



**June 22 – 26, 2026**  
**Panama Convention Center**

## **SPONSORSHIP PACKAGE**



**PANAMA CITY, PANAMA**

If you are interested in becoming a sponsor, please  
email [sponsorship@sbccsummit.org](mailto:sponsorship@sbccsummit.org).



# What is SBCC and why is it important?



- Social and behavior change communication (SBCC) is a powerful approach that drives changes in knowledge, attitudes, norms and beliefs. It can help people adopt healthy behaviors, overcome social and structural barriers and improve their lives and those of their families and communities.
- SBCC is key to tackling pressing health and other development issues, from promoting better care and treatment to advancing education, peace and security to addressing food security.





# What is the International SBCC Summit?

- Since 2016, the International SBCC Summit – first in Ethiopia, then Indonesia and Morocco – has brought together the global community of SBCC governmental and nongovernmental organizations, donors, practitioners, and researchers.
- The Summit is the largest gathering of SBCC professionals in the world committed to improving lives.



Highlights from the 2022 SBCC Summit in Morocco include:

**1,800**  
attendees

**129**  
nationalities

**803**  
participants from LMICs

**32.5**  
million social media reach

**202**  
oral presentations

# Why Sponsor the SBCC Summit?

Showcase your organization or business to a passionate audience of SBCC professionals

Network with key decision makers looking to solve the most critical issues of our time, in areas such as health, education, agriculture, among others.



Put yourself in front of a community dedicated to combatting misinformation and ensuring social and behavior change happens for the right reasons.



Every Summit has brought renewed energy, creativity, and perspective to the field, fostering transformative collaboration that empowers communities to tackle urgent global challenges such as health equity, resilience and social justice.



# Registration costs

|                  | Early Bird rate | Standard rate |
|------------------|-----------------|---------------|
| HIC Ticket Sales | \$1,150         | \$1,250       |
| MIC Ticket Sales | \$800           | \$850         |
| LIC Ticket Sales | \$700           | \$750         |



## Sponsorship Framework

Two types of sponsorship opportunities:

1

### SPONSORSHIP PACKAGES

Each package, from bronze-level through diamond, includes various high-visibility offerings. Silver, gold, platinum, and diamond levels also include a choice of additional branding opportunities from our new à la carte options.

### À LA CARTE OPTIONS

These opportunities offer more flexibility and can be purchased on their own or along with other à la carte or sponsorship package choices, based on each sponsor's customized needs.



# Sponsorship Packages

| Base Package Offerings   | Bronze<br>\$7,500 | Silver<br>\$12,500 | Gold<br>\$25,000   | Platinum<br>\$50,000 | Diamond<br>\$100,000 |
|--|-------------------|--------------------|--------------------|----------------------|----------------------|
| Representation on donor wall   | Small,<br>Printed | Medium,<br>Printed | Medium,<br>Printed | Large,<br>Printed    | Digital<br>Screen    |
| Inclusion in Summit Digital Library with library card inserted in each bag ( <i>see Tier 1 for description</i> ) | 1                 | 1                  | 1                  | 1                    | 1                    |
| Registration for participant from low- or middle-income country  | 1                 | 1                  | 1                  | 3                    | 5                    |
| Registration for participant from high-income country  | 1                 | 1                  | 1                  | 3                    | 5                    |
| Logo on website  | Yes               | Yes                | Yes                | Yes                  | Yes                  |
| Logo on mobile app   | Yes               | Yes                | Yes                | Yes                  | Yes                  |
| Logo on conference bag   | No                | Yes                | Yes                | Yes                  | Yes                  |
| Logo on plenary slide  | No                | No                 | Yes                | Yes                  | Yes                  |
| Logo included on Summit materials  | No                | No                 | No                 | Yes                  | Yes                  |
| Digital screen adverts ( <i>see Tier 1 for description</i> )   | No                | No                 | 1                  | 2                    | 3                    |
| Speaking time at the opening reception (3 mins)  | No                | No                 | No                 | No                   | Yes                  |
| <b>À la Carte options:<br/>See page 7</b>  |                   | (1) Tier 1         | (1) Tier 1         | (2) Tier 1           | (3) Tier 1           |
|  |                   |                    | (1) Tier 2         | (1) Tier 2           | (2) Tier 2           |
|  |                   |                    |                    | (1) Tier 3           | (2) Tier 3           |
|  |                   |                    |                    |                      | (1) Tier 4           |

