Community Partnership

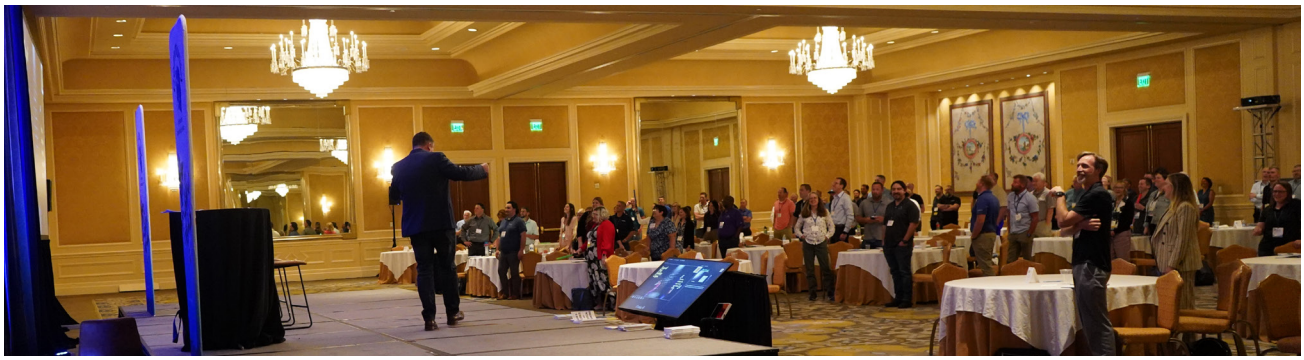
2025 Prospectus

hello@cholearning.org
www.cholearning.org

Welcome Message

Support the movement shaping the future of learning and organizational growth!

As the greatest conference for humans, by humans, IMPACT! CHOLearning 2025 is the premier gathering of professionals dedicated to advancing human and organizational learning. Hosted by the Community of Human and Organizational Learning (CHOLearning), this annual event brings together thought leaders, industry pioneers, and changemakers who are shaping the future of workplace learning, leadership development, and operational excellence.



Set against the vibrant backdrop of Columbus, Ohio during the week of June 16-20, 2025, this is more than just a conference—it's a hub for transformative conversations, innovative strategies, and real-world applications that drive business success. Through interactive sessions, cutting-edge case studies, and unparalleled networking opportunities, attendees gain actionable insights that truly impact their organizations.

As a Community Partner, your sponsorship goes beyond supporting a single event—it helps sustain year-round learning initiatives that drive meaningful progress in human and organizational learning. As a nonprofit organization, The Community is committed to advancing knowledge and practice, not just commercial interests. Aligning your brand with this mission demonstrates a genuine investment in the future of workplace learning, leadership, and operational excellence while amplifying your visibility among an engaged and forward-thinking audience.



IMPACT!

CHOLearning 2025

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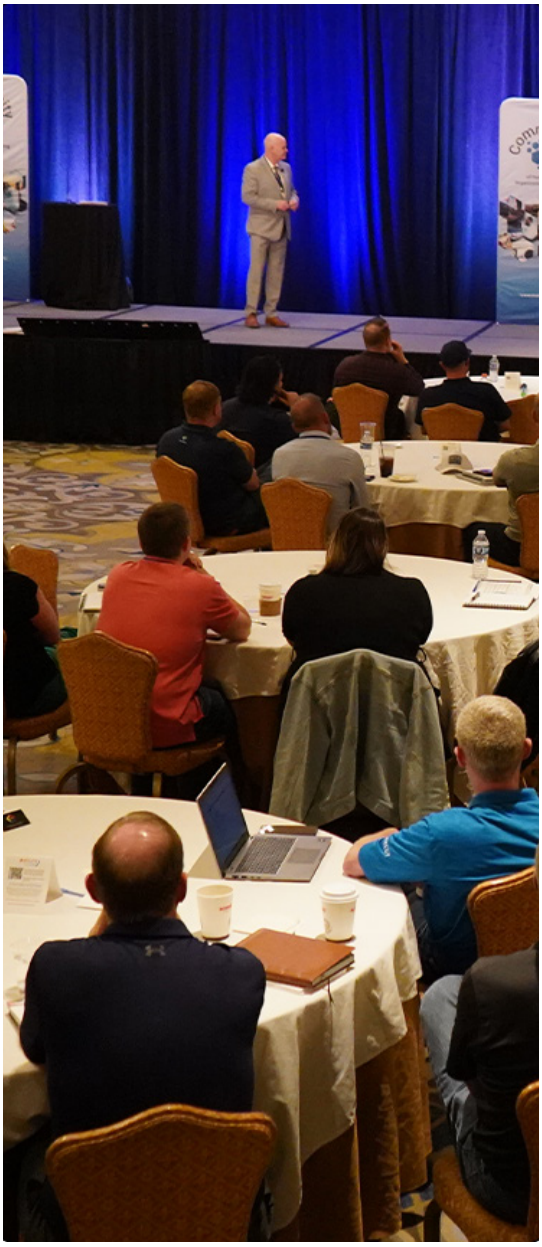
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Join us in making a lasting IMPACT!—on organizations, professionals, and the future of workplace learning.

