



March 22-25, 2026 | Washington, D.C.

2026 Annual Grants Training Sponsorship Opportunities



About 2026 Annual Grants Training

Dates: March 22-25, 2026

Expected Attendance: 1,900+ (2025)

Location: Washington Hilton
1919 Connecticut Ave. NW
Washington, D.C. 20009



■ Federal Government: 5.8%
■ State Government: 19.5%
■ Local Government: 24.8%
■ Tribal Government: 3.9%

■ Higher Education: 8.1%
■ K12 Education: 3.4%
■ Nonprofit: 18.1%
■ Private Industry/Consultant: 16.1%

2025 AGT attendance breakdown by sector.



The AGT Audience

- Grants Management Specialists
- Grants Management Officers
- Grants Coordinators
- Grants Developers
- Grants Administrators
- Grants Compliance Managers
- Grant Officers
- Grantees
- Grants Policy Analysts
- Directors of Sponsored Programs
- Budget Analysts
- Financial Managers
- Financial Analysts
- Financial Specialists
- Financial Administrators
- Procurement Officers
- Fiscal Officers
- Chiefs of Grants

Types of Organizations Represented at AGT

- Federal Government Agencies
- State, Local, Municipal Government Agencies
- Tribal Governments
- Nonprofit Organizations
- K-12 Educational Organizations
- Institutions of Higher Education
- Private Industry / Consultants

AGT Sponsorships Add-Ons

Opening Session/Keynote \$15,000

Ensure every attendee knows your company's name! This sponsorship provides an exclusive opportunity to address the full ballroom of attendees, put your marketing materials in their hands and encourage them to visit you in the Expo Hall.

Approximate attendance: 1,900

What's included:

- Opportunity for your company's representative to speak and/or show a video prior to the introduction of the keynote presentation. *Maximum of three (3) minutes; content subject to approval by NGMA staff.*
- "Presented by" branding across all AGT signage, website, printed materials, conference app, newsletter and social media.
- Placement of logo merchandise/giveaways and marketing materials on ballroom tables or chairs. *Subject to approval by NGMA staff; NGMA materials may also be placed on ballroom tables or chairs.*
- Upgraded location in NGMA CAPP Expo.
- NGMA LinkedIn post promoting your participation.
- Two (2) additional AGT registrations for your company's staff.
- Post-AGT e-blast to NGMA members, prospects, and AGT attendees.



Closing Event/Party \$20,000 (or 2 co-sponsors at \$10,000 each)

This year's closing party (Tuesday night, March 24) will be a fantastic way to end AGT and celebrate grants management professionals. With a prime location in the famous Washington Hilton Ballroom, the sponsorship will make your company the final (and most lasting) impression with attendees.

Approximate attendance: 1,500

What's included:

- Opportunity for your company's representative to address attendees during the event.
- "Presented by" branding across all AGT signage, website, printed materials, conference app, newsletter and social media.
- Placement of logo merchandise/giveaways and marketing materials to be distributed to attendees.
Subject to approval by NGMA staff; NGMA materials may also be distributed at the event.
- Placement of plates, cups or napkins with your logo.
- Upgraded location in NGMA CAPP Expo.
- NGMA LinkedIn post promoting your participation.
- Two (2) event-only passes to the event.
- Two (2) additional AGT registrations for your company's staff.
- Post-AGT e-blast to NGMA members, prospects, and AGT attendees.



Mobile App and Wi-Fi Sponsorship **\$10,000**

Stay connected with all attendees throughout AGT by sponsoring the conference mobile app and Wi-Fi. This exclusive sponsorship puts your brand at the center of the attendee experience, ensuring visibility every time participants log on, check schedules, or connect online.

Approximate attendance: **1,900**



What's included:

- Naming rights for the official NGMA conference Wi-Fi password. Attendees will see your brand each time they access the app or connect to the network.
- "Sponsored by" branding across all AGT signage, website, printed materials, conference app, newsletter and social media.
- Upgraded location in NGMA CAPP Expo.
- One (1) additional AGT registration for your company's staff.
- NGMA LinkedIn post promoting your participation.

Lanyards **\$3,000**

Approximate number of printed items: **2,000**

What's included:

- Lanyards co-branded with your company and NGMA logos.
- "Sponsored by" branding across all AGT signage, website, printed materials, conference app, newsletter and social media.
- NGMA LinkedIn post promoting your participation.

CGMS Reception **\$5,000**

This reception brings together Certified Grants Management Specialist (CGMS) credential holders. Help us celebrate these elite professionals!

Approximate attendance: **125**

What's included:

- A table to display marketing materials and connect with attendees during the reception.
- "Sponsored by" branding across all AGT signage, website, printed materials, conference app, newsletter and social media. Placement of plates, cups or napkins with your logo.
- Upgraded location in NGMA CAPP Expo.
- NGMA LinkedIn post promoting your participation.



Private Hospitality Lounge \$2,500

Create a branded hub for networking, hospitality, and client engagement at AGT. Your furnished hospitality room serves as an environment where you can welcome attendees, build relationships, and showcase your organization in a comfortable, professional space.



Approximate attendance: 1,900

What's included:

- Private branded room – 25' x 20' space with signage opportunities and 10-person rounds.
- Area to provide additional signage outside of hospitality room.
- Expo table located right outside hospitality room.
- Dedicated hours – Available during NGMA CAPP Expo hours for maximum visibility and foot traffic.

Ideas for your space:

- **Coffee chats** – Host morning coffee breaks and casual networking conversations.
- **Swag station** – Distribute branded giveaways or conference survival kits.
- **Demo corner** – Set up a station for hands-on demonstrations or mini presentations.
- **Client meetings** – Offer a quiet, private place for one-on-one or small-group discussions.
- **Photo spot** – Create a branded backdrop for attendee selfies and social shares.
- **Hospitality hour** – Provide light refreshments or an afternoon pick-me-up.

**Note: Additional set up options such as AV, food and beverage, furnishings, etc. are available at an additional cost. NGMA will make every effort to accommodate sponsor preferences.*

Upgraded NGMA CAPP Expo Locations \$1,000

Maximize your presence in the CAPP Expo with an upgraded booth location to create more opportunities for networking and showcasing products or services.

Approximate attendance: **1,900**

- Upgraded location in NGMA CAPP Expo - up to 5 available.

Conference Breakfast **\$15,000** (or 2 co-sponsors at **\$7,500** each)

Approximate number of printed items: 1,500

What's included:

- "Presented by" branding across all AGT signage, website, printed materials, conference app, newsletter, and social media.
- Placement of logo merchandise/giveaways and marketing materials for attendees *Subject to approval by NGMA staff; NGMA materials may also be placed on tables.*
- Branding on breakfast-related items such as napkins, cups, or table signage.
- Upgraded location in NGMA CAPP Expo.
- NGMA LinkedIn post promoting your participation.
- Two (2) additional AGT registrations for your company's staff.
- Post-AGT e-blast to NGMA members, prospects, and AGT attendees.

Build Your Own Sponsorship

Looking for a customized way to connect with NGMA conference attendees? This option allows you to design a package that fits your organization's goals, budget, and brand personality. Choose from a menu of add-on opportunities that create memorable touchpoints with participants throughout the event.

How It Works:

- Select one or more add-on sponsorships from our menu (e.g., mobile app, Wi-Fi, hospitality room, coffee break, etc.).
- Combine elements to create a package that meets your visibility and engagement objectives.
- Enjoy the flexibility to design an experience that highlights your brand in a way that feels authentic and impactful.

