

2025 - 2026

NATCAP Sponsorship Package





2025 - 2026 Chapter Sponsorship Package

Dear SGMP Supplier:

The SGMP NATCAP Board of Directors wants to express our appreciation for your participation and support over the years. Our continued partnership is vital to the growth and success of NATCAP as a chapter and we would not be where we are today without you.

At our annual Board Retreat in July, we brainstormed great ideas about upcoming events, education and networking. In preparation, we want to share with you the opportunities to support our Chapter through Sponsorships and Event Hosting.

Sponsoring or hosting a NATCAP program is an excellent opportunity to showcase your property, city, product, or service to our government and contract meeting planners, while providing an opportunity for our members to experience your hospitality. Ideally, our Monthly Education Meetings and Special Events take place on Tuesday, Wednesday or Thursday each month.

Please take a few minutes to review the enclosed sponsorship descriptions and opportunities. If you see something you like, please reach out! We can also customize a sponsorship opportunity for you.

Proposals may be sent to the NATCAP Board via e-mail at natcapcommunications@gmail.com or to Bernard Howe at Bernard.howe@sonesta.com.

Again, thank you for your continued support and commitment to our chapter.

2025 - 2027 NATCAP Board	
Melissa MacDonald, CMP, CGMP	President
Cindy Hogan, CGMP	1 st Vice President
Bernard Howe, CGMP	2 nd Vice President
Tecumseh Deloney, CMP, CGMP	Secretary
Claudia Gunter, CGMP	Treasurer
Tiffany Carter, CGMP	Director (Supplier)
Open Position	Director (Government Planner, Contract Planner or Supplier)
Open Position	Director (Government Planner)

Levels of Sponsorships

Capitol Legacy Sponsorship - \$5,500.00 – (max 2)

SGMP NATCAP's Highest Level of Partnership

Join us as a **Capitol Legacy Sponsor** and align your organization with the premier government meetings chapter in the country. This elevated sponsorship opportunity is designed to amplify your brand visibility, deepen engagement with government meeting professionals, and place your organization at the forefront of our industry's most valuable conversations.

Capitol Legacy Sponsors will receive:

- (1) Year **logo recognition** in SGMP National Capital Chapter (NATCAP) event marketing messaging, social media, and website
- Recognition by the moderator at every SGMP NATCAP event
- **Logo** featured on slide presentations at all events
- Presence in our **Partner Showcase**, including company listing and direct links
- **Four (4) complimentary registrations** for all educational and social programs
- **Logo** inclusion on all pre- and post-event communications
- Attendance lists for all educational and networking events
- Three (3) minutes of podium time at the SGMP **NATCAP 40th Anniversary Celebration** and Silent Auction
- Exclusive invitation to a Capitol Legacy VIP Reception with NATCAP board members and select government planners, date TBD
- **Dedicated spotlight feature** in a chapter-wide e-newsletter and on SGMP NATCAP's LinkedIn
- **Priority** booth/table placement at the Annual Expo or Signature Events
- **Opportunity** to co-host or co-brand a quarterly webinar or educational session with NATCAP leadership
- **Recognition** as a Capitol Legacy sponsor on name badges and event signage throughout the year

Freedom Trailblazer - \$4,000.00 – (max 3)

The **Freedom Trailblazer Sponsorship** offers an impactful and cost-effective opportunity for suppliers looking to grow awareness, gain visibility, and connect meaningfully with government meeting professionals in the National Capital region. This sponsorship level positions your brand in front of SGMP NATCAP's engaged community through consistent marketing and direct event interaction.

Freedom Trailblazer Sponsors will receive:

- One (1) year of **logo recognition** in SGMP NATCAP event marketing messaging, social media, and website
- Logo inclusion on all pre- and post-event communications
- Presence in our **Partner Showcase**, including company listing and direct links
- An exhibitor table, attendee list, and promotional item giveaway opportunity at one (1) event mutually agreed upon with SGMP NATCAP
- **Three (3) complimentary registrations** for all educational and social programs
- Attendee lists for all educational and networking programs
- Opportunity to provide a 30-second spotlight video or message for one (1) SGMP NATCAP newsletter or event welcome segment
- **Featured mention** in a Freedom Trailblazer Spotlight Post on SGMP NATCAP's LinkedIn and Facebook pages

Monument Partner Sponsors - \$2,000.00

The **Monument Partner Sponsorship** offers an accessible and meaningful way to support SGMP NATCAP and engage with a highly targeted network of government meeting professionals across the DC, Maryland, and Virginia region. This level is ideal for organizations ready to grow brand awareness and build strong connections—at a budget-friendly investment.