www.cholearning.org

About the Conference



The IMPACT! CHOLearning 2025 conference embraces our shared expertise on the People, Processes, and Profitability of modern organizations. Attendees will explore how deploying lessons learned can create more resilient workplaces, foster sustainable growth, and strengthen organizational culture. Together, we will examine the critical intersections of learning from events and normal work, sparking growth across all dimensions of enterprise.

Key Topics this Year:

- Everyday Excellence: Recognizing the value of learning from normal work to drive consistent progress and innovation.
- Insight-Driven Growth: Using data, dialogue, and learning to create feedback-rich environments building resilience and profitability.
- Human-Technology Interface: Exploring how data-driven tools like AI and wearable technology empower organizations to learn and adapt in real-time.
- Resilient, Learning-Centric Workplaces: Prioritizing mental health, accountability, and continuous improvement in day-to-day operations.
- Social Science, Neuroscience, and Influence in Action: Leveraging advancements in science to enhance organizational culture and influence strategies.

We're shifting the lens forward. Let's make an IMPACT! on our organizations for years to come. It's time to embrace innovation and growth to equip our conference attendees with actionable insights.

Why Partner

IMPACT! Conferences are an intimate gathering of decision-makers, industry pioneers, and game changers who ignite transformation within their organizations. This is not a massive trade show where your brand gets lost in the crowd—this is a focused, high-impact environment where conversations and relationships spark innovation.

By supporting The Community, your partnership fuels not only this event but our year-round learning initiatives. Our identity as a Community and our mission, extend beyond commercial interests—we're a movement fostering real, sustainable change in the way organizations learn, lead, and grow. Joining this movement showcases your commitment to meaningful, long-term impact.



Who You'll Reach

A Community Partnership gives your brand direct access to an intimate, highly engaged, and influential audience:

Attendee Profile:

- Decision-makers, learning and development professionals, and operational excellence experts.
- Over 240 annual attendees, many of whom are repeat participants, demonstrating strong community engagement.
- Industries represented include aerospace, energy, healthcare, and more.

Beyond the Conference

- Mailing List: Over 3,500 professionals receiving regular curated content and event updates.
- LinkedIn Presence: 2,260+ followers, ensuring ongoing engagement and visibility.
- Monthly Webinars: 40-60 attendees per session, with recordings shared on YouTube (600+ subscribers).

By sponsoring IMPACT! CHOLearning 2025, your brand will be positioned at the forefront of industry transformation, engaging directly with the professionals who are shaping the future of organizational learning.

Partnership Levels

PARTNERSHIP LEVELS & BENEFITS	COMMUNITY PARTNER	COMMUNITY +COFFEE PARTNER	COMMUNITY +RECEPTION PARTNER
Logo on Website & Newsletters	✓	✓	✓
Logo in Print and Digital Agenda	✓	✓	✓
Logo in Commemorative Journal	✓	✓	✓
Full-Page Journal Book Insert	✓	✓	✓
Sponsor Table	✓	✓	✓
Social Media Post	✓	✓	✓
Video Display		✓	✓
Coffee Break Recognition		✓	✓
#tickettolearning Week Logo Post		✓	✓
#tickettolearning Week Video Post			✓
Evening Reception Recognition			✓
	$950	$2,500	$5,000

In addition to the items listed above, Community Partnerships qualify for one guest meal voucher.

#tickettolearning Week

During the first week in May, the Community of Human and Organizational Learning holds an online event, exclusive to LinkedIn. The event introduces followers to the conference speakers, shares critical information about the conference, showcases our Community Partners, and offers followers a chance to win a discount on conference attendance.

This preview event is a successful, largescale, final ticket sales tactic.

**Logo inclusion through the calendar year 2025.*

There are only a few events Magpie sponsors each year, and CHOLearning is one of them. Why? Because there isn't another gathering that provides as much value to safety and resilience professionals, especially in a true community free of sales pitches and marketing. We're in the business of changing safety in the work world for the better, and The Community is a perfect reflection of our values.

- Ben Goodheart, Magpie Human Systems



Additional Options

The Community is excited to offer a select number of additional partnership* options for 2025. These options serve to enhance the conference attendeess overall experience in unique and memorable ways.

