SOCIETY OF PSYCHOLOGISTS
IN LEADERSHIP

2027 CONFERENCE

SPONSORSHIP OPPORTUNITIES

Leading with Intention

Shaping Leadership Across Organizations, Industries, and Communities

APRIL 8-11, 2027 **HILTON PORTLAND DOWNTOWN**

PORTLAND, OREGON

Connect with psychologists who lead, advise leaders, and develop leadership capability.

The Society of Psychologists in Leadership (SPL) brings together psychologists who apply psychological science and professional expertise to leadership across organizations, industries, and communities. The 2027 Conference offers sponsors a focused opportunity to build visibility, relationships, and meaningful engagement with professionals who influence leadership and organizational decisions.

Focused audience. Meaningful access. Leadership impact.

THE SPL AUDIENCE

SPL serves a focused professional community whose work spans business, healthcare, government, academia, consulting, nonprofit organizations, and other sectors.

LEADERS

Psychologists serving in executive, management, administrative, clinical, academic, government, nonprofit, and other leadership roles.

ADVISORS

Psychologists who consult with, coach, and advise leaders and organizations on leadership, culture, strategy, talent, and organizational effectiveness.

DEVELOPERS

Psychologists who build leadership capability through assessment, coaching, education, succession, and organizational learning.

WHY THIS AUDIENCE MATTERS

SPL members lead organizations, departments, programs, and teams; advise executives and other leaders; and influence decisions about leadership, talent, assessment, technology, education, and professional services. They also design and deliver executive coaching, leadership development, and organizational learning - extending their impact across organizations and communities.

AUDIENCE SNAPSHOT

140+

active SPL members

~100

historical average conference attendance

3

core audiences: Leaders, Advisors, Developers

WHAT SPONSORS CAN EXPECT

~~SPL is a smaller meeting by design.~~ Sponsors should expect a concentrated professional audience and opportunities for substantive interaction rather than high-volume exhibit traffic. The value is access to a specialized leadership community - not raw foot traffic.

ADVANCING THE SCIENCE AND PRACTICE OF LEADERSHIP

Sponsorship helps SPL advance the science and practice of psychologist-leaders by supporting high-quality education, the exchange of applied knowledge, and connections among professionals shaping leadership across sectors. For sponsors, the return extends beyond visibility: it is an opportunity to help strengthen evidence-informed leadership and the profession that advances it.

WHY PARTNER WITH SPL?

SPL sponsorship is built around four forms of value.

BUILD VISIBILITY

Introduce your organization, services, or resources to psychologists whose work influences leaders and organizations.

BUILD RELATIONSHIPS

Engage directly through networking experiences, conference events, exhibits, and other opportunities for meaningful interaction.

SHARE EXPERTISE

Participate in clearly identified sponsor-supported opportunities while SPL retains independence over educational and CE content.

SUPPORT THE PROFESSION

Demonstrate commitment to strengthening leadership through psychological science and evidence-informed practice.

ORGANIZATIONS THAT MAY BE A STRONG FIT

Leadership and executive development	Publishers and universities
Psychological and leadership assessment	Healthcare and behavioral health leadership
Executive coaching and coaching platforms	Professional liability and financial services
Organizational consulting and professional services	Executive recruitment and search
Talent management and development	Workplace well-being
HR and workforce technology	Organizational technology and AI
Leadership and organizational education	Learning and development

FOLLOW-UP VALUE

At selected sponsorship levels, SPL will provide a post-conference sponsor follow-up list limited to attendees who affirmatively opt in to sponsor contact. SPL will not sell or distribute its full attendee roster.

SPONSORSHIP LEVELS

The foundational packages that provide board visibility and benefits for organizations looking to support the conference at a core level. Choose a standard sponsorship level, or talk with us about a customized partnership. Limited opportunities are reserved on a first-confirmed basis.

