



2025 COLUMBIA UNIVERSITY  
COACHING CONFERENCE

**HIGH IMPACT COACHING**  
IN AN ERA OF HYBRID INTELLIGENCE

October 14 - 16, 2025

Columbia University  
New York City

2025 marks the return to an in-person bi-annual format, offering sponsors an exclusive opportunity to connect with a highly motivated and energized audience of executive coaches, HR leaders and key decision-makers in leadership and organizational coaching.



500+ thought leaders, scholars, and practitioners projected to attend this premier 2025 event



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# HIGH IMPACT COACHING

## IN AN ERA OF HYBRID INTELLIGENCE

### 2025 THEME

How AI-driven coaching solutions are gaining momentum in leadership and organizational development

### SPONSOR BENEFIT

Positioned at the forefront of AI-driven coaching solutions

High demand for face-to-face industry engagement and networking

Credibility of Columbia University, Teachers College, and the Coaching Center of Excellence



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# 70%

of attendees hold senior roles (coach practice leads, HR directors, L&D heads), offering direct access to influential buyers and decision-makers..

# 72%

Identify as having a Leadership Development, Executive Coach or related Consulting job function.

# 75%

Increase in direct engagement with potential clients, reported by past sponsors.



# **SPONSORSHIP OVERVIEW**

## **BRAND EXPOSURE & ENGAGEMENT**

### **PREMIUM BRAND POSITIONING**

Digital, physical, and on-site branding, opening remarks, and high-traffic areas (networking lounges, breakout sessions, and featured events).

### **EXCLUSIVE ENGAGEMENT**

VIP networking events, customized breakout sessions, and targeted marketing campaigns.

### **POST-CONFERENCE IMPACT**

Post-conference materials, digital outreach, and industry follow-ups.





# SPONSORSHIP OVERVIEW

## BRAND EXPOSURE & ENGAGEMENT



## Sponsorship Package

**DIAMOND**  
**\$25,000**

- VIP keynotes interaction
- Mention in official conference PR
- Columbia website feature
- Gala title sponsor
- Five (5) conference tickets
- Social promo inclusion
- Keynote opening remarks
- Branded items in swag bag
- High-visibility exhibitor space
- Logo (website, agenda + signage)
- Link out from conference site
- Breakout session logo slide
- Attendee contact list (pre + post)

## Sponsorship Package

**PLATINUM**  
**\$15,000**

- Gala brand presence
- Four (4) conference tickets
- Social promo inclusion
- Keynote opening remarks
- Branded items in swag bag
- High-visibility exhibitor space
- Logo (website, agenda + signage)
- Link out from conference site
- Breakout session logo slide
- Attendee contact list (pre + post)

## Sponsorship Package

**GOLD**  
**\$10,000**

- Breakout presenter intro (3-min)
- Three (3) conference tickets
- Branded items in swag bag
- Standard exhibitor space
- Logo (website, agenda + signage)
- Link out from conference site
- Breakout session logo slide
- Attendee contact list (pre + post)

## Sponsorship Package

**SILVER**  
**\$5,000**

- Two (2) conference tickets
- Branded items in swag bag
- Shared exhibitor space
- Select Logo inclusion (website + signage)
- Link out from conference site
- Breakout session logo slide
- Attendee contact list (pre + post)

*\*logo inclusion large to small will correspond to sponsorship tier*



## Sponsorship Package

# BRONZE

## \$2,500

- One (1) conference ticket
- Select Logo inclusion (website + signage)
- Link out from conference site
- Breakout session logo slide
- Attendee contact list (pre + post)

## Sponsorship Package

# LUNCH

## \$10,000

- Three (3) conference tickets
- Breakout presenter intro (3-min)
- Branded sponsorship of Day 1 or 2 lunch
- Branded items in swag bag
- Logo (website, agenda + signage)
- Link out from conference site
- Breakout session logo slide
- Attendee contact list (pre + post)

*\*logo inclusion large to small will correspond to sponsorship tier*

# Become a Sponsor Today!

e-mail Andrea Miller at:  
[andrea@veritasleadershipllc.com](mailto:andrea@veritasleadershipllc.com)

[www.columbiacoachingconference.org](http://www.columbiacoachingconference.org)

# APPENDIX

# TESTIMONIALS

“ *This conference provided excellent exposure for our brand.  
We saw a measurable increase in interest and  
engagement from attendees.* ”



