



Not all heroes wear capes.



SPONSORSHIP
PROSPECTUS

2026

EVENT OVERVIEW



The FORUM Foundation Awards honor the unsung heroes of government contracting—the administrative professionals, coordinators, support staff, and essential team members who are the backbone of every successful GovCon operation. These are the people who make everything possible: the proposal coordinators managing impossible deadlines, the executive assistants keeping leadership on track, the contract administrators ensuring compliance, the junior analysts doing critical research, the office managers holding operations together, and the countless professionals whose vital work rarely receives recognition.

On May 20, 2026, we're celebrating exceptional individuals who exemplify what it means to be the foundation of government contracting success.

Event Details:

Date: Tuesday, May 20, 2026

Time: 2:00 PM - 5:30 PM

Location: SevaSpaces, Tysons

Expected Attendance: 150-200 professionals

Format: Awards Ceremony + Celebration Reception

WHY THIS EVENT MATTERS

→ The Problem

Support staff do critical work but rarely receive recognition. Many are the only one in their role at small/mid-size firms. Limited professional development opportunities exist for their specific roles. Lack of recognition contributes to turnover and impacts morale.

→ The Impact

This event provides public recognition of essential contributions, creates community connections with peers facing similar challenges, offers inspiration and validation of their work, supports career growth through resources and connections, improves retention for companies that celebrate staff, and shifts industry culture to value all contributors.



WHY SPONSOR THE FORUM FOUNDATION AWARDS?

→ Unique Audience
Access:

- 150-200 SUPPORT PROFESSIONALS AND COORDINATORS
- DECISION-INFLUENCERS FOR TOOLS, SERVICES, AND SOLUTIONS
- GROWING PROFESSIONALS WHO WILL ADVANCE IN THEIR CAREERS
- COMPANIES INVESTED IN THEIR STAFF
- POSITIVE, APPRECIATIVE ENVIRONMENT

→ Brand
Positioning:

- ASSOCIATION WITH RECOGNITION AND APPRECIATION
- SUPPORTING UNDERSERVED PROFESSIONALS
- CORPORATE CITIZENSHIP AND CULTURE
- DIFFERENTIATION FROM COMPETITORS

→ Impact:

- HELP CREATE MEANINGFUL RECOGNITION
- SUPPORT CAREER DEVELOPMENT
- BUILD INDUSTRY COMMUNITY
- CREATE LASTING POSITIVE IMPRESSION WITH ATTENDEES

SPONSORSHIP LEVELS

**GOLD
SPONSOR
\$20,000
(LIMIT: 2)**

ULTIMATE VISIBILITY AND IMPACT

Event Benefits:

- Premium logo placement on all event materials
- 5-minute speaking opportunity during awards ceremony
- Logo on step-and-repeat
- 15 complimentary event tickets
- VIP table seating for your team

Brand Visibility:

- Featured in FORUM newsletter
- Dedicated social media spotlight posts
- Logo prominently featured on event website homepage
- Featured article on the FORUM Insights page

Engagement Opportunities:

- Branded item in all attendee swag bags
- Logo on attendee badges
- Access to attendee list (minus opt-outs)

**SILVER
SPONSOR
\$15,000
(LIMIT: 3)**

MAJOR VISIBILITY AND RECOGNITION

Event Benefits:

- Logo on all event materials and signage
- Logo on step-and-repeat
- 10 complimentary event tickets
- Premium table seating

Brand Visibility:

- Logo on promotional emails
- Featured in FORUM newsletter
- Social media spotlight
- Logo on event website
- Recognition during ceremony

Engagement Opportunities:

- Opportunity to include item in swag bags
- Attendee list (minus opt-outs)

**BRONZE
SPONSOR
\$8,000
(LIMIT: 5)**

STRONG BRAND PRESENCE AND COMMUNITY CONNECTION

Event Benefits:

- Logo on event signage and materials
- Logo on step-and-repeat
- 6 complimentary event tickets

Brand Visibility:

- Logo on select promotional materials
- Social media recognition
- Logo on event website
- Verbal recognition during ceremony

Engagement Opportunities:

- Attendee list (minus opt-outs)

**CHAMPION
SPONSOR
\$5,000
(LIMIT: 10)**

MEANINGFUL RECOGNITION AND COMMUNITY SUPPORT

Event Benefits:

