



2019 seep
Annual Conference

**Building Resilience
through Market Systems**

October 21-23 | Arlington, Virginia

PARTNER WITH #SEEP2019



PROPOSAL FOR NAME OF ORGANIZATION

October 21-23, 2019

Marriott Crystal Gateway Hotel
1700 Jefferson Davis Highway
Arlington, VA 22202
USA

FIRST, A BIT ABOUT SEEP

Before we talk to you about the SEEP Annual Conference, we would like to introduce The SEEP Network.

At SEEP, we share a common vision:
Markets that provide opportunities for **all** people to engage and prosper.

We support strategies that create new and better opportunities for vulnerable populations, especially women, to participate in markets and improve their quality of life. For over 30 years, our members have served as a testing ground for innovative strategies that promote inclusion, develop resilient markets, and enhance the livelihood potential of the worlds' poor.

SEEP's 100 members represent a diverse mix of organizations active in 150 countries in Africa, Latin America, Asia, and the Middle East. They work together and with other stakeholders to mobilize knowledge and foster innovation, creating opportunities for meaningful collaboration and, above all, for scaling impact.

In 2018, over 6,000 practitioners and thought leaders from more than 1,300 organizations engaged with our learning activities across five cross-cutting thematic areas:



Agriculture
& Food Security



Resilient
Markets



Responsible
Finance



Savings
Groups



Women's Economic
Empowerment

To get better acquainted with SEEP, we invite you to view our short [video](#), visit our [website](#), and engage with us on [Twitter](#).

THE SEEP ANNUAL CONFERENCE IS A POWERFUL PLATFORM



Our flagship event, the SEEP Annual Conference gathers thought leaders and practitioners dedicated to promoting more inclusive markets and financial systems.

The Conference offers a highly interactive platform for attendees to connect, engage and learn from each other about shared challenges and opportunities.

The conference has a vast reach. The 2018 event was attended by 440 development changemakers from 45 countries representing 180 organizations from a cross-section of academia, research, development, government, civil society and private sector.

The agenda is shaped by the conference Advisory Committee -- a team of recognized international development leaders. A rich variety of learning formats highlight practical experience and recognized expertise to maximize engagement:

- Peer Learning Sessions bring diverse perspectives and experience to critical issues within the four technical tracks
- The Innovation Challenge highlights new and experimental approaches
- Plenaries and Lunch Dialogues feature thought leaders and influential global trends
- Expert-led Trainings impart practical skills and knowledge

“The Annual SEEP conference has been a great place to identify other actors engaged in the sectors WUSC is active in and has helped us develop connections and partnerships. In some countries we are collaborating with network partners for project delivery and in some cases have formally partnered to work on projects together.” - World University Service Canada

“SEEP events, such as the Annual Conference, are very well run and offer a lot of opportunities for people to network and identify areas for collaboration. The new connections and ideas I get at these events inspire me and make me feel more energized about my work and our collective efforts.” - Oxfam

#SEEP2019

This year's theme – ***Building Resilience through Market Systems***– will highlight proven and experimental strategies that harness the potential of the market to support people, enterprises and communities that are highly vulnerable to the shock-stress-shock cycle. Shocks and stresses are increasing in frequency and intensity around the globe. Climate and weather variability, population dynamics, local and global price shocks, illness and disease, political instability, and conflict are intersecting in complex ways that threaten the lives and livelihoods of people and erode hard fought development gains.

The 2019 SEEP Annual Conference will highlight insights and evidence needed to help respond more effectively to the most persistent and challenging questions we are tackling now and in the future:

- *How can access to markets contribute to greater resilience for vulnerable households?*
- *How are financial services, formal and informal, contributing to increased resiliency?*
- *What is the role of social capital and social networks in nurturing resilience and supporting livelihoods?*
- *What are the specific challenges to advancing resilience in thin markets and fragile contexts?*
- *Can women's empowerment and gender equality serve as a source of resilience?*
- *How can we better harness data to strengthen market resilience overall?*

The conference theme is articulated around four technical tracks:

1. *Fostering Resilience through Financial Inclusion*
2. *Leveraging Markets for Resilience in Fragile Environments*
3. *Gender Equality as a Resilience Strategy*
4. *Data and Resilience – Building the Evidence Base*



A UNIQUE OPPORTUNITY TO HIGHLIGHT YOUR ORGANIZATION WITH A GLOBAL AUDIENCE

The SEEP Annual Conference presents an unparalleled opportunity for your organization to raise the profile of your contribution to building resilience through market systems with a diverse community of international development and humanitarian actors. Our participants hail from international NGOs, civil society, funding organizations, research and academia, the private sector and government.

