



Customer Experience
Professionals Association™

2022

THE BEST
WAY TO REACH
CX LEADERS

70,000+
CX Community

4,000+
CX Leaders

1,300+
CCXPs



SPONSORSHIP OPPORTUNITIES

A LETTER FROM LEADERSHIP

Thank you for your interest in partnering with the Customer Experience Professionals Association (CXPA), the premiere, global nonprofit organization dedicated to the advancement of CX professionals and the organizations they serve.

In 2021, CXPA celebrated our ten-year anniversary with continued innovation and growth. We are proud that during 2021, we dramatically enhanced our online resources, cultivated growth of the Certified Customer Experience Professional certification, and launched research projects to advance diversity and inclusion in CX, CX in higher education, and independent consensus based guidance on CX practices.

Our key areas of focus in 2022 are to:

- publish resources to serve as the authoritative independent guidance on CX.
- strengthen the education and decision-making guidance available to CX professionals.
- recruit and grow talent in the CX profession.
- expand the CXPA community worldwide.

As a CXPA sponsor, you are enabling our advocacy for the importance of corporate investment in CX professionals, technology, and professional services while also aligning your brand with these successes.

Should you choose to become a CXPA sponsor, we pledge to build understanding, respect and consideration of your products and services to our active community of CX enthusiasts.

Here are some benefits of CXPA sponsors in 2022:

1. Online digital advertising opportunities designed to drive traffic to you so that you may collect qualified CX leads. This includes advertising opportunities in our weekly e-newsletter as well as advertising options and a dedicated landing page to promote your brand on CXPA.org year-round.
2. Thought leadership opportunities through virtual fireside chats, video interviews, blogs, resource sharing, and Live with CXPA LinkedIn broadcasts to our audience of 49,000 followers.
3. Exclusive technology showcases, webinars, direct emails, and product demonstration opportunities that build understanding of the benefits of your CX offering amongst the CXPA community.

Sponsorship pricing is based on the 2022 calendar year, so sign up early to maximize your benefits.

Additionally, sponsorships commitments confirmed by December 24, 2021 receive a 10% savings.

Please contact Joy Wedge, Marketing and Sponsorship Manager, at joy@cxpa.org when you are ready to get started.

Together in advancing CX,



Nancy Porte

Nancy Porte, CCXP
2022 CXPA Chair Elect
Global CX Professional



Greg Melia

Greg Melia, CAE
CEO
Customer Experience
Professionals Association

DEMONSTRATE LEADERSHIP

Demonstrate Your CX Market Leadership

Your sponsorship of CXPA can help you achieve your business goals while also supporting further independent advancement of the customer experience discipline. We provide a variety of pre-packaged opportunities to position your brand in the CX provider marketplace as well as a la carte opportunities for you to customize your involvement.

Platinum Global Sponsorship

Positions your company as a world leader in supporting CX professionals. Platinum sponsorship provides a full year of brand awareness and digital advertising opportunities, top billing at our annual CX Day celebrations, as well as the opportunity to be featured in webinars and/or livestream events nearly every month.

Gold Global Sponsorship

Demonstrates an outstanding level of support for CX professionals, and its benefits are designed to ensure that CXPA community recognizes you as a leader at our annual CX Day celebration as well as targeted involvement approximately every other month through webinars, livestream events, and digital advertising.

Silver Global Sponsorship

Reflects your strong commitment to CX professionals with benefits designed to engage the CX community on CX Day and during each quarter through webinars, livestream events, and digital advertising.

Bronze Global Sponsorship

Represents your support for CX professionals with benefits designed to engage the CX community through a limited number of premiere events as well as brand recognition on CX Day.

You can also build your own package, participate in our annual CX Day event, or sponsor a specific choice from our menu of a la carte sponsorship offerings. Regardless of your choice, you can trust that you are helping to support and advance Customer Experience leaders while increasing recognition and engagement with your brand.

OUR AUDIENCE

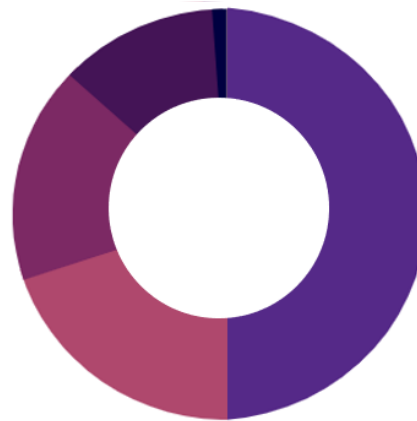
Our audience of passionate CX professionals is diverse

The below data is a reflection of the CXPA community.

