



SHIFTING NORMS
CHANGING BEHAVIOR
AMPLIFYING VOICE
WHAT WORKS?

THE 2018 INTERNATIONAL SOCIAL AND BEHAVIOR
CHANGE COMMUNICATION (SBCC) SUMMIT

FEATURING ENTERTAINMENT-EDUCATION

APRIL 16-20, 2018

SPONSORSHIP PACKAGE





WHY SBCC?

Many development results – like those outlined in the Sustainable Development Goals (SDGs) – need people to do and sometimes think about things differently. Reducing maternal mortality depends on pregnant women having a check-up even when their relatives might disapprove of them doing so. Reducing the impact of climate change depends on people knowing how to adopt new agricultural techniques, or how to raise their homes above the flood level. Improving the status of girls and women in society requires that societies change their view of girls and women.

At its core, the **2018 International Social and Behavior Change Communication (SBCC) Summit** will address some of the primary challenges facing the SBCC community: understanding what approaches work and what investments in SBCC programming can expect to deliver, and making sense of the complexity and diversity in the field of SBCC that would facilitate greater investment. The conference is organized to understand better what works in shifting social norms, changing behaviors and in amplifying the voice of those who have most at stake in the success of development efforts. The conference will therefore be organized around three intersecting strands:

1. What Works
2. Making Sense of Now
3. Voice and Agenda-Setting

The 2018 Summit stands on the shoulders of previous international gatherings to host the year's largest forum of experts in the field. With a deep dive into the power of Entertainment–Education (EE), the Summit provides a critical space to strengthen advocacy for SBCC investments; expand connections between SBCC organizations, practitioners and scholars; share and learn new skills, evidence and methodologies; and contribute to setting the global SBCC agenda.

Given the rapidly changing context for development in the local, national and global arenas, it is vitally important we work together across sectors to maximize our impact in SBCC, and advance the evolving, multidisciplinary field of SBCC.

Your support is critical to make this happen.



The International SBCC Conference is one conference every SBCC practitioner needs to attend. It was so inspiring to see many SBCC practitioners under one roof; everyone I talked to had a thing to offer to make my practice get one more inch or more further.

-- Chancy Mauluka, CCP Malawi





DATES AND LOCATION:

April 16-20, 2018 in Nusa Dua, Indonesia

WHY GATHER?

Over 50 countries attended the 2016 Summit, representing some of the poorest, and least connected countries, as well as some of the most developed. The Summit provides a dedicated, immersive environment critical to agenda setting and to rapidly share, synthesize, and provide feedback on research, innovation, and implementation. As a field grounded in engagement and communication, this environment not only accelerates the establishment and dissemination of evidence, benchmarks and standards of practice, it also is essential to sharing ideas across sectors and countries while energizing the morale and commitment of practitioners.

WHY SPONSOR?

Sponsorship offers a unique opportunity for your organization to:

- Accelerate SBCC action to achieve health and development goals
- Guide the growth and direction of SBCC and EE
- Highlight your organization's priorities and approaches
- Engage with key partners, stakeholders, and the expanding global network of SBCC and EE practitioners





WHO YOU WILL REACH:

The Summit attracts a wide range of participation from government ministries, academics, non-governmental organizations (NGOs), civil society organizations, global agencies and those in the private sector working to address development issues. Quick facts from the 2016 International SBCC Summit held in Addis Ababa, Ethiopia:

- More than **750** attendees
- **59** sessions, **40** exhibitions, and **120** posters
- Over **2,500** hashtagged tweets, reaching **1.7 MILLION** people
- **97 PERCENT** of attendees reported that the Summit provided invaluable networking opportunities
- **90 PERCENT** of attendees reported that the Summit strengthened their skill, and that it offered innovative content



If there was one compelling conclusion from this conference it was that communication remains hugely under prioritized, under coordinated and under acknowledged by the rest of the development, and especially the public health community.

-- James Deane, BBC Media Action





LEVELS OF SPONSORSHIP:

| Benefits | Diamond \$100,000 | Platinum \$50,000 | Gold \$25,000 | Silver \$15,000 | Bronze \$5,000 |
|--|-----------------------|-----------------------|------------------|--------------------|-------------------|
| Visibility | | | | | |
| Exhibition Booth | 2 (prime location) | 1 (prime location) | 1 | 1 | 1 |
| Logo on conference website, signage, and in conference program | X | X | X | X | X |
| Banner ad in app | X | X | X | X | |
| Materials in conference bag | X | X | X | X | |
| Recognition during opening plenary | Full side | ½ slide | ¼ slide | | |
| Co-branded opportunity (see below: available to Diamond, Platinum, and Gold Sponsors on - first come, first serve basis) <ul style="list-style-type: none"> • Plenary speakers (identified by Steering Committee) • Film screening room • Welcome drinks reception • Coffee/tea breaks • Entertainment packages (groups and performances) • Charging stations • Other sponsorship opportunities | X | X | X | | |
| One-hour panel | X | X | | | |
| Named as title sponsor on all literature | X | | | | |
| Main logo on conference bag | X | | | | |
| Registration and Events Tickets | | | | | |
| Conference registrations | 10 | 5 | 3 | 2 | 1 |
| VIP gala tickets | 10 | 5 | 3 | 2 | 1 |



ADDITIONAL SPONSORSHIP OPPORTUNITIES:

Gala reception sponsorship package - \$25,000, includes:

- Logo recognition in the reception hall
- Recognition during open plenary
- Opportunity to speak at the reception
- Advertisement in conference program and website

App sponsorship package - \$10,000, includes:

- 1 banner ad
- 1 push notification
- 1 social wall post
- Logo in the conference program and website

Twitter wall sponsorship package - \$5,000:

- Prominent logo displayed on Twitter wall throughout conference
- 5 Sponsored Tweets each day of conference
- Logo in the conference program and website

Poster sponsorship package - \$3,500, includes:

- The opportunity to brand the poster exhibition space including on banner and signage
- Logo in the conference program and website
- Banner ad in conference app

Room sponsorship package - \$3,500, includes:

- The opportunity to brand one of the breakout session rooms including signage on the breakout room door and within the breakout room
- Logo in the conference program and website
- A chair during each of the sessions occurring in the breakout room during the conference each day

Booth - \$2,500 includes:

- Booth in exhibition space
- Logo in the conference program and website
- 2 conference registrations
- 1 Sponsored Tweet/day

The 2018 International Summit will be hosted by a consortium of international and local partners including: the Johns Hopkins Center for Communication Programs, The Communication Initiative, Soul City Institute, UNICEF and BBC Media Action.



For more information, please contact Cathy Church-Balin at cchurch@jhu.edu