginning and ending of the event

Verbal acknowledgement during event

Note: Subject to ICF Toronto Chapter review and approval. Limited availability per event. Sponsorship opportunities provide visibility to the ICF Toronto community and do not constitute endorsement of products or services.

Sponsored Virtual Event (1 Hour event)

\$2000+HST

60-minute virtual session hosted by ICF Toronto

Collaborative speaker sourcing, subject to ICF Toronto approval

Topic and content aligned with ICF Toronto Chapter programming standards

Sponsor recognition during event introduction

Promotion through ICF Toronto Chapter Channels include:

Website Event Page

Newsletter ad. during event promotion

Social media postings

Note: Subject to ICF Toronto Chapter review and approval. Limited availability per event. ICF Toronto Chapter retains final discretion on topic, format, and speakers. Sponsorship opportunities provide visibility to the ICF Toronto community and do not constitute endorsement of products or services.

Advertising and Sponsorship

Premium Sponsorship Packages:

Three Sponsorship Packages (Platinum, Gold, Silver)

Platinum Sponsor – (Maximum Visibility + Thought Leadership) \$6500+HST

Includes:

1) Platinum Sponsor at one in-person event (Refer to Platinum Sponsor – In-Person event)

2) Dedicated Virtual Event (Sponsor facilitated session hosted by ICF Toronto)

3) Website Advertising:

Home Page Banner Ad. for 3 Months

Event Page Banner Ad. for 3 Months

Newsletter Banner Ad. for 3 Months

4) Dedicated Email Blast (*Clearly Labeled as Sponsored content*)

5) LinkedIn amplification Post (*ICF Toronto Chapter Channel, Clearly Labeled as Sponsored content*)

6) Additional sponsorship and Ad. opportunities with 15% discount.

Note: Subject to ICF Toronto Chapter review and approval. Content must align with event theme and audience. Sponsorship opportunities provide visibility to the ICF Toronto community and do not constitute endorsement of products or services.

Advertising and Sponsorship

Premium Sponsorship Packages:

Gold Sponsor – (Strong Visibility + Engagement)

\$4500+HST

Includes:

1) Event Gold Sponsor at one in-person event (Refer to Event Gold Sponsor In-Person event)

2) Dedicated Virtual Event (Sponsor facilitated session hosted by ICF Toronto) **OR**
Email Blast (*Clearly Labeled as Sponsored content*)

3) Website Advertising:

Home Page Banner Ad. for 3 Months

Event Page Square Ad. for 3 Months

Newsletter Banner Ad. for 3 Months

4) Additional sponsorship and Ad. opportunities with 10% discount.

Note: Subject to ICF Toronto Chapter review and approval. Content must align with event theme and audience. Sponsorship opportunities provide visibility to the ICF Toronto community and do not constitute endorsement of products or services.

Advertising and Sponsorship

Premium Sponsorship Packages:

Silver Sponsor – (Core Visibility)

\$3500+HST

Includes:

1) Event Silver Sponsor at one in-person event (Refer to Event Silver Sponsor – In-Person event)

2) Website Advertising:

Home Page Banner Ad. for 3 Months

Newsletter Banner Ad. for 3 Months

3) Additional sponsorship and Ad. opportunities with 10% discount.

Note: Subject to ICF Toronto Chapter review and approval. Content must align with event theme and audience. Sponsorship opportunities provide visibility to the ICF Toronto community and do not constitute endorsement of products or services.

Link to Ads. and Sponsorship Request Form :
<https://forms.cloud.microsoft/r/FMMcMGYXLd>

ICF TO Charter Chapter -
Advertising and Sponsorship
Request

