



# Community Sponsorship

2026 Prospectus



hello@cholearning.org  
www.cholearning.org

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# Welcome Message

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

As the greatest conference for humans, by humans, IMPACT! CHOLearning 2026 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 Denver, Colorado during the week of June 22-25, 2026, this is more than just a conference—it's a hub for transformative conversations, innovative strategies, and real-world applications that drive operational excellence. 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.



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

[www.cholearning.org](http://www.cholearning.org)

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## **FACT:**

According to the Center for Exhibition Industry Research a well-designed sponsorship can increase the attraction of your target audience by 104%

# About the Conference



The IMPACT! CHOLearning 2026 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.

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## Key Topics this Year:

- **Leadership Buy-in & Personal Influence:** How do you gain traction with executives while empowering emerging leaders and middle managers? Explore ways to drive influence.
- **Compliance to Everyday Behavior:** Building a culture of learning from everyday work is not checking another box. Participation is not enforcement; it is an invitation to contribute.
- **Theory Into Practice:** Complex frameworks, leading-edge research, and decades-old ideas are distilled into tools and frameworks easy to implement into practice.
- **Digital Frontiers:** Corporate culture, driven by human engagement, drives the development and use of technology to augment and advance the activities of everyday work.
- **ROI & The Business Case:** The practices associated with organizational learning are investments and serve as a strategic advantage in today's market and economic landscape.

Let's make an IMPACT! on our organizations for years to come. It's time to embrace innovation and growth to equip our Community members and conference attendees with actionable insights.

# Why Sponsor

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 sponsorship fuels not only this event but underwrites 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.



## Beyond the Conference

- Mailing List: Over 4,300 professionals receiving regular curated content and event updates.
- LinkedIn Presence: 2,700+ followers, ensuring ongoing engagement and visibility.
- Quarterly Virtual Workshops: 40-60 attendees per session, with recordings shared on YouTube (670+ subscribers).
- Monthly Community Firesides: live-stream sessions with 200+ average views and 1K+ total hours view per session.



## Who You'll Reach

A Community Sponsorship 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.



## Target Personas

Download a copy of our target market personas to learn more about who we support with our regular content.

By sponsoring IMPACT! CHOLearning 2026, your brand will be positioned at the forefront of industry transformation, engaging directly with the professionals who are shaping the future of safety, resilience, and organizational learning.

# Partnership Levels

SPONSORSHIP LEVELS & BENEFITS	BRONZE	SILVER	GOLD
Logo on Website & Newsletters*	✓	✓	✓
Logo in Print and Digital Agenda	✓	✓	✓
Logo in Commemorative Journal	✓	✓	✓
Full-Page Journal Book Insert	✓	✓	✓
Sponsor Table	✓	✓	✓
Social Media Post	✓	✓	✓
Guest Meal Voucher	✓	✓	✓
Video Display	✓	✓	✓
Coffee Break Recognition		✓	✓
#tackettolearning Week Logo Post		✓	✓
#tackettolearning Week Video Post			✓
Monday Mixer		✓	
Evening Reception Recognition			✓
Guest Meal Voucher	✓	✓	✓
Registrations Included	<b>1</b>	<b>2</b>	<b>3</b>
	<b>\$5,000</b>	<b>\$10,000</b>	<b>\$15,000</b>

## #tackettolearning Week

During early May, the Community of Human and Organizational Learning holds an online event. The event introduces followers to the conference speakers, shares critical information about the conference, showcases our Community Sponsors, and offers followers a chance to win a discount on their conference ticket price.

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

\*Logo inclusion through the calendar year 2026.



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.