# TESTIMONIALS

“*The networking opportunities were outstanding. We made strong connections with executive coaches and business leaders who are directly aligned with our services.*”





# TESTIMONIALS

“ *As a sponsor, you made us feel truly valued from the beginning of the process all the way through to the end of the 2.5 days. It was a pleasure working with all of you and to be able to support such a wonderful conference.* ”



## Sponsorship Packages

# DIAMOND

## \$25,000

- Invitation for Diamond sponsor representatives and their guests to attend a VIP meeting with keynote speakers.
- Mention in official conference press release.
- Featured article on Columbia's website.
- Gala Event Title Sponsor.
- Presence at the Gala Event with signage and a small display table for a representative and materials (Diamond + Platinum sponsors only).
- Recognition in social media promotions.
- Introduce a keynote speaker on Day 1 including a five-minute description of your organization.
- Opportunity to donate a branded item of your choice to be included in the swag bag.
- Most highly trafficked and visible display area for Diamond sponsors only for your company materials, banner, and a table with 2 chairs.
- Five(5) complimentary admissions to the full conference.
- Your name and logo on all materials (Diamond sponsors in largest print), including website, program agenda, and signage.
- Hyper-link directly from Columbia website and registration page to your website beginning in Spring.
- Placement on logo slide (Diamond sponsors in largest print) on screen for opening every breakout session.
- Contact list of attendees before and after the event.

## Sponsorship Packages

# PLATINUM

## \$15,000

- Presence at the Gala Event with signage and a small display table for a representative and materials (Diamond + Platinum sponsors only).
- Recognition in social media promotions.
- Introduce a main stage speaker on Day 1 or 2 including a three-minute description of your organization.
- Opportunity to donate a branded item of your choice to be included in the swag bag.
- Highly visible display area in the Platinum sponsor section for your company materials, banner, and a table with 2 chairs.
- Four (4) complimentary admissions to the full conference.
- Your name and logo on all materials (Platinum sponsors in large print), including website, program agenda, and signage.
- Hyper-link directly from Columbia website and registration page to your website beginning in Spring.
- Placement on logo slide (Platinum sponsors in large print) on screen for opening every breakout session.
- Contact list of attendees before and after the event.

## Sponsorship Packages

# GOLD

# \$10,000

- Introduce a presenter at the opening of one breakout session including a three-minute description of your organization.
- Opportunity to donate a branded item of your choice to be included in the swag bag.
- Visible display area in the Gold sponsor section for your company materials, banner, and a table with 2 chairs.
- Three (3) complimentary admissions to the full conference.
- Your name and logo on all materials (Gold sponsors in medium-large print), including website, program agenda, and signage.
- Hyper-link directly from Columbia website and registration page to your website beginning in Spring.
- Placement on logo slide (Gold sponsors in medium-large print) on screen for opening every breakout session.
- Contact list of attendees before and after the event.

## Sponsorship Packages

# SILVER

## \$5,000

- Option for shared space (3-4 feet) on a shared sponsor table in the Silver sponsor section at the conference for your company materials, poster, and one chair for a representative.
- Two (2) complimentary admissions to the full conference.
- Your name and logo on select conference materials (Silver sponsors in medium print), including website and signage.
- Hyper-link directly from Columbia website and registration page to your website beginning in Spring.
- Placement on logo slide (Silver sponsors in medium size print) on screen for opening every breakout session.
- Contact list of attendees before and after the event.



## Sponsorship Packages

# BRONZE

## \$2,500

- One (1) complimentary admission to the full conference.
- Your name and logo on select conference materials (Bronze sponsors in smaller print), including website and signage.
- Hyper-link directly from Columbia website and registration page to your website beginning in Spring.
- Placement on logo slide (Bronze sponsors in small size print) on screen for opening every breakout session.
- Contact list of attendees before and after the event.

## Sponsorship Packages

# LUNCH

# \$10,000

- Introduce a presenter at the opening of one breakout session including a three-minute description of your organization.
- Opportunity to donate a branded item of your choice to be included in the swag bag.
- Branded sponsorship of Day 1 or Day 2 lunch, including signage.
- Three (3) complimentary admissions to the full conference.
- Your name and logo on all materials (Gold sponsors in medium-large print), including website, program agenda, and signage.
- Hyper-link directly from Columbia website and registration page to your website beginning in Spring.
- Placement on logo slide (Gold sponsors in medium-large print) on screen for opening every breakout session.
- Contact list of attendees before and after the event.