

The Power and Influence of IABC/BC

The International Association of Business Communicators (IABC) is the premier global network for professionals engaged in strategic organizational communication. Founded in 1970, IABC comprises over 13,000 business communication professionals in more than 60 countries and almost 100 member chapters worldwide.

As the 3rd largest Canadian chapter of IABC and one of only five chapters internationally to surpass the 600-member mark, IABC/BC offers a range of programs and services that serves the diverse needs of business communicators province-wide.

IABC/BC members are the influencers and instrumental decisions makers, leading purchases of Advertising, Graphic Design, Printing, Audio Visual, Special Events Planning, Website Development, Public Relations and Social Media services.

B.C.'s communication professionals are an integral part of the fabric of B.C.'s growing economy. Our members lead and execute strategic internal and external communication plans for the largest public and private corporations, small businesses and non-profit organizations in the health care, financial services, government, education, consumer products and technology sectors.

Why Partner with IABC/BC?

Awareness, Recognition and Exposure. The BC Chapter of IABC provides a unique opportunity to increase your organization's visibility and brand awareness among an influential group of business leaders. As an IABC/BC sponsor, you are showcasing your leadership position, community support and commitment to the field of communications excellence. In return, you will enjoy the most generous package of marketing benefits available in the industry.

A recognition package tailored to meet your needs. Each opportunity provides a comprehensive marketing package designed to maximize your organization's visibility, provide opportunities for you to connect with potential customers and to expand your client base.

Become part of the IABC/BC community. By gaining access to more than 600 provincial members, you will set yourself apart from your competition by showcasing your company to this growing audience of business professionals and decision makers.

Sponsorship Benefits

Our Sponsorship Team will work in close collaboration with you to identify your unique position within the IABC/BC community and in turn, the benefits you will receive as one of our valued sponsors. Together we create **a recognition package tailored to meet your needs.** Each sponsorship agreement is designed to contain the best mix of sponsorship benefits that will advance the needs of your organization.

Be Recognized

- Highlight your logo on our website, e-communications, advertisements, event and program promotional materials, presentations and more
- Receive podium recognition at our events
- Showcase your company collateral at our events
- Communicate targeted messages and promotions to our members through our social networks and online communications channels
- Be featured on display signage (as procured annually)
- Use the IABC/BC logo to announce your partnership with the premier communications association

Attend Events

- Attend our annual social events (fall, holiday, spring)
- Attend our annual signature event (anniversary/awards)

Advertise with Us

- Advertise your company through our e-communications vehicles, weekly or quarterly, reaching an audience of over 1,100 business professionals
- Advertise your company through our website
- Contribute to the IABC/BC blog and position yourself as an industry expert

Build Your Networks

- Build your own database by providing a business card prize draw
- Attend Milestone events, Professional Development or Social Events to increase your contacts and access the province's communicators and decision makers all in one room

Facts About IABC/BC Reach

- CONNECT – our e-newsletter– reaches 1,100 contacts from the communications and business community to inform them of our programs, events and sponsors. Annual Sponsors have the opportunity to contribute editorial to CONNECT as an expert in their field.
- The IABC/BC hosts 15 events each year with over 700 people in attendance.
- The IABC/BC has strong built social communities with 2,500 followers on Twitter, over 175 on Facebook and other social networks.
- Website – our site attracts over 20,000 visitors a year.
- Media and public relations form an important communication channel to connect with the greater community bringing awareness and exposure for IABC/BC activities and our sponsors.

To take advantage of these unique opportunities to engage BC's communication leaders, contact Felicia Granger, Director of Sponsorship – sponsors@iabc.bc.ca

Advertising & Sponsorship Opportunities

IABC/BC offers one-time and annual sponsorship and advertising opportunities, as outlined below. How can you sign up? Simply call or email us and we'll get you started.

Annual Title Cash Sponsorships (\$1500-\$5000)

We create customized agreements to suit your individual needs and budget that include year round benefits to consistently reinforce your key messaging, alliance with the IABC/BC and help you stand out from the crowd. Recognition may include the following:

- Corporate logo and link throughout chapter website – home page, sponsors section, 50 character profile)
- Corporate logo and link in our annual sponsor anchor for CONNECT e-newsletter
- Complimentary event tickets
- Company representative invited to present speaker(s) or welcome remarks
- Verbal recognition at all events
- Company logo on on-site materials (signage, presentation, power point slides) at the event
- Corporate logo & link to website on IABC/BC website

Annual In-Kind Sponsorships (\$1,000-\$25,000)

As a non-profit association, we depend on many trusted suppliers to provide in-kind products and services to fulfill our operating requirements. Our carefully selected partners are profiled to our database, membership and event attendees as our preferred service providers creating year round exposure and visibility among the province's communications professionals and business decision makers. Recognition may include the following:

- Corporate logo and link throughout chapter website – home page, sponsors section, 50 character profile)
- Corporate logo and link in our annual sponsor anchor for CONNECT e-newsletter
- Complimentary event tickets
- Company representative invited to present speaker(s) or welcome remarks
- Verbal recognition at all events
- Company logo on on-site materials (signage, presentation, power point slides) at the event
- Corporate logo & link to website on IABC/BC website

Annual Event Sponsorships (\$500–\$5000)

The IABC/BC hosts over 15 events annually. Opportunities to get involved include cash sponsorship of a one time event or sponsoring an annual event series as outlined below.

IABC/BC 101: New Member Discovery Events (2 events annually, \$1000)

Welcome new and prospective members to our growing chapter

- Name and corporate logo on all member communications on IABC 101–New Member Discovery (chapter website, member email)
- Two complimentary event tickets
- Company representative invited to present speaker(s) or welcome remarks
- Verbal recognition at event
- Company logo on on–site materials (signage, presentation, power point slides) at the event
- Corporate logo & link to website on IABC/BC website

Learning Series (8–10 /year) (\$3000 cash)

Support professional development for the province’s leading edge communicators and help them take their practice to the next level as an elite Learning Series Sponsor

- Learning Series is named after your company
- Name and corporate logo on all member communications on PD Events (chapter website, member email)
- Optional lead generation (after member opt–in) @ event
- Ten complimentary tickets throughout the year
- Company representative invited to present speaker(s) or welcome remarks
- Verbal recognition at event
- Company logo on on–site materials (signage, presentation, power point slides) at the event
- Corporate logo & link to website on IABC/BC website

IABC/BC’s Bronze Quill Awards (\$2000 cash only)

Celebrate our chapter success, become the presenting sponsor.

- Name and corporate logo on all member communications for the Bronze Quill Awards (chapter website, member email)
- Two complimentary event tickets
- Company representative invited to present speaker(s) or welcome remarks
- Verbal recognition at event
- Company logo on on–site materials (signage, presentation, power point slides) at the event
- Corporate logo & link to website on IABC/BC website

Student Communicator of the Year (\$1000 cash only)

Support the future of BC’s communication industry.

- Name and corporate logo on all member communications about the Student Communicator of the Year Awards (chapter website, member email)
- Two complimentary event ticket to the Bronze Quill Awards

Sponsorship Opportunities

- Representative invited to present award(s) to Student Communicator of the Year recipient(s) at Bronze Quill