# À la Carte Options

## Tier 1

| Item                             | Description  | #                                    | Cost    |
|----------------------------------|--|--------------------------------------|---------|
| <b>Registration LMIC</b>         | Registration LMIC  | <i>Unlimited</i>                     | \$800   |
| <b>Digital Library Inclusion</b> | <p>The Summit's digital library replaces printed materials that would typically be part of the conference bags. By adding your materials to the digital library, you are contributing to the waste reduction efforts of the Summit.</p> <p>The digital library will be a place where participants can easily access sponsored materials. Participants will be provided a QR code that will take them directly to these resources. Only sponsors will have a space in the digital library.</p> <p><i>Must be vetted and approved within one month of the Summit start.</i></p> <p>★ <i>Sticker (10) for badge identifying you as a green initiative champion.</i></p> | <i>Unlimited</i>                     | \$2,500 |
| <b>Digital Screen Advert</b>     | <p>Display approved digital message on large welcome screen in the venue. Will be shown on one day as selected by sponsor.</p> <p><i>First come, first served for day and time selection. Must be vetted and approved.</i></p>   | 24 total<br>6 per day<br>M, T, W, TH | \$2,500 |

## Tier 1 (Cont'd)

| Item                  | Description  | #                | Cost    |
|-----------------------|--|------------------|---------|
| <b>Aux Event</b>      | <p>Includes rental of space, basic furniture and tech. Classroom setup. Aux event will be included in the daily schedule. Events are typically held daily before the first session and after the last. Events can also occur before start of Summit.</p> <p>AI language interpretation can be provided at an additional cost, as well as catering, tech, and tables. Promotion is the responsibility of the individual organizations.</p> <p><i>First come, first served for day and time selection.</i></p> | <i>Multiple</i>  | \$3,500 |
| <b>Standard Booth</b> | <p>Includes the following: booth shell, carpet, one table, two chairs, one dustbin, and a printed exhibitor sign.</p> <p><i>First come, first served for location selection.</i></p>   | <i>Unlimited</i> | \$3,500 |



## Tier 2

| Item                        | Description   | #  | Cost    |
|-----------------------------|---|--|---------|
| <b>VIP Meeting Room</b>     | Book the VIP meeting room for one day with running tea and coffee service for 10 people.<br><br><i>First come, first served for day selection.</i>  | 5<br><i>1 per day<br/>M, T, W, TH, F</i> | \$5,000 |
| <b>Water Station</b>        | Brand one designated water station for the week. The water stations will be provided throughout the Summit and will be branded as “hosted by [sponsor name]”.   | 10                                       | \$5,000 |
| <b>Charging Station</b>     | Brand one designated charging station for the week. The charging stations will be provided throughout the Summit and will be branded as “hosted by [sponsor name]”.<br><br><i>First come, first served for location selection.</i>  | 5  | \$5,000 |
| <b>Shuttle Bus Branding</b> | Brand one designated shuttle bus for the week. Branding design will be provided by the sponsor.<br><br><i>First come, first served for bus selection.</i>   | 5  | \$5,000 |
| <b>Scholarship</b>          | Support participants from the LAC region (or LMIC) to attend the Summit. Raised scholarship funds will support includes registration, flight, accommodation, and a stipend for food, transport, and visa costs. Money will be added to a pot and used to support as many scholarships as possible.<br><br>★ <i>Sticker (10) for badge identifying you as a Summit champion.</i> | <i>Multiple</i>                          | \$5,000 |

## Tier 3

| Item                            | Description   | Availability  | Cost     |
|---------------------------------|---|---------------|----------|
| <b>High-Profile Booth</b>       | <p>High-profile booth sponsors will be able to select from a designated number of booths, located in a high traffic area. A high-profile booth includes printed panels (using your design), premium carpet, upgraded furniture/equipment options (to be selected), one dustbin.</p> <p><i>First come, first served for location selection.</i></p>  | 6-8           | \$10,000 |
| <b>Networking Hub</b>           | <p>Brand one designated communal space for participants to engage and network. Each networking hub will be branded as “hosted by [sponsor name]” throughout the week.</p> <p>★ <i>Sticker (10) for badge identifying you as a networking champion.</i></p> <p><i>First come, first served for location selection.</i></p>   | 3             | \$10,000 |
| <b>Branded Networking Space</b> | <p>Brand the large networking space. This will allow participants to engage and network. Opportunity to book one networking event in designated room for the length of a breakout session time included in program and marked as sponsored event. The networking space will be branded as “hosted by [sponsor name]” in signage and event program.</p> <p>★ <i>Sticker (10) for badge identifying you as a networking champion.</i></p> <p><i>First come, first served for day selection.</i></p> | 3<br>M, W, TH | \$10,000 |

