

Who are we?




ICF Portugal is a chapter of the International Coaching Federation, committed to the **mission of development of the coaching profession**. An Association where professionals, organisations and academics meet to learn, support and promote coaching in various geographical areas.

- **+200 members / professional coaches**.
- A vibrant community that offers at least **2 events a year**, involving **more than 1,500 participants**.
- Our contact list includes over **2,000 professionals**, including **Human Resources** executives from a comprehensive list of national and international companies.
- We have a **qualified distribution list**, with an **opening rate of over 48%** and the possibility of segmentation.
- We represent a **wide range of coaching specialities** serving corporate and individual clients.

Annual Sponsorship – 250€* Benefits

1. **Continued visibility and association of your brand with the reputation of the ICF** brand by committing to excellence in professional coaching at an international level.

- **Website** – **+9400 views / year** - presence on two different pages: your brand will be displayed in the footer of the homepage and highlighted on the sponsors page.
- **12 Newsletters / year** – ICF Portugal sends its monthly newsletters to a wide community of professional coaches and your brand will be visible in the footer of our newsletters.
- **Social Media** – ICF Portugal is a constant presence on social networks.

 + 4100  +1100  + 2.800

- **Events** – Our annual plan of activities is very diverse, both in terms of content and format. Your brand will be present at all the activities organised by ICF Portugal.
- **Recognition** – four times a year, we publicly recognise and thank each of our sponsors.

2. **Getting involved in the community**: Being a sponsor of ICF Portugal means contributing to the advancement of Ethical and Professional Coaching, supporting the work we do with organisations to grow our community and its ecosystem, whether through education and learning or goods and services.

ICF Annual Sponsorship gives you access to all the benefits plus the exclusivity of being able to subscribe to the **additional options** described below.

Additional Options

Email-marketing

Your value proposition will be sent to our community and/or to a comprehensive database of professionals, including HR from various national and international companies operating in Portugal.

1 email-marketing Members (+200)	200€ *
1 email e-marketing Non-Members (+2000)	150€ *
1 email-marketing Members and Non-Members	300€ *

Conferences Sponsorship

You can take part in our annual conferences and become a Silver or Gold sponsor of each of them :

Internacional Coaching

May

Week - ICW

#63 nationalities present

#63% participants of #1.060 registered
2025 data

A week celebrating coaching during which ICF Portugal prepares a series of events, activities and content, such as webinars and sessions to promote professional coaching, generating networking opportunities with members and partner organisations.

Annual Conference

November

#38 nationalities present

#63% participants de #1.089 registered
2024 data

A moment to share trends, tools and information that contribute to raising standards and professionalising coaching. A favourable opportunity for direct contact with our network.

Silver Gold

amount per conference **150€*** **250€***

Sponsor Brand Presence:

• On the conference landing page	X	X
• In all promotional materials for the conference (including social media posts)	X	X
• At the opening of all conference activities	X	X

Promotion of the conference in coordination with ICF Portugal (video, post, etc.)	-	X
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1 email-marketing to members, non-members	-	X
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