Recent conference partners include:

FUNDERS

Citi Inclusive Finance | MetLife Foundation
Mastercard Foundation | Mastercard Center for Inclusive Growth
USAID

SEEP MEMBERS

ACDI/VOCA | DAI | CARE | Chemonics | Grameen Foundation
ICRW International Center for Research on Women | Mercy Corps
RTI International | World Vision

We offer five benefits packages designed to meet an array of sponsorship objectives, including: visibility and recognition, leading lunch content sessions, providing scholarship opportunities, hosting the networking reception and planning a post-conference event. We invite you to explore the rich offering of entitlements below and get in touch with us to develop your organization's partnership plan.

- [HIGHLIGHT YOUR ORGANIZATION](#)
- [LEAD A LUNCH DIALOGUE](#)
- [FUND PRACTITIONER SCHOLARSHIPS](#)
- [HOST THE NETWORKING RECEPTION](#)
- [PLAN A POST-CONFERENCE EVENT](#)

To learn more about partnership opportunities please contact:

Carla de Chassy
Director of Member Affairs and Global Communications
dechassy@seepnetwork.org

HIGHLIGHT YOUR ORGANIZATION	Copper	Bronze	Silver	Gold	Platinum
	\$5K	\$10K	\$25K	\$50K	\$100K
FREE & DISCOUNTED PASSES					
Complimentary Conference Registration Badge sharing is not permitted	1	4	6	8	10
Additional Complimentary Registration SEEP Members Only	1	1	1	1	1
Ability to Purchase Unlimited Registrations at a 15% Discount SEEP Members Only	✓	✓	✓	✓	✓
VISIBILITY ON-SITE					
Partner Logo Featured on Inside Cover Pages of Printed Conference Agenda Size	Small	Medium	Large	Extra Large	Grand
Partner Logo on Conference Bags Size			Medium	Large	Extra Large
Sponsor-branded Informational Materials in Conference bags No. of items			1	2	3
Partner table (6 ft.) in Exhibit Hall during Member Day and Conference Days	✓	✓	✓	✓	✓
Rotating Advertisement in Exhibit Hall No. of ads	1	2	3	4	5
Additional Rotating Advertisement SEEP Members Only	1	1	1	1	1
Recognition of Partnership Level on Jumbo Screen in Exhibit Hall Size	Small	Medium	Large	Extra Large	Grand
VISIBILITY ON DIGITAL PLATFORMS					
Logo on the “Partner Honors” page of the Conference Website Size	Small	Medium	Large	Extra Large	Grand
Partner Space on the Conference App	✓	✓	✓	✓	✓
Dedicated Announcement of Partnership in the bi-weekly Annual Conference Newsletter		✓	✓	✓	✓
Logo on “Sponsor Appreciation” Banner in the bi-weekly Annual Conference Newsletter Size	Small	Medium	Large	Extra Large	Grand
Acknowledgement of Partnership on Social Media No. of postings	1	2	4	6	8

LEAD A LUNCH DIALOGUE	\$15k
Design and facilitate a content lunch on a topic related to the conference theme, Advancing Resilience through Market Systems	✓
FREE AND DISCOUNTED PASSES	
Complimentary Conference Registration Badge sharing is not permitted	4
Additional Complimentary Registration For SEEP Members Only	1
Ability to Purchase Unlimited Registrations at a 15% Discount For SEEP Members Only	✓
VISIBILITY ON SITE	
Partner Logo Featured on Inside Cover Pages of Printed Conference Agenda Size	Medium
Sponsor-branded Informational Materials in Conference bags No. of items	1
Seat Drops or Table Drops of Sponsor-branded Promotional Items No. of items	1
Partner table (6 ft.) in Exhibit Hall during Member Day and Conference Days Placement	Prime
Rotating Advertisement in Exhibit Hall No. of ads	2
Additional Rotating Advertisement For SEEP Members Only	1
Recognition of Partnership Level on Jumbo Screen in Exhibit Hall Size	Medium
VISIBILITY ON DIGITAL PLATFORMS	
Logo on the "Partner Honors" page of the Conference Website Size	Medium
Partner Space on the Conference App	✓
Dedicated Announcement of Partnership in the bi-weekly Annual Conference Newsletter	✓
Logo on "Sponsor Appreciation" Banner in the bi-weekly Annual Conference Newsletter Size	Medium
Acknowledgement of Partnership on Social Media No. of postings	2