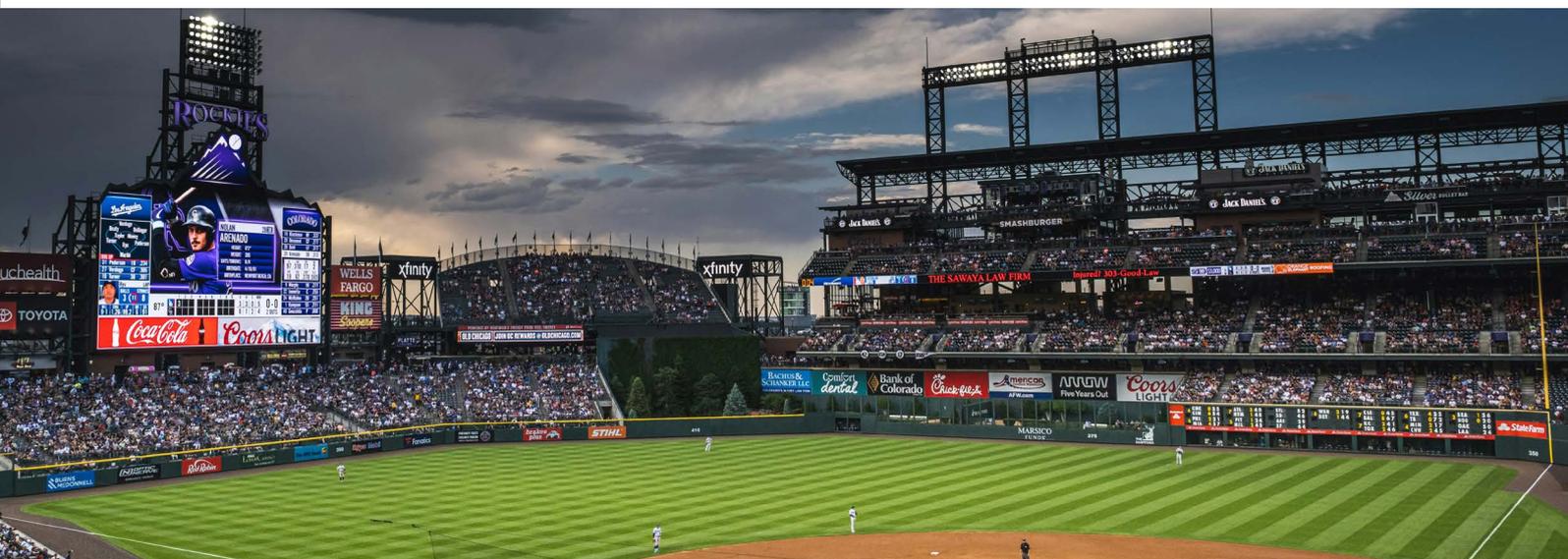
- Ben Goodheart, Magpie Human Systems



# Standalone Sponsorships

The Community is excited to offer a select number of standalone sponsorship opportunities for 2026. These options serve to enhance the conference attendee's overall experience in unique and memorable ways.

- |  |         |
|--|---------|
| • Pen Sponsorship                                      | \$500   |
| • Charging Stations <i>limit 2</i>                     | \$500   |
| • Conference Wifi <i>limit 4</i>                       | \$500   |
| • Pre and Post-Conference Product Showcase Email       | \$1,000 |
| • Attendee Bag Sponsorship                             | \$1,500 |
| • Accessibility Sponsor - Live General Session Caption | \$2,000 |
| • Hotel Room Keys                                      | \$2,500 |
| • Monday Mixer   | \$3,000 |
| • Wednesday Evening Social Activity                    | \$3,000 |



# How to Sponsor

1

## Determine your sponsorship level or standalone option

The Community is proud to provide leading edge learning opportunities all year round and during the 4 day conference. Your sponsorship directly contributes to this success.

2

## Complete the online form & pay via ACH

New for 2026 is direct ACH payment. After you complete the [Commitment Form](#), you'll receive an invoice from [info@cholearning.org](mailto:info@cholearning.org) with ACH payment instructions.

3

## Ensure your assets are delivered by the due date

Ensure your assets are uploaded by the due date to ensure you receive the full benefit. The earlier your logo is received the longer it remains visible on our website.



## Commitment Form



## 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 4/17/26.

They can be emailed to [jessica.morgan@cholearning.org](mailto:jessica.morgan@cholearning.org) or uploaded by the sponsor portal.

Sponsor Portal



# Frequently Asked Questions

- Q.** When can we set up our displays? **A.** Setup can start Monday.
- Q.** When do our displays have to be taken down? **A.** Displays can remain in place until the end of the day on Thursday.
- Q.** Where are sponsor tables located? **A.** The tables will be in the foyer outside of the ballroom, where the general session and breakouts are taking place.
- Q.** What size is the table? **A.** Six-foot tables with two chairs.
- Q.** Is there power at the display table? **A.** We can provide power to the table upon request.
- Q.** Is there Wi-Fi access at the display table? **A.** Yes, high-speed Wi-Fi is available throughout the facility.
- Q.** May we bring along a branded tablecloth and other displays? **A.** Yes. This is not a tradeshow hall, so we ask that you keep your displays to a limited footprint.
- Q.** Will there be time in the agenda dedicated to the exhibit hall? **A.** No. Your tables are located prominently at the entrances/exits to the primary conference ballroom. As such, there is no 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.
- Q.** Are sponsors permitted to attend sessions and the receptions? **A.** 2026 Sponsorship levels include a conference ticket(s). The number of tickets varies based on level. Standalone Sponsorships do NOT include a conference ticket. Sponsors are permitted to attend the evening reception.
- Q.** If we purchased a sponsorship, will we still have to register for the conference? **A.** Yes. Once your payment is received, you will receive a discount code for our ticketing site. You will need to register for the conference to ensure your attendees are added to the master list, conference app, and admittance to the general sessions.
- Q.** Can I have my displays mailed to the hotel? **A.** 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:

Sheraton Denver Downtown Hotel  
1550 Court Place  
Denver, CO 80202  
(CHOLearning 2026)  
Box \_\_/\_\_



Incoming packages can start arriving at the hotel 4 days prior to the conference. Please make sure they are properly labeled with the guest's name and the conference name. Reference the shipping instructions for complete instructions.

# 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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