



SOPHE

Society for Public Health Education

Organizational Prospectus

MISSION

Supporting leaders in health education and promotion to advance healthy and equitable communities across the globe.

VISION

A healthy world through health education.

What We Do

- Membership
- Professional Development
- Advocacy
- Coalition Resources

Our Values

- Responding to the needs of its members
- Delivering quality products and services
- Demonstrating integrity, accountability and transparency
- Promoting teamwork and collaboration
- Embracing diversity
- Respecting organizational tradition while encouraging innovation

Focus Areas

- Health **Education**
- Health **Advocacy**
- Health **Equity**

Value of Partnering with SOPHE

- Reach new professionals and students
- Enhance your brand with health education and health promotion professionals
- Reach a large and diverse audience
- Engage with leaders in health education and health promotion

ABOUT SOPHE

SOPHE is the premier nonprofit organization for public health, health education and promotion practitioners, students, and academia. Our members work in government, colleges, universities, healthcare organizations, worksites, community-based agencies, PreK-12 schools, and other settings to improve the public's health through research, programs, and public policy efforts.

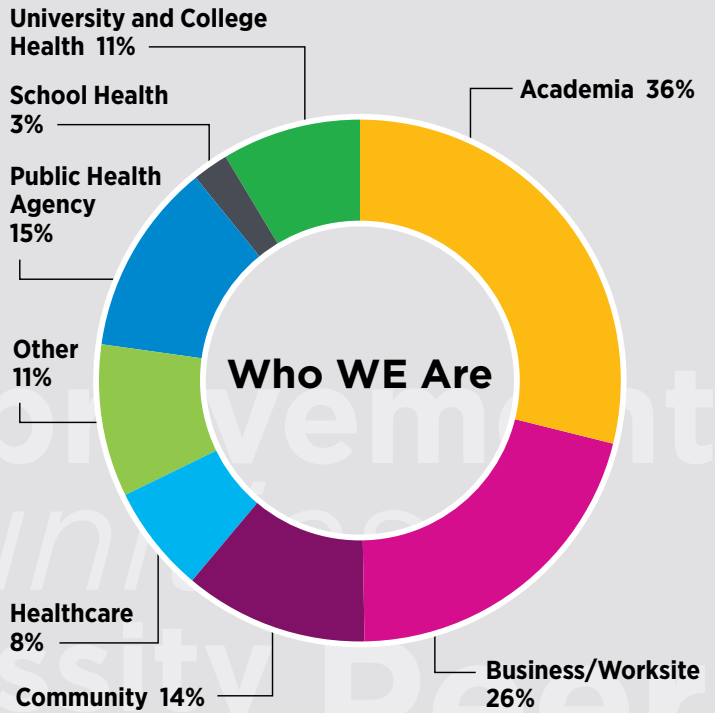
The Society for Public Health Education (SOPHE) invites you to experience the power of engagement as part of our largest, most innovative, and most exciting year of events yet!

GROW YOUR REACH

SOPHE reaches new professionals, students, and health education professionals in a variety of settings, including public health agencies, academia, school health, and worksite wellness.

Our Reach

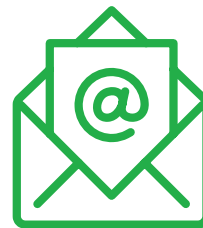
- 57,000+** social media followers
- 330,000** website visitors per year
- 5,200** email subscribers
- 9,500** elearn at CORE participants
- 1,000+** conference and summit attendees



SOPHE EVENTS & OPPORTUNITIES



SOPHE's Center for Online Resources & Education



PARTNERSHIP OPPORTUNITIES

Take advantage of our exclusive partnership opportunities to maximize your impact and achieve significant savings. By becoming a “Community”, “Impact” or “Family” partner, your organization can expand its reach, increase brand visibility, and engage with our highly active community more effectively. From conferences and webinars to publications and digital platforms, SOPHE offers a variety of touchpoints that can help you connect with key stakeholders and showcase your commitment to public health and education.