Monument Partner Sponsors will receive:

- One (1) year of **logo recognition** on the SGMP NATCAP website and in selected event marketing and social media
- **Two (2) complimentary registrations** for all educational & social programs
- Logo inclusion in pre-event slides at selected SGMP NATCAP programs
- Presence in our **Partner Showcase**, including company listing and direct links
- Attendee list for one (1) educational or networking event of your choice
- Opportunity to include one promotional item or flyer in the attendee packet for a selected event

Cherry Blossom Patron Sponsorship - \$1,500.00 – (max of 5)

The **Cherry Blossom Patron Sponsorship** is the perfect entry point for organizations that want to support SGMP NATCAP while gaining valuable exposure to our government meeting professional community. Inspired by D.C.'s most cherished symbol of renewal and partnership, this level is designed to plant the seed for lasting business relationships in the DMV area.

Cherry Blossom Patron Sponsors will receive:


- Six (6) months of **logo recognition** on the SGMP NATCAP website and in one (1) social media shoutout
- **One (1) complimentary registration** to any SGMP NATCAP educational or networking program
- Inclusion in the **Partner Showcase** directory with company listing and website link
- **Company logo** featured in the pre-event slide deck at one (1) SGMP NATCAP event
- Opportunity to **display one branded item** at the registration table during a selected event (coordinated with SGMP NATCAP)

Let's Grow Together Your support not only boosts your brand but also helps us elevate the government meetings industry through top-tier education and networking.

Interested in becoming a sponsor? Contact: **Bernard Howe, CGMP**

Global Sales Manager, Sonesta International Hotels – Government & Military Market
2nd Vice President, SGMP NATCAP Chapter

 bernard.howe@sonesta.com

 301-318-9300

SGMP NATCAP is excited to partner with you!



SGMP NATCAP Sponsorship Opportunities Overview

Benefit	Capitol Legacy \$6,000	Freedom Trailblazer \$4,000	Monument Partner \$3,000	Cherry Blossom Patron \$1,500
Logo recognition on SGMP NATCAP website & social media	✓ (1 year)	✓ (1 year)	✓ (1 year)	✓ (6 months)
Logo on all pre/post-event communications	✓	✓	Selected events	✗
Logo featured in event slide presentations	✓ (all events)	✓ (all events)	Selected events	1 event
Recognition by moderator at events	✓ (all events)	✗	✗	✗
Partner Showcase listing with direct links	✓	✓	✓	✓
Complimentary registrations to all SGMP NATCAP events	4	3	2	1
Access to event attendee lists	✓ (all events)	✓ (all events)	1 event	✗
Podium time at SGMP NATCAP 40 th Anniversary	✓ (3 minutes)	✗	✗	✗
Exhibitor table & promo giveaway opportunity	Priority Placement	1 Event	✗	✗
VIP Reception with Board & Select Planners	✓	✗	✗	✗
Featured sponsor post on LinkedIn & Newsletter	✓	✓	✗	✗
Opportunity to co-host a webinar or session	✓	✗	✗	✗
Recognition on event signage & name badges	✓	✗	✗	✗
Branded item or flyer display at event	✓	✓ (1 event)	✓ (1 event)	✓ (registration table)
Custom spotlight video/message for an event or newsletter	✓			

40th Anniversary Celebration and Silent Auction Sponsorship Opportunity

Society of Government Meeting Professionals – National Capital Chapter (NATCAP)

HONORING THE PAST, IGNITING THE FUTURE!!!

Event Overview

In 2026, NATCAP turns 40! We would love for you to be a part of the grand celebration. In lieu of our annual holiday celebration, we will shift to an anniversary celebration and silent auction in January 2026. At the celebration we will enjoy an evening of networking, food, drinks, entertainment and more

We are elevating this event and invite venue sponsors to partner with us in delivering a memorable and impactful evening. Be part of the 40th Anniversary and join us in welcoming over 100 NATCAP Members and Guests.

Venue Requirements

- Complimentary meeting space for reception and silent auction area
 - Registration area for (2) 6' x 30" table with (2) chairs per table
 - Reception-style event setup (cocktail tables, food stations, and auction tables)
 - Assorted tall and short cocktail tables
 - Up to (15) 6' tables for silent auction items
 - Lectern and small stage (not mandatory)
 - Dance floor area and entertainment-friendly layout
 - Option for hosted or cash bar (must accept credit cards)
 - Complimentary or discounted parking
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Event Requirements

- **Complimentary Audio-Visual Support**, including:
 - Internet access at the registration desk

- Podium with microphone for sponsor and host remarks
- 1 free standing microphone
- (3) Easels (for signage/directional use)
- Access for event set-up 3–4 hours prior to guest arrival
- Designated event coordinator onsite throughout the event
- Space for entertainment (DJ or live music)
- Two (2) vendor tables with 2 chairs