- Logo on event signage
- 4 complimentary event tickets

Brand Visibility:

- Logo on event website
- Social media recognition
- Recognition during ceremony

Engagement Opportunities:

- Attendee list (minus opt-outs)

**SUPPORTER
SPONSOR
\$2,500**

SHOW YOUR SUPPORT FOR ESSENTIAL PROFESSIONALS

Event Benefits:

- Logo in event program
- 2 complimentary event tickets

Brand Visibility:

- Logo on event website (sponsors page)
- Recognition during ceremony

Engagement Opportunities:

- Attendee list (minus opt-outs)

**SMALL
BUSINESS
SPONSOR
\$500**

**JOIN THE CELEBRATION AND SUPPORT YOUR
PEERS**

Event Benefits:

- Company name listed in event program
- 1 complimentary event ticket

Brand Visibility:

- Company name on event website
- Recognition during ceremony

À LA CARTE SPONSORSHIP OPPORTUNITIES

Reception Sponsor - \$12,000 (Exclusive)

- Exclusive branding at networking reception
- Signage at food and beverage stations
- Verbal recognition during reception
- Opportunity to add swag to the swag bags
- 6 complimentary tickets

Swag Bag Sponsor - \$6,000 (Exclusive)

- Logo on all attendee swag bags
- Branded item included in every bag
- Recognition at registration
- 4 complimentary tickets

Dinner Sponsor - \$15,000 (Exclusive)

- Exclusive branding as dinner sponsor
- Signage at each dinner table
- Menu card recognition
- 8 complimentary tickets

Lanyard Sponsor - \$6,000 (Exclusive)

- Exclusive branding on all attendee lanyards
- Logo on event signage
- 2 complimentary tickets

Registration Sponsor - \$7,500 (Exclusive)

- Exclusive branding at registration area
- Welcome signage with your logo
- First touchpoint with every attendee
- Branded giveaway opportunity
- 4 complimentary tickets

Dessert Sponsor - \$4,000 (Exclusive)

- Branding at dessert station
- Custom signage
- Sweet association with celebration
- 2 complimentary tickets

WHAT'S INCLUDED IN YOUR SPONSORSHIP

All sponsorship levels include benefits designed to maximize your brand visibility, create meaningful connections with attendees, and associate your company with an event that celebrates appreciation, recognition, and workplace culture. Every sponsor receives:



