



# SPONSORSHIP AND EXPERIENCE PROSPECTUS

JULY 24-26, 2025

INTERCONTINENTAL BUCKHEAD ATLANTA  
ATLANTA, GA

[EQUITYINGI.ORG](http://EQUITYINGI.ORG)



# SOPHIE BALZORA, M.D. ABGH

*"There's so much vulnerability here, there's so much emotion, but there's also so much joy and connections."*

[VIEW 2024 RECAP](#)



Honoring a staple in Black sitcoms, Equity in GI will transform into a historically black colleges and universities (HBCU) experience themed "A Different World". This show tackled tough topics, shared the diverse makeup of black communities, and immersed students in not only their history, but their potential futures. A model we strive to expand for patients at this year's event.

So without further ado... Welcome to COGI University! We specialize in digestive disease education with a strong curriculum in Inflammatory Bowel Disease and a growing curriculum in Irritable Bowel Syndrome, Celiac Disease, Obesity, Colorectal Cancer, and Short Bowel Syndrome, to start. With a high demand for proper healthcare, we seek to create a transformational experience for patients, care givers, health care providers, and industry members. Because as we know, an empowered patient often leads to patient centered care.

## 2024 Mainstage Sessions and Breakout Track Titles

### Mainstage Sessions

- IBD & Its Intersectionality
- The Misconceptions of Nutrition and Chronic Illness
- IBD vs. IBS: The Breakdown
- Moving on Up: Transitioning from Pediatric Care to Adult Care
- In My Mind: Visibility of Mental Health, Diagnosis, and Management
- The Gut Health Hack-a-Thon Workshop

### Breakout Tracks

- Patient Awareness and Advocacy
- Provider Perspectives in Care
- Access and Resources in GI

### Color of Gastrointestinal Illnesses

9103 Woodmore Center Dr., Suite 2004  
Glenarden, MD 20706

### SPONSORSHIP AND PROMO OPPS:

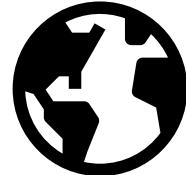
**Marilyn Sawyer, CEM**

Director, Events & Communications  
[marilyn@colorofgi.org](mailto:marilyn@colorofgi.org)

# ATTENDEE STATS



220+  
Attendees



3  
Countries



40+  
Speakers



29  
U.S. States  
Represented

## REGISTRATION TYPES







# SPONSORSHIP & PROMOTIONAL OPPORTUNITIES



### Standard Sponsor Recognition

All Equity in GI Event Sponsors are guaranteed to receive the following recognition if secured by Friday, June 6, 2025.

# RECOGNITION



**IN PROGRAM  
BOOK**



**ON VIRTUAL  
PLATFORM**



**ON EVENT  
SIGNAGE**

# GENERAL SPONSORSHIPS



## Presenting Sponsor

**\$75,000**

*Four (4) Available.*

The Plug is the ultimate connection. Urban Dictionary describes it as "The Plug is a term used to describe someone who is a resource for obtaining something valuable that would otherwise be difficult to obtain." We want to ensure that we are culturally compliant, using terms and lingo that feel relatable and welcoming to the community that we serve, providing them with a seat at the table that doesn't connote tokenism, but belonging. In that regard, we are coining this sponsorship as the power behind this signature event. Your commitment will provide the power to move this community forward, therefore, #EquityInGI will be powered by a health equity shifter – and that is you!

- Up to ten (10) Equity in GI Registrations (Live or Virtual)
- **\*new\*** Review of conference education focus with an opportunity to provide insight on underrepresented areas and/or hot topics.
- One (1) opening or closing opportunity to have a representative speak during mainstage session times
- **\*new\*** One (1) graphic to be shown during Mainstage Session breaks. The largest sessions during the conference.
- **\*new\*** "The Block is Hot" Patient Advocacy Lounge which will include patient stories, advocacy policy updates, and ways to get involved.
- **\*returning\*** One (1) 60-minute LIVE OR VIRTUAL networking roundtable discussion
- **\*new\*** One (1) Unbranded promotional opportunity (up to \$5,000)
- One (1) Full-page patient centered sponsor spotlight in program book
- One (1) Complimentary Symposium Bag Insert
- Recognition as the Presenting Sponsor "Powered By" on event marketing communications, promotional materials, and website
- One (1) Sponsor Spotlight Opportunity in an event marketing email
- Live/Virtual Event Signage Recognition
- Additional marketing and communications features across COGI platforms, promotions, and social media

## **Equity Architect Sponsor**

**\$50,000**

Five (5) Available.