	COMMUNITY \$ 25K \$34,000 Value	IMPACT \$ 15K \$22,200 Value	FAMILY \$ 5K \$7,500 Value
DIGITAL LEARNING			
Co-branded webinars on CORE	(2) ✓	(1) ✓	
Banner ads on CORE, visited by 9,500 individuals throughout the year	✓		
Ads on CORE		✓	✓
CONTENT			
Boosted social posts (4 per year)	✓		
Email eblasts (3 per year)	✓	✓	
Co-created and search optimized articles		✓	✓
EVENTS			
Sponsorship and an exhibit booth at the SOPHE Annual Conference in the Spring, which attracts over 700 health education and health promotion specialists	✓ Gold (2) Full Registrations	✓ Silver (1) Exhibit Only Registrations	✓ Bronze (1) Exhibit Only Registrations
Sponsorship at the SOPHE Advocacy Summit in the October, which engages over 150 health education professionals and students to advocate on the behalf of health education and the workforce	✓ Gold (3) Full Registrations	✓ Silver (2) Full Registrations	✓ Bronze (1) Full Registration
CAMPAIGNS			
Sponsorship of SOPHE’s National Health Education Week in October	✓		
Sponsorship of health observance initiatives		✓	

SOPHE ANNUAL CONFERENCE

SOPHE 2025 is your chance to reach more than 800+ public health, health education, and health promotion practitioners, students, and academic faculty eager to **connect** with the latest health education tools, resources, textbooks, software, and professional preparation and certification programs to advance the public's health.

SOPHE 2025 is your **opportunity** to be a part of something bold, engage with an international audience and gain access to enduring educational content.

SOPHE 2025 is an **innovative environment** that reaches beyond passive online education to transformative education and engagement. Attendees will advance their professional development, networking, and continuing education.

SOPHE 2025 Projected Reach & Exposure

- 800+ faculty, practitioners, and students attend
- 325+ speakers and poster presenters
- 50+ states and other countries represented

SOPHE 2025 welcomes exhibitors and sponsors who are eager to connect with decision-makers and information multipliers via engaging, targeted communication and marketing in group and one-to-one meetings. **The possibilities are endless!**



ANNUAL *Connect*
CONFERENCE
Engage
Innovative Environment

SOPHE ANNUAL CONFERENCE SPONSORSHIPS

Benefits	\$ 1K	\$ 2.5K	\$ 4K	\$ 5K	\$ 10K
	Bronze	Silver	Gold	Platinum	Diamond
SPECIAL RECOGNITION					
Recognition in event marketing and communications	✔	✔	✔	✔	✔
Logo on all digital platforms	✔	✔	✔	✔	✔
Recognition in social media posts		✔	✔	✔	✔
Visual recognition during concurrent sessions			✔	✔	✔
Verbal recognition during opening and closing plenary sessions				✔	✔
60-second video to open the keynote/ plenary session					✔
EXHIBITS					
Exhibit booth — 6' display table and chairs	✔	✔	✔	✔	✔
Registration — exhibit only	1	1			
Registrations — full conference			2	3	4
Bag stuffer for attendee bags	✔	✔	✔	✔	✔
ADVERTISING					
Logo recognition on conference online platforms before, during and 12 months following the conference	✔	✔	✔	✔	✔
Logo recognition in all electronic communication		✔	✔	✔	✔
Feature placement on SOPHE's website				✔	✔
Carousel placement on SOPHE's website					✔

