



# SPONSORSHIP AND EXPERIENCE PROSPECTUS

**JULY 16-18, 2026**

**WESTIN DC DOWNTOWN**

**WASHINGTON, DC**

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



# SOPHIE BALZORA, M.D.

## ABGH

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*“When you talk to and you include the people who are in the closest proximity to the disparity, that’s where you’ll get the knowledge on how to do better!”*

[VIEW 2025 RECAP](#)



In 2025 we hosted patients, care partners, and advocates at COGI University—a different world centered around digestive disease education with cultural competency in mind. The experience left attendees invigorated and ready to challenge the world's views on what patient care and health equity look like.

Change doesn't happen over night so WELCOME BACK TO COGI UNIVERSITY! Our 2026 HBCU experience will incorporate new perspectives into the curriculum and continue discussions on proper pathways to advance patient care. You don't have to be a doctor or healthcare professional to be patient focused. You don't have to be the patient to fight for patient focused care. No matter which role you play in our ecosystem, you just have to be open to "A Different World", focused on culture, community, and commitment!

## 2025 Mainstage Sessions and Breakout Track Titles

### Mainstage Sessions

- The Value of Patient & Provider Partnership
- You Can't Heal What You Don't Reveal: Navigating Complexities of GI Diseases and Mental Health
- Intestinal Ultrasound - Seeing is Believing: Live from the Inside Out
- Career Day: The Lifelong Job of Managing Chronic Illnesses
- Early Screening Saves Lives: Confronting Colorectal Cancer in Communities of Color
- From "Big Back" to "Thick Thighs": Culture, Stigma, and Obesity Demystified

### Breakout Tracks

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



### Color of Gastrointestinal Illnesses

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

### SPONSORSHIP AND PROMO OPPS:

**Marilyn Sawyer, CEM**

Director, Events & Communications

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# ATTENDEE STATS



**250+**

**Attendees**



**3**

**Countries**



**40+**

**Speakers**



**27**

**U.S. States  
Represented**

# REGISTRATION TYPES

**55%**

**Members**  
(Patients and Care Partners)

**6%**

**Non-Members**

**13%**

**Industry**

**26%**

**Providers**







# SPONSORSHIP & PROMOTIONAL OPPORTUNITIES



### Standard Sponsor Recognition

All Equity in GI Event Sponsors are guaranteed to receive the following recognition if secured by May 29, 2026.

# 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) 90-minute LIVE OR 60-minute 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,

## 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 Collaborator Levels ONLY.*

*Limited availability. First come, first serve.*

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

## Equity Experience Sponsor

**\$10,000**

*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



## Registration Experience

Must be sold by Friday, May 29, 2026, to fulfill sponsorship.

**\$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



### **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

### **Attendee Hotel Keycards**

Must be sold by Friday, May 29, 2026, to fulfill.

**\$5,000**

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

### **Virtual Session Experience**

**\$10,000**

The Virtual Experience is now included in all in-person registrations to accommodate the patient experience! Whether they're an in-person attendee or completely virtual, our guests will have access to all Friday sessions and Saturday's Mainstage experience from our platform.

Includes:

- Graphic Display on Virtual Countdown Page
- Logo recognition on Session Detail Page
- Logo recognition and link on Know Before You Go email
- Text Recognition in Chat Section of Sessions

# NETWORKING OPPORTUNITIES



## Health is Wealth Wellness Lounge \$25,000

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
- Healthy Eats/Snacks
- Attendee Health Screenings
- 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

*Two (2) 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 website
- Sponsor banners in event emails



## PROMOTIONAL OPPORTUNITIES

### Branded Experience Activations \$5,000 - \$15,000

Please contact [marilyn@colorofgi.org](mailto:marilyn@colorofgi.org) for details on branded opportunities.

Options:

- Event Photo/Video Booth - \$5,000
- Interactive Experience Walls - \$7,000
- Working Nooks - \$10,000
- Equity Passport Experience - \$5,000
- Educational Experience Rooms - \$15,000

### Window Clings (Sizes vary) \$4,000 - 6,000

### 2'x2' Floor Clings \$2,500

### Window Clings \$7,500



WELCOME TO



COLOR OF  
GASTROINTESTINAL  
ILLNESSES