Supplier/Sponsor Recognition and Value

- Two complimentary supplier registrations to any NATCAP Monthly Meeting within the fiscal year
- Full event promotion on NATCAP's communication channels: website, quarterly e-newsletter, LinkedIn, Instagram
- Logo placement on event signage, invitations, and digital promotions
- Welcome remarks by sponsor at reception and an opportunity to do a presentation video (5 minutes maximum)
- Opportunity to offer exclusive site tours for all attendees
- Recognition as a **Premier Event Partner** throughout the year on select marketing collateral
- Two (2) feature articles in NATCAP's quarterly newsletter spotlighting your property/venue
- Post-event acknowledgment on social media with venue tags and photos

Optional Enhancements (if available):

- Complimentary overnight stay raffle item to support the silent auction (**please have 12/31/26 as the expiration date**)
- Holiday-themed signature drink named after your venue or property
- Branded swag or takeaway item for attendees

We look forward to partnering with a venue that shares our commitment to excellence, hospitality, and community engagement. This is more than just an event, it's a celebration of the past 40 year's achievements and a launchpad into the next 40 years!

For questions or to submit interest in hosting the 2026 NATCAP 40th Anniversary Celebration and Silent Auction.


Auction, please contact:

Contact:

Bernard Howe, CGMP

Global Sales Manager, Sonesta International Hotels – Government & Military Market
2nd Vice President, SGMP NATCAP Chapter

 bernard.howe@sonesta.com

 301-318-9300

Monthly Chapter Meetings

The SGMP NATCAP Chapter Monthly Meetings are held three times a year, preferably in the morning on a Tuesday, Wednesday or Thursday. Monthly Meetings in FY26 will be held in October, February, March and April. Attendance ranges from 30-70 people, depending on the topic and location.

Below are the requirements for the meeting.

Registration:

- 6'x30" table with (2) chairs
- (2) Easels for NATCAP Signage

Meeting Requirements:

- Complimentary Meeting Space for 30-70 people
- Complimentary Breakfast Buffet
- Seating appropriate for the meeting room (theater, classroom or rounds)
- (1) Lectern

Audio Visual Requirements:

Complimentary Audio Visual to include:

- Internet access for registration desk and meeting
- LCD Projector and Screen
- Lavalier or wireless handheld microphone
- Lectern microphone

Other Information to Include:

- Complimentary or Discounted Parking
- Metro Accessible - specify location and distance from venue (i.e. two walking blocks, 1 mile, etc.)
- Indicate if the hotel/venue has a metro shuttle to/from location

Sponsor Receives:

- Two supplier registrations to any NATCAP Monthly Meeting in the Fiscal Year
- Hotel/Venue promotion on our website, quarterly newsletter, Social Media pages (Instagram and LinkedIn)
- Welcome remarks at the monthly meeting
- Opportunity to do site tours to all attendees
- Current NATCAP Planner roster



SGMP NATCAP Board Meeting Host Sponsorship Opportunity







Who We Are

The **Society of Government Meeting Professionals (SGMP) National Capital Chapter** is a dynamic organization of planners and suppliers focused on government meetings. We're seeking **partners to host one of our monthly board meetings** — a unique opportunity to showcase your space to key decision-makers in the government meetings industry.



Ideal Hosts Include

-  Hotels with Boardrooms
-  Restaurants with Private Dining Areas
-  Office Buildings with Conference Spaces
-  Government Facilities










Meeting Details

- **Time:** 4:00 PM – 7:00 PM
- **Day Options:** Tuesday, Wednesday, or Thursday
- **Format:** Boardroom-style for up to 12 members







Venue Requirements

To ensure a productive and professional atmosphere, the following are requested:

-  Seating for 12 in **Boardroom style**
-  Two (2) easels or whiteboard
-  Screen & projector (or flat screen monitor)
-  Light refreshments (soft drinks & snacks)
-  Water station
-  Reduced or complimentary parking
-  Any added hospitality to enhance the experience

What You Receive (In-Kind Benefits)

As our valued host, you'll be recognized across multiple SGMP NATCAP platforms:

-  **6-month logo placement** on the SGMP NATCAP website
 -  **One social media shoutout** spotlighting your venue
 -  **Access to our membership list** (one-time use)
 -  **Recognition during our annual Holiday Celebration & Silent Auction**
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Let's Partner

Showcase your property, elevate your brand visibility, and support the government meetings community.

Contact


Bernard Howe, CGMP

Global Sales Manager

Sonesta International Hotels

2nd Vice President, SGMP NATCAP Chapter

 bernard.howe@sonesta.com

 301-318-9300