Benefit	Conference $1,000	Supporting $2,500	Leadership $5,000	Premier $7,500	Presenting $10,000+
Onsite sponsor recognition	Yes	Yes	Individual signage	Prominent Placement	Presenting Partner Designation
Conference program recognition	Yes	Yes	Full Page Placement	Full Page, prominent Placement	Presenting Partner Designation
Conference sponsor website listing	Yes	Yes	Yes	Yes	Yes
Social media recognition	-	1	2	3	4
Conversations in Leadership sponsor recognition	-	1	2	3	4
Display table	-	-	Included	Included	Included
Conference registrations	-	1	2	3	4
Opt-in follow-up list	-	-	Yes	Yes	Yes
Prominent general-session recognition	-	-	-	-	Included

Presenting Partner general-session recognition includes prominent sponsor recognition in the general-session room and on opening/closing conference slides and up to two-minute verbal recognition at conference opening and closing; it does not affect educational content.

Benefits may be customized when a sponsor has a different budget or activation goal. Contributions between listed levels generally receive the benefits of the nearest completed level unless a custom package is agreed upon.

SPONSOR A CONFERENCE EXPERIENCE

Conference experience sponsorships are separate from the general sponsorship levels and may be purchased on their own or added to a sponsorship package. All experience sponsors receive onsite recognition, website recognition, and at least one social media recognition.

Opportunity	Investment	Sponsor value
Keynote Sponsor	$10,000	Includes 4 conference registrations; Prominent recognition in keynote-related communications and session signage; Verbal recognition of up to 2 minutes at introduction; Website and social media recognition; Approved resource placement; Opt-in follow-up list.
Opening Reception Sponsor	$5,000	2 conference registrations; Prominent event signage; Verbal welcome of up to 2 minutes in this non-CE setting; Website and social media recognition; Approved resource placement; Opt-in follow-up list.
Leadership Luncheon Sponsor	$5,000	2 conference registrations; Prominent luncheon signage; Verbal welcome of up to 2 minutes in this non-CE setting; Website and social media recognition; Approved resource placement; Opt-in follow up list.
Full-Day Workshop Sponsor	$4,000	1 conference registration and 1 discounted conference registration; Recognition in workshop promotions and signage; Verbal recognition of up to 1 minute at introduction; Website and social media recognition; Approved resource placement; Opt-in follow up list.
Half-Day Workshop Sponsor	$2,500	1 conference registration; Recognition in workshop promotions and signage; Website and social media recognition; Approved resource placement; Opt-in follow up list.
Breakfast Sponsor	$2,500	1 conference registration; Breakfast signage and verbal recognition; Website and social media recognition; Approved resource placement; Opt-in follow up list
Networking Break Sponsor	$1,500	Verbal recognition during one high-traffic break and event signage; 1 website recognition; 1 social media recognition.
Coffee Sponsor	$1,000	Recognition at coffee service; Website recognition; Onsite signage.
Presentation Sponsor	$1,000	Recognition associated with one conference presentation; Session signage; Website and social media recognition.

Conference experience sponsorships are limited and reserved on a first-confirmed basis. Sponsors are encouraged to combine an experience with a sponsorship level.

Conference Event Sponsorship does not influence faculty or content.

CUSTOM PARTNERSHIPS & SPONSOR STANDARDS

CUSTOM PARTNERSHIPS

Organizations may combine a sponsorship level with a conference experience or discuss a customized package aligned with specific goals and available budget. SPL welcomes creative opportunities that add value for attendees while remaining consistent with SPL standards.

MULTI-YEAR PARTNERSHIPS

Organizations seeking a longer-term relationship with SPL may discuss two- or three-year sponsorship agreements. Multi-year partnerships may combine annual conference sponsorship with year-round recognition and customized benefits, with terms and benefits reviewed annually.

EDUCATIONAL INDEPENDENCE

Sponsorship does not provide control over CE programming, speaker selection, workshop faculty, or educational content. Sponsor-supported activities will be clearly identified and structured in accordance with SPL policies and professional standards.

PARTNER WITH SPL IN PORTLAND

The 2027 SPL Conference will bring together psychologists who lead, advise leaders, and develop leadership capability for substantive learning, dialogue, and connection. We invite organizations that share an interest in effective leadership and healthy organizations to join us in sponsorship and at the conference..

LET'S BUILD A PARTNERSHIP THAT FITS YOUR GOALS.

Choose a sponsorship level, sponsor a conference experience, or talk with us about a customized partnership. Early commitment provides the greatest access to pre-conference promotional opportunities.

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April 8-11, 2027 | Hilton Portland Downtown | Portland, Oregon