- Up to eight (8) Equity in GI Registrations (Live or Virtual)
- \*new\* One (1) Friday "Soul Food" Lunch Session. A new opportunity to host a lunch and learn session.
- One (1) 60-minute virtual networking roundtable discussion
- Elevated recognition as an "Equity Architect" Sponsor, including in-person, digital, and virtual platform signage
- One (1) Complimentary Symposium Bag Insert
- One (1) Full-page patient centered sponsor spotlight in program book
- One (1) Sponsor Spotlight Opportunity in an event marketing email
- Recognition as an "Equity Architect" Sponsor on event marketing communications, promotional materials, and website
- Additional marketing and communications features across COGI platforms, promotions, and social media

## **Equity Collaborator Sponsor**

**\$30,000**

Up to Six (6) Equity in GI Registrations (Live or Virtual)

- Opportunity to host one (1) fifteen-minute micro-session in the COGI Learning Café
- Up to Six (6) Equity in GI Registrations (Live or Virtual)
- One (1) half-page patient centered sponsor spotlight in program book
- Recognition as an "Equity Collaborator" Sponsor on event marketing communications, promotional materials and website
- Opportunity to author one (1) blog post to be featured in The ChronicLy
- One (1) Complimentary Symposium Bag Insert
- Additional marketing and communications features across COGI platforms, promotions, and social media

## **Equity Contributor Sponsor**

**\$20,000**

Up to Four (4) Equity in GI Registrations (Live or Virtual)

- Opportunity to host one (1) fifteen-minute micro-session in the COGI Learning Café
- One (1) Complimentary Symposium Bag Insert
- Recognition as an "Equity Contributor" Sponsor on event marketing communications, promotional materials and website
- Additional marketing and communications features across COGI platforms, promotions, and social media

## **Live Roundtable**

**\$15,000**

Architect and Contributor Levels ONLY.

Limited availability. First come, first serve.

- One ninety (90) min – invite only – Networking Roundtable Discussion

## **Equity Experience Sponsor**

**\$10,000**

Architect and Contributor Levels ONLY.

Limited availability. First come, first serve.

- Up to Two (2) Equity in GI Registrations (Live or Virtual)
- Recognition as an "Equity Contributor" Sponsor on event marketing communications, promotional materials, and website
- Additional marketing and communications features across COGI platforms, promotions, and social media.