## Tier 3 (Cont'd)

| Item                          | Description  | # | Cost     |
|-------------------------------|--|---|----------|
| <b>Coffee Station</b>         | <p>Brand designated coffee and tea set-up. Coffee and tea will be provided throughout, with added snacks during designated times. Each coffee and tea station will be branded as "hosted by [sponsor name]" throughout the week.</p> <p>★ <i>Sticker (10) for badge identifying you as a networking champion.</i></p> <p><i>First come, first served for location selection.</i></p> | 3 | \$10,000 |
| <b>Printed Photo Backdrop</b> | <p>Co-design and brand background for a step-and-repeat banner where participants can pose for pictures of themselves and colleagues. Design will be available throughout the week. Design must include Summit logo.</p> <p><i>Design will be vetted and must align with Summit theme.</i></p>   | 3 | \$10,000 |
| <b>Branded Lanyard</b>        | <p>Include your logo on the Summit lanyard. The lanyard will also have the Summit logo. It will be distributed to all participants during Summit registration.</p>   | 3 | \$10,000 |



## Tier 4

| Item                           | Description  | # | Cost     |
|--------------------------------|--|---|----------|
| <b>Branded Water Bottle</b>    | <p>Brand the Summit water bottle with your logo. The bottle will also have the Summit logo as well as one other sponsor's logo. It will be distributed to all participants during registration of the Summit.</p> <p>★ <i>Sticker (10) for badge identifying you as a green initiative champion.</i></p> | 2 | \$20,000 |
| <b>Content/Email/Blog Post</b> | <p>Work with the Summit Comms team to develop a sponsored blog, email or social media post to be shared pre-Summit or post-Summit.</p> <p><i>First come, first served for date selection.<br/>Content to be labeled as "sponsored content".</i></p>  | 5 | \$20,000 |
| <b>Social Media Collab</b>     | <p>Work with Summit Comms team to co-facilitate/moderate/engage participants throughout the day, guidelines to be provided.</p> <p><i>First come, first served for date selection.<br/>Content to be labeled as "sponsored content".</i></p>   | 3 | \$20,000 |
| <b>Opening Reception</b>       | <p>Brand the reception. May be shared with two other sponsors. Reception will be branded as "hosted by [sponsor name]" throughout the event. Please note, alcohol will be served.</p> <p>★ <i>Sticker (10) for badge identifying you as a networking champion.</i></p>                                   | 3 | \$25,000 |

## Tier 4 (Cont'd)

| Item                           | Description  | # | Cost     |
|--------------------------------|--|---|----------|
| <b>Branded Summit Services</b> | <p>Help increase accessibility for participants. Choose between:</p> <ol style="list-style-type: none"> <li>1) Plenary interpretation (Spanish, Portuguese, French)</li> <li>2) AI language interpretation during Breakout session</li> <li>3) Live streaming of plenary</li> <li>4) Increased Wi-Fi bandwidth</li> </ol> <p>Service will be branded as “provided by [sponsor name]” throughout the event.</p> <p>★ <i>Stickers (10) for badge identifying you as an accessibility champion.</i></p> <p><i>First come, first served for service selection.</i></p> | 7 | \$25,000 |

## Other Opportunities

| Item                                | Description  | # | Cost     |
|-------------------------------------|--|---|----------|
| <b>Branded Selfie Light</b>         | Be a part of everyone's social media. Branding of a selfie light that will be distributed to all participants during Summit registration. Selfie lights will be co-branded with the Summit logo.<br><br><i>First come, first served for day selection.</i>                       | 1 | \$25,000 |
| <b>Branded Tile Tag</b>             | Travel the world with participants (and help them track their stuff). Branding of these luggage/key trackers that will be distributed to all participants during Summit registration. Tile tags will be co-branded with the Summit logo.   | 1 | \$45,000 |
| <b>Branded UV Toothbrush Holder</b> | Minty fresh! Branding of a UV toothbrush holder that will be distributed to all participants during Summit registration. Holders will be co-branded with the Summit logo.  | 1 | \$45,000 |
| <b>Branded Headphones</b>           | Contribute to expanding accessibility. Branding of quality headphones that will be distributed to all participants Summit registration. Will be used by participants for AI interpretation.<br><br>★ <i>Sticker (10) for badge identifying you as an accessibility champion.</i> | 1 | \$65,000 |
| <b>Portable Charger</b>             | Stay charged. Branding of a portable charger that will be distributed to all participants during Summit registration. Chargers will be co-branded with the Summit logo.  | 1 | \$65,000 |





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SUMMIT 2026

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