- Pen Sponsorship $500
- Bag Sponsorship $1,000
- Monday Evening Social Event $3,000
- Wedensday Evening Baseball Night $3,000

**Only available in addition to a Community Partnership.*



How to Partner

1

Determine your partnership level

The Community is proud to provide leading edge learning opportunities during the 5 day conference. Your partnership directly contributes to this success.

2

Purchase your desired level on our ticketing site

All of our payment processing is managed through the ticketing site Eventbrite. Scan the QR code for direct access to the site.

3

Ensure your assets are delivered by the due date

Each partnership level includes a logo and a full page informational sheet. Ensure your assests are uploaded by the due date to ensure you recieve the full benefit of your partnership. Access to the sponsor portal will be granted no later than 4/1/25.



Technical Information

Acceptable File Formats

- Logo: .png/.jpg/.ai/.eps/.pdf
- Video: .mp4

Dimensions

- Information sheet: 9" x 6"

Deadlines & Delivery

All assets are due by 4/20/25.

They can be emailed to jessica.morgan@cholearning.org or uploaded by the sponsor portal.

Frequently Asked Questions

- When can we setup our displays? Setup can start Monday.
- When do our displays have to be taken down? Displays can remain in place until end of day Thursday.
- Where are sponsor tables located? The tables will be in the foyer outside of the ballroom where general session and breakouts are taking place.
- What size is the table? Six-foot tables with two chairs.
- Is there power at the display table? We can provide power to the table upon request.
- Is there Wi-Fi access at the display table? Yes, high speed Wi-Fi is available throughout the facility.
- May we bring along a branded tablecloth? Yes.
- May we bring along a little pop-up banner for next to the table? Yes.
- Will there be time in the agenda dedicated to the exhibit hall? Your tables are located prominently at the entrances/exists to the primary conference ballroom. As such there is not a dedicated time slot on the agenda. Conference goers will be in and out of sessions all day and are free to talk to any vendors/sponsors.
- Are vendors/sponsors permitted to attend sessions and the receptions? Vendors/sponsors who purchase conference ticket can attend the sessions. Vendors/sponsors are permitted to attend the evening reception.
- Can I have my displays mailed to the hotel? Yes.

Incoming packages can start arriving at the hotel 48 hours prior to the conference. Please make sure they are properly labeled with the guest's name and the conference name. Vendors/sponsors can pick up their packages beginning Sunday, June 15.

The conference site shipping address is:

Renaissance Columbus Downtown Hotel

50 North 3rd Street

Columbus, Ohio 43215

Attention: Vendor Contact Name - 2025 CHOL Conference

Sponsorship Policy

Background

Nonprofit organizations are exempt from federal income taxes if the sources and uses of the organization's funds are Qualified Activities. The IRS requires nonprofit organizations to report Unrelated Business Income (UBI) as taxable income and pay the appropriate tax (UBIT). In the simplest explanation, the Community may receive non-taxable income from Sponsorships but must pay UBIT for Advertisements.

Policy

Any member of the board or other authorized person may solicit and accept funds for Sponsorships. The board shall review and approve the solicitation or acceptance of Advertising. Advertising income shall be reported as UBI.

Definitions – Derived from 26 U.S. Code § 513 - Unrelated Trade or Business

1. Advertisement – Any payment for use or acknowledgement of a business name, logo, likeness, or product that contains qualitative or comparative language, price information, or other indications of savings or value, an endorsement, or an inducement to purchase, sell, or use such products or services shall be considered an Advertisement.
2. Qualified Activity – Any activity that is tax exempt and meets the mission of The Community is considered a Qualified Activity. This includes conferences, webinars, communications, and other activities that educate, familiarize, or stimulate interest in The Community about methods, training, skills, techniques, new developments or products and services related to the professions represented in The Community.
3. Qualified Sponsorship Payment (QSP) - The term Qualified Sponsorship Payment means any payment made by any person engaged in a trade or business with respect to which there is no arrangement or expectation that such person, trade or business will receive any substantial return benefit other than the use or acknowledgement of the name or logo (or product lines) of such person's trade or business in connection with the activities of The Community. A QSP may not include any payment that that is contingent upon the level of attendance at events, broadcast ratings, or other factors indicating the degree of public exposure.
4. Sponsorship – Any payment for Sponsorship shall meet the definition for a Qualified Sponsorship Payment (QSP).
5. Unrelated Business Income (UBI) – UBI is income derived from any trade or business which is not substantially related to the exercise or performance by such organization's charitable, educational, or other purpose or function constituting the basis for its exemption under IRC Section 501.



THANK YOU

This is the greatest conference, for humans by humans!

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