# ATTENDEE EXPERIENCE



**SOLD**

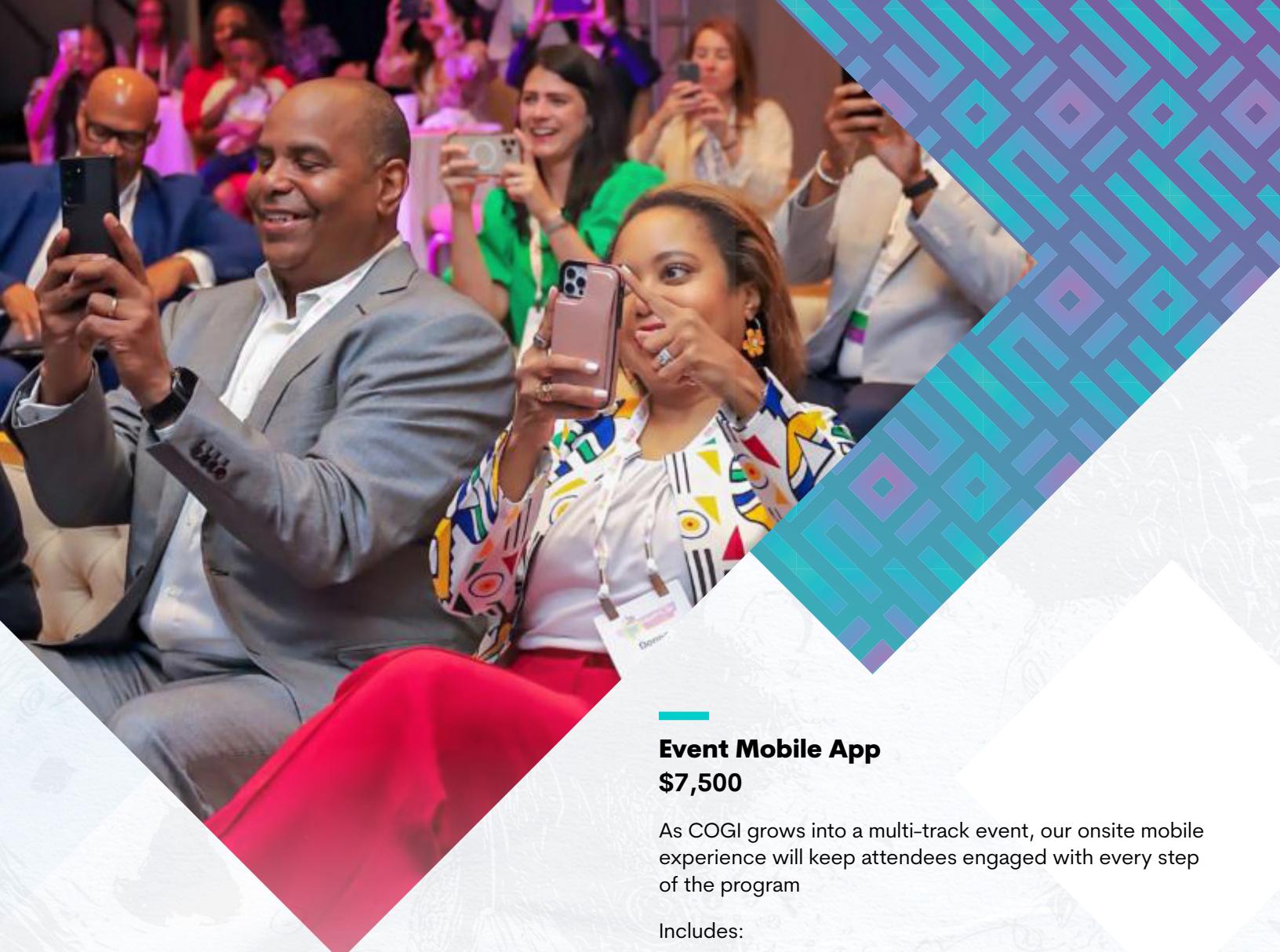
## Registration Experience

**\$25,000**

This sponsorship upgrades the attendee experience, offering them a streamlined process from online to onsite.

Includes:

- Logo on attendee lanyards
- Logo on attendee bags
- One (1) bag insert
- Registration sponsor recognition and link to website on all event emails.
- Sponsor Recognition on registration page



## **Attendee Hotel Keycards**

**Must be sold by Friday, May 30, 2025, to fulfill.**

**\$3,500**

Use this opportunity as a direct touchpoint to over 150 Equity in GI attendees traveling to this event.

## **Symposium Wi-Fi**

**\$5,000**

Share your newest venture to attendees as they access our WiFi throughout the event space.

Includes:

- Splash Page
- Sponsor recognition on all WiFi signage

## **Event Mobile App**

**\$7,500**

As COGI grows into a multi-track event, our onsite mobile experience will keep attendees engaged with every step of the program

Includes:

- Elevated Sponsor recognition on app with link to website
- One (1) email banner to be used in pre-event mobile app emails.
- One (1) personalized app notification to attendees
- Two (2) sponsor banners within App

## **Virtual Session Experience**

**\$10,000**

They may not be able to attend in person, but this year we want anyone in the virtual registrant space to still get a taste of what COGI has to offer attendees.

Includes:

- Access to Mainstage Sessions
- Access to Breakout Sessions
- Access to Morning Trap Yoga

# NETWORKING OPPORTUNITIES



## Health is Wealth Wellness Lounge \$20,000

Provide attendees the opportunity to break away from their daily responsibilities with a little relaxation, access to healthy drinks, and exercise.

Includes:

- A massage activation
- Meditation sessions
- Mental health chats
- Healthy Eats/Snacks
- One (1) banner ad in a pre-event marketing email
- One (1) post event email to attendees that participated in lounge activities.



## The Cookout

**\$20,000**

*Three (3) Available.*

Our biggest reception, The Cookout is a chance for attendees to gather in a family reunion inspired experience. There's plenty of laughter, dancing, games for adults and kids, and food trucks displaying all kinds of IBD centered foods. Eating can become complicated when diagnosed with a digestive disease. The Cookout allows patients and their families to enjoy a night of healthy tasty foods amongst friends, and peers.

Includes:

- Up to four (4) tickets for Additional colleagues, partners, etc. to join for a night of fun
- Sponsor branding on interactive spaces
- Sponsor recognition at event
- Sponsor recognition on shuttle buses
- Dedicated sponsor seating area
- Sponsor recognition on website
- Sponsor recognition on The Cookout Emails



# HEALTH IS WEALTH WELLNESS LOUNGE

## PROMOTIONAL OPPORTUNITIES

### Branded Experience Activations

\$5,000 - \$15,000

Team can discuss branded opportunities.

Options:

- Event Photo/Video Booth
- Interactive Gaming
- Working Nooks
- Gut Health Scavenger Hunt
- Patient Affirmation Space with Mental Health Handouts

### Window Clings (Sizes vary)

\$4,000 - 6,000

### Column Clings

\$5,000

### Ceiling Banners (Sizes Vary)

\$4,000 - 6,000

### 2'x2' Floor Clings

\$2,500



EQUITYINGI.ORG