Association with positive, celebration-focused event



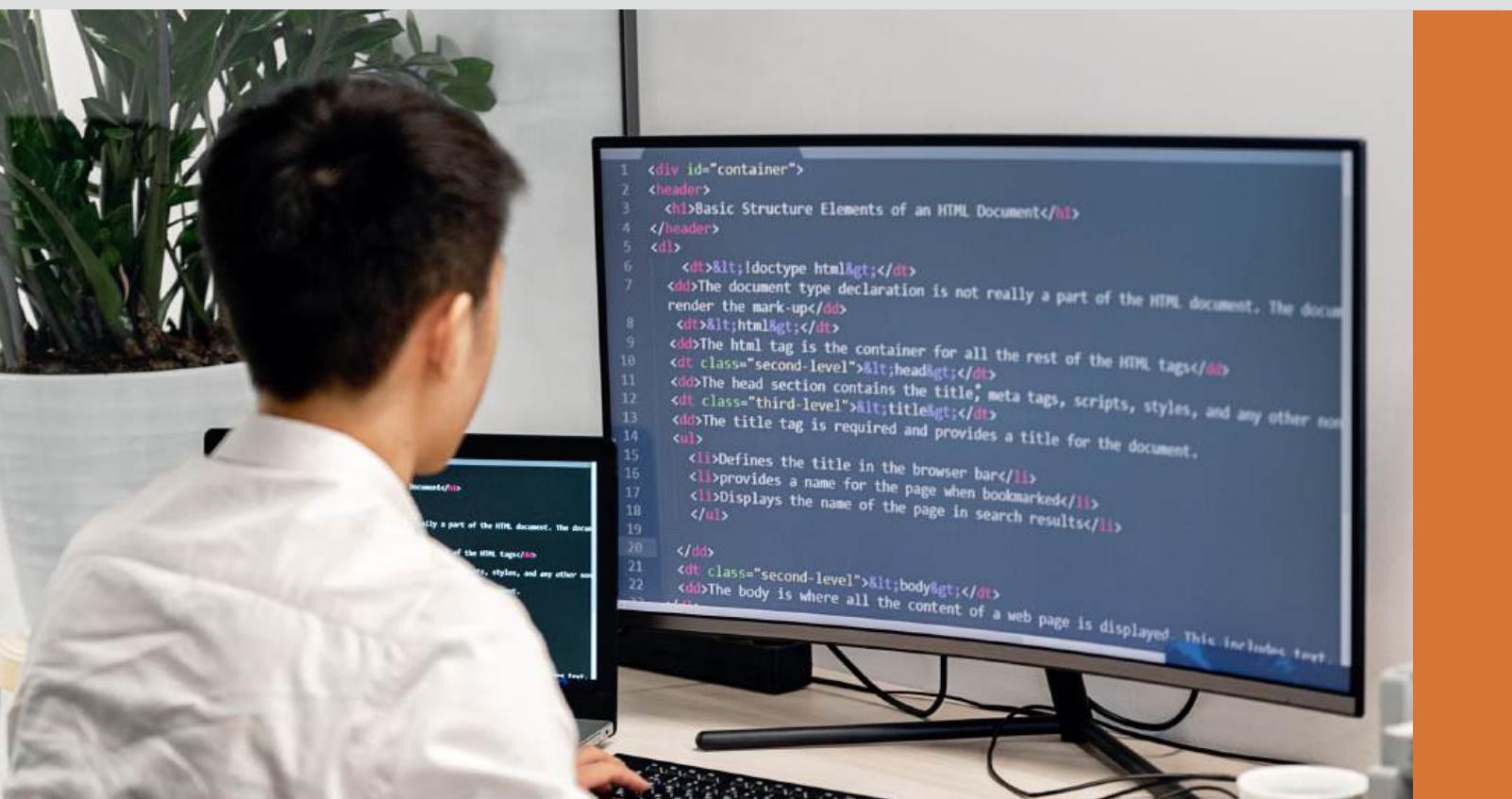
Connection to companies that value their employees



Complimentary event tickets



Recognition materials for your own marketing



ATTENDEE PROFILE



→ Who Attends:

- Administrative professionals and coordinators from GovCon firms
- Executive assistants, proposal coordinators, contract administrators
- Office managers, project coordinators, junior analysts
- HR professionals and company leadership celebrating their teams
- Award winners honored for exceptional contributions
- Mix of small businesses, mid-size firms, and large contractors

→ Demographics:

- 150-200 attendees
- Mix of individual attendees and company teams
- Professional, appreciation-focused audience
- Active in workplace culture and employee recognition

MARKETING & PROMOTION

Your sponsorship includes exposure across FORUM's comprehensive marketing campaign:

→ Email Newsletter:

- 50,000+ FORUM subscriber database
- Registration promotion (March - May)
- Pre-event excitement (May)
- Post-event celebration

→ Social Media:

- LinkedIn campaign highlighting support staff
- "Foundation Spotlight" daily features
- Countdown to event
- Live posting during event
- Photo gallery sharing post-event

→ Direct Outreach:

- GovCon company HR departments
- Executive assistants and office managers
- Professional associations
- Sponsors promoting to their audiences





HOW TO BECOME A SPONSOR

**STEP 1: SELECT
YOUR
SPONSORSHIP
LEVEL**

Review the levels and select the package that best aligns with your goals and budget. Contact us to confirm availability for exclusive opportunities.

**STEP 2:
COMPLETE
SPONSORSHIP
AGREEMENT**

We'll send you a simple sponsorship agreement outlining benefits, timeline, and payment terms.

**STEP 3: SUBMIT
PAYMENT &
MATERIALS**

- Logo files and company information
- Swag bag items (if applicable) due by April 30, 2026

**STEP 4:
MAXIMIZE YOUR
SPONSORSHIP**

We'll work with you to ensure you receive maximum value from your sponsorship, including guidance on leveraging the partnership in your own marketing.

ABOUT FORUM

FORUM is the premier community and events organization serving the government contracting industry. Through conferences, awards programs, networking events, and digital content, FORUM connects government and industry leaders, celebrates excellence, and advances the profession.

The FORUM Foundation Awards represent our commitment to recognizing and supporting professionals at every level of the government contracting ecosystem—especially those whose essential contributions often go unrecognized.



CONTACT INFORMATION



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