49%
Senior/C-Suite Positions held

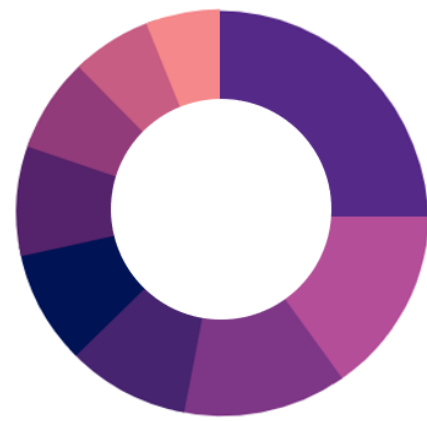
17%
Director Positions held

Audience By Seniority



Senior	49 %
Entry	20 %
Director	17 %
Manager	12 %
Other	1 %

Audience By Industry



Information Technology and Services	12 %
Computer Software	8 %
Financial Services	7 %
Telecommunications	5 %
Banking	4 %
Management Consulting	4 %
Internet	3 %
Marketing and Advertising	3 %
Insurance	3 %

SAMPLE JOB TITLES

- Customer Experience Officer
- Customer Journey Manager
- CX Program Manager
- Director of Customer Experience Strategy
- Director of Marketing
- Director, Customer Insights
- VP, Customer Experience

- Customer Service Director
- Global Marketing and CX Manager
- Head of Global Consumer Service
- Business Strategy Manager
- Market Insights
- Principal
- VOC Lead

Brand Awareness	Platinum	Gold	Silver	Bronze
Logo recognition in CXPA Engine, our weekly e-newsletter	Logo	Logo	Logo	Logo
Technology spotlight video produced and promoted by CXPA	3	2	1	
Research or software partnership, collaboration to raise awareness of your tool or service by having a customized experience	X	X	X	
Social media Livestream event to connect and share key messages	4	3	2	1
Thought leadership webinars (option to host on CXPA platform or platform of your choice with CXPA promotions)	5	4	3	1
Regional advertising and communication	X	X	X	X

CXPA Marketing	Platinum	Gold	Silver	Bronze
Logo and link on cpa.org	Logo	Logo	Logo	Logo
Dedicated sponsor landing page on cpa.org	X	X	X	X
Social media recognition	X	X	X	X
Digital advertisements on cpa.org	9 months	6 months	2 months	1 month
Digital advertisements in CXPA Engine	3 months	2 months	1 month	1 month
Job posting on cxjobboard.com	4	3	2	1
Email to CXPA community or subset based on specific targets	6	4	2	
Video advertising opportunities	X	X	X	X

Signature Leadership Positioning - CX Day	Platinum	Gold	Silver	Bronze
Logo and link on CX Day webpage	X	X	X	X
CX Day Video Advertisement	cxday.org	cxday.org	Sponsor page	Sponsor page
Featured content (e.g. short form video) for CX Day and posted on social media	X	X	X	X

Investment	Platinum	Gold	Silver	Bronze
Brand Presence Investment	\$70,000	\$57,000	\$28,500	\$15,000
Quantity Available	2	4	8	Unlimited
CXPA Memberships (Additional Memberships Available)	50	25	10	3

Notes:

- 2022 global packages and a la carte offerings are granted on first-come, first-serve basis. Sponsorship is not confirmed until countersigned agreement is completed. Sponsorship options subject to availability. Payment within 30 days (or as stated within contract) is required to maintain benefits. CXPA reserves the right to withhold sponsor benefits if payment is not received.
- Order of logo placement on CXPA communication channels will depend upon level of sponsorship.
- All sponsored packages are delivered from January 1, 2022 through December 31, 2022. There is no credit for unused benefits.

Not ready for an annual package?

Please consider these a la carte sponsorship opportunities or contact us to learn about conference and CX Day opportunities

- Thought leadership webinar developed in concert with CXPA's content manager - **\$7,500**
- Social media Livestream event to connect and share key messages - **\$5,000**
- Technology spotlight video produced and promoted by CXPA - **\$4,000**
- Digital Advertisements on cpa.org or CXPA Engine - from **\$1,500**

2022 Board of Directors**Nancy Porte, CCXP**

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Associate Director**Joy Wedge, MPS**Marketing and Sponsorship
Manager**Nicole Dumont**

Volunteer and Workgroup Manager

Questions?

Contact Us

For Sponsorship: joy@cxpa.orgWebsite: cxpa.orgEmail: info@cxpa.orgConnect: calendly.com/joy-cxpa