FUND PRACTITIONER SCHOLARSHIPS	Bronze	Silver
	\$10K	\$25 K
ENABLE FIELD-BASED PRACTITIONERS TO ACCESS THE CONFERENCE		
A partial scholarship funds Conference registration and three nights at the venue hotel. A full scholarship funds Conference registration, three nights at the venue hotel and \$800 toward travel.	4 partial or 3 full	11 partial or 7 full
FREE & DISCOUNTED PASSES		
Complimentary Conference Registration Badge sharing is not permitted	1	2
Additional Complimentary Registration SEEP Members Only	1	1
Ability to Purchase Unlimited Registrations at a 15% Discount SEEP Members Only	✓	✓
VISIBILITY ON SITE		
Partner Logo Featured on Inside Cover Pages of Printed Conference Agenda Size	Medium	Large
Partner Logo on Conference Bags Size		Medium
Sponsor-branded Informational Materials in Conference bags No. of items		1
Partner table (6 ft.) in Exhibit Hall during Member Day and Conference Days Placement	Choice	Prime
Rotating Advertisement in Exhibit Hall No. of ads	2	3
Additional Rotating Advertisement SEEP Members Only	1	1
Recognition of Partnership Level on Jumbo Screen in Exhibit Hall Size	Medium	Large
VISIBILITY ON DIGITAL PLATFORMS		
Logo on the “Partner Honors” page of the Conference Website Size	Medium	Large
Partner Space on the Conference App	✓	✓
Dedicated Announcement of Partnership in the bi-weekly Annual Conference Newsletter	✓	✓
Logo on “Sponsor Appreciation” Banner in the bi-weekly Annual Conference Newsletter Size	Medium	Large
Dedicated Acknowledgement of Partnership on Social Media No. of postings	2	3

HOST THE NETWORKING RECEPTION	\$8k
<p>The Networking Reception will take place on Tuesday 10/22 in the evening and is attended by 300-350 conference attendees. Take advantage of this platform to promote a newly released report, announce an organizational milestone, or launch a new initiative. As reception partner, you are invited to brand the reception space with your organization's environmental graphics and participate in the choice of food and drink items.</p>	✓
FREE & DISCOUNTED PASSES	
Complimentary Conference Registration Badge sharing is not permitted	1
Additional Complimentary Registration For SEEP Members Only	1
Ability to Purchase Unlimited Registrations at a 15% Discount For SEEP Members Only	✓
VISIBILITY ON-SITE	
Partner Logo Featured on Inside Cover Pages of Printed Conference Agenda Size	Small
Sponsor-branded Informational Materials in Conference bags No. of items	1
Partner table (6 ft.) in Exhibit Hall during Member Day and Conference Days Placement	Standard
Rotating Advertisement in Exhibit Hall No. of ads	1
Additional Rotating Advertisement For SEEP Members Only	1
Recognition of Partnership Level on Jumbo Screen in Exhibit Hall Size	Small
VISIBILITY ON DIGITAL PLATFORMS	
Logo on the "Partner Honors" page of the Conference Website Size	Small
Partner Space on the Conference App	✓
Dedicated Announcement of Partnership in the bi-weekly Annual Conference Newsletter	✓
Logo on "Sponsor Appreciation" Banner in the bi-weekly Annual Conference Newsletter Size	Small
Dedicated Acknowledgement of Partnership on Social Media No. of postings	1

PLAN A POST-CONFERENCE EVENT	Half-Day 9 am – 1 pm	Full-Day 9 am – 5 pm
	\$8K	\$12K
<p>Every year, SEEP members and partners plan post-conference events to reach a diverse pool of experts and practitioners participating in the Annual Conference to:</p> <ul style="list-style-type: none"> - Host a consultative process with key stakeholders; - Announce the launch of a new initiative; - Share end-of-program results with peer organizations; and - Conduct practitioner trainings. <p>Our post-conference event services include: assistance with program curation, promotion across our global digital channels, registration support, meeting room space, basic audio-visual & internet package, liaising with the hotel on catering and logistical details, and on-site event management with dedicated SEEP staff.</p> <p>We propose two Post-Conference Event Partner packages – Half Day and Full Day – with the below entitlements. The packages include catering for 25 people. Additional guests may be added for a supplementary fee. The sponsor may charge attendees or offer the event free-of-charge.</p>		
FREE & DISCOUNTED PASSES		
Complimentary Annual Conference Registration Badge sharing is not permitted	1	2
Additional Complimentary Registration SEEP Members Only	1	1
Ability to Purchase Unlimited Registrations at a 15% Discount SEEP Members Only	✓	✓
VISIBILITY ON-SITE		
Partner Logo Featured on Inside Cover Pages of Printed Conference Agenda Size	Small	Medium
Partner table (6 ft.) in Exhibit Hall during Member Day and Conference Days Placement	Standard	Choice
Rotating Advertisement in Exhibit Hall No. of ads	1	2
Additional Rotating Advertisement SEEP Members Only	1	1
Recognition of Partnership Level on Jumbo Screen in Exhibit Hall Size	Small	Medium
VISIBILITY ON DIGITAL PLATFORMS		
Logo on the “Partner Honors” page of the Conference Website Size	Small	Medium
Partner Space on the Conference App	✓	✓
Logo on “Sponsor Appreciation” Banner in the bi-weekly Annual Conference Newsletter Size	Small	Medium
Acknowledgement of Partnership on Social Media No. of postings	1	2