SOPHE ANNUAL CONFERENCE

EDUCATIONAL AND THOUGHT LEADERSHIP	VALUE
Partner Spotlight Sessions: Present in a theater session a deep dive of your product and service and its impact on advancing health education and promotion	\$5,000 (60-minutes) \$3,000 (30-minutes)
Conference Sessions: Sponsor a session and share your brand in a 60-second video message to the audience.	Opening Keynote: \$5,000 Plenary: \$2,500 Concurrent: \$1,000
Student and New Professional Scholarships: Support selected students and new professionals in health education. Sponsorship is provided for conference registration and the career-development pre-conference session on resume writing and job hunting.	\$10,000
NETWORKING	VALUE
Opening Reception: Sponsor the SOPHE Annual Conference kick-off event.	\$5,000
Awards Ceremony: Join SOPHE in showcasing and recognizing SOPHE members for their contributions to health education.	\$5,000
Networking Lunch: Sponsor a networking lunch at the conference or summit. Deliver a short 5-minute presentation.	\$5,000
Sunrise Breakfast Bar: Treat attendees to a continental breakfast.	\$5,000
Coffee and Tea Bar Sponsor: Get your organization front and center while attendees are taking a break with coffee and tea. Sponsor can supply branded cups/napkins and network with attendees during coffee and tea breaks.	\$2,000
ONSITE BRANDING	VALUE
Headshot Lounge: Give SOPHE Annual Conference attendees the opportunity to take a free professional headshot. Exclusive sponsorship includes a table, so you can greet attendees while they wait. Your sponsorship will be highlighted in the conference before you go email.	\$12,000 (both days) \$7,000 (one day)
Tote Bag Logo: Reach SOPHE Annual Conference attendees with your logo on the conference tote bags stuffed with helpful resources.	\$6,000 Conference
Tote Bag Insert: Provide a helpful resource or fun promotional item in the SOPHE Annual Conference tote bag.	\$500
Notebooks: Provide the go to notebook for attendees to use during and after the SOPHE Annual Conference.	\$5,000

(continued)

SOPHE Annual Conference: Onsite Branding (continued)

Charging Stations: Provide attendees a place to charge their devices.	\$5,000
Lanyards: Showcase your brand on attendee registration badge lanyards.	\$2,500
Transportation Shuttle: Sponsor the transportation shuttle, branded with your company's logo, to carry volunteers as they donate their time to the local food bank.	\$3,000
Escalator Clings: Attendees will use escalators to navigate between the different meeting areas. Sponsorship includes production of the clings, installation and removal.	Prices coming soon
EXPERIENCE	VALUE
Choose a wellness activity to sponsor and provide attendees with a memorable and recharging experience. Experience will be listed in the program with recognition to sponsor. Sponsor can choose experience on a first-come, first-served basis. Options include: <ul style="list-style-type: none"> • Sunrise Yoga • Walking Challenge 	\$1,500
Stress Relief Zone: Give attendees the experience to cuddle with puppies and help promote wellness.	\$7,500
DIGITAL BRANDING	VALUE
Wi-Fi Sponsor: Your support will allow attendees the ability to enjoy free wireless internet in meeting rooms and common areas. In addition to a custom landing page, your company name and logo will appear on onsite signage.	\$5,000 per day
Mobile App Splash Screen: When attendees launch the app, your support will be recognized on the splash screen. The app will be used, so attendees can access the agenda, session resources, gamification, and much more!	\$5,000
Mobile App Rotating Banner Ad: SOPHE Annual Conference attendees start visiting the mobile app before coming onsite. Sponsor's ad will be featured in a prominently placed rotating banner on the app homepage. Limited to 2 sponsors.	\$3,000
Mobile App Push Notifications: Drive traffic to your SOPHE Annual Conference exhibit space, promote a partner spotlight session, or make a special announcement with a sponsored push notification. Over 90% of our attendees download the conference mobile app. Limited to 65 characters.	\$1,000
Mobile App Digital Bag Insert: Provide a helpful resource in the SOPHE Annual Conference mobile app.	\$500

SOPHE'S ANNUAL ADVOCACY SUMMIT

The Advocacy Summit is an annual 2.5-day conference in October that empowers health education professionals and students in advocacy at the national, state, and local levels of government. Participants are encouraged to incorporate advocacy into their ongoing initiatives.



The Summit features 200+ professionals and students from across the country. Fifty percent of attending students are considering a public health graduate program and continuing education.

Your Promotion Opportunity

- Present your thought leadership with research, reports, and tools.
- Showcase your health education and health promotion programs and products.
- Inform public health advocates of new strategies and perspectives.

Sponsorships	Bronze \$1,100	Silver \$2,200	Gold \$3,500
Exhibit space – 6-foot display table & chairs	✔	✔	✔
Complimentary registration	1	2	3
Logo & link on SOPHE website	✔	✔	✔
Recognition in event marketing & communications	✔	✔	✔
Visual recognition during opening & closing keynotes	✔	✔	✔
Opening & closing keynote session verbal recognition		✔	✔
1 email blast to attendees		✔	✔
Logo on attendee badge			✔
1 email blast to SOPHE members			✔
1-minute promotional remarks Summit introduction			✔

Keynote Sessions | \$2,000

- 1 complimentary registration
- Visual recognition during Summit
- Logo & link on SOPHE website
- Signage outside of Keynote Session

Exhibits | \$500

6-foot table exhibit space with chairs

Tote Bag Stuffer | \$500

THE VALUE OF SOPHE SPONSORSHIP

Gain visibility: Leverage multiple opportunities throughout the SOPHE 2024 experience to target your organization’s brand, products, and services directly to attendees.

Enhance your brand: Boost your market awareness among leaders and experts in the public health, health education, and health promotion profession before, during, and following the event.

Reach a large audience: Speak directly with attendees who promote healthy communities and those pursuing additional educational opportunities — and increase visibility among attendees providing maximum return on your marketing investment.

Capture qualified leads: Receive actionable data analytics as attendees navigate the exhibit hall and download your resources.

Gain a competitive edge: Learn about changes in the field from health education experts to stay ahead of the curve for future product development.

Network: Maximize interaction to promote spontaneous and relevant networking among attendees.

Engage: SOPHE delivers cutting-edge content to attendees with a rich diversity of engaging sessions enabling participants to interact, participate, and learn.

“Attendees were excited and hungry for resources and information.”

Dijon
Washington, DC

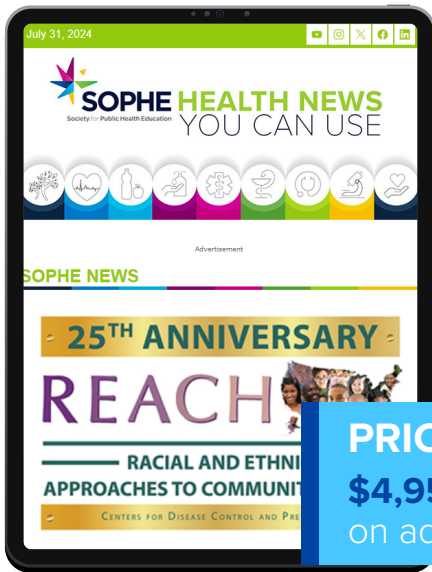
Digital Advertising Opportunities with



+



NEWSLETTER ADVERTISING



SOPHE Health News You Can Use includes the most relevant stories, gathered from leading news sources and industry publications to keep health education professionals informed on the topics that matter most. Subscribers are decision-makers with purchasing power – the top-tier experts in the industry.



4,260
Subscribers



Bi-Weekly
Distribution



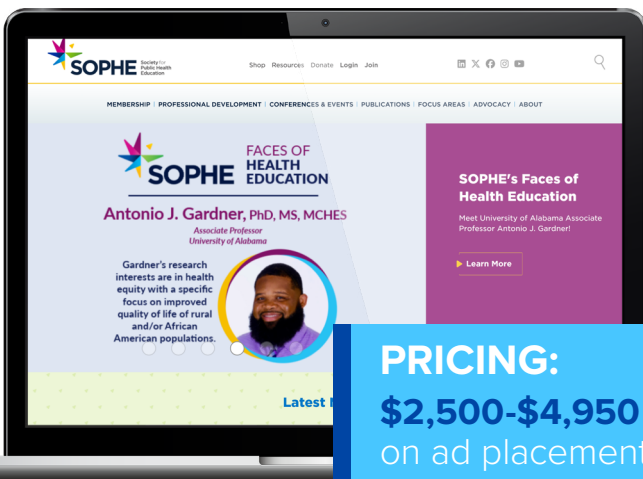
66%
Open Rate

PRICING:
\$4,950-\$11,500 depending
on ad placement

- + Expand your reach by sending a dedicated email blast to SOPHE members with a personalized message!

Price: \$3,500 per blast

WEBSITE ADVERTISING



WWW.SOPHE.ORG ANNUAL STATS:



255,000
Visits



252,000
Unique Visitors



899,000
Pageviews

PRICING:
\$2,500-\$4,950 depending
on ad placement

- + Expand your reach with a retargeting campaign to stay top of mind with SOPHE website visitors as they continue to browse online!

Price: Varies depending on impressions served

Advertising with SOPHE is managed by Multiview. To book your ad placement, please contact:



salesinquiries@multiview.com



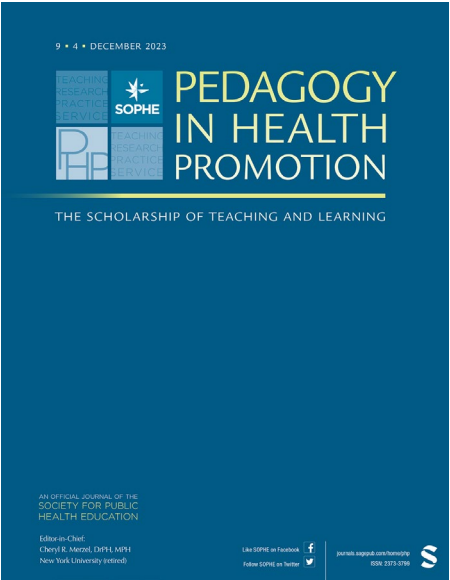
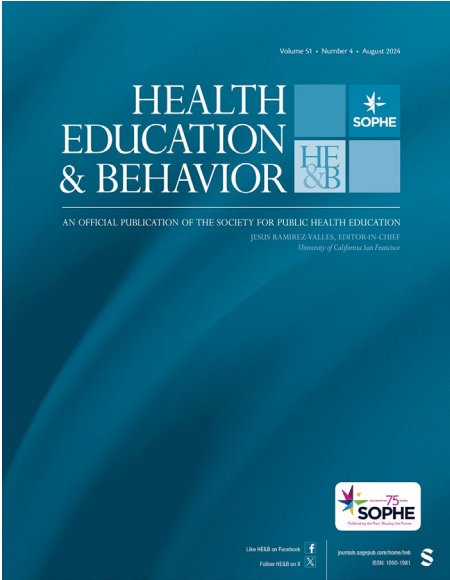
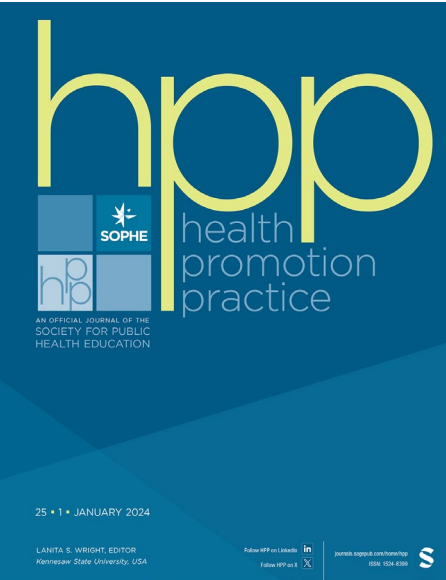
(972) 402-7070

JOURNALS

SOPHE publishes three peer-reviewed journals on a rotating basis.

Print and digital advertising opportunities are available.

Please visit <https://advertising.sagepub.com> or email advertising@sagepub.com for more information.





SOPHE

To customize your organizational campaign,
contact Tom Webb at 202-408-9804 x115
or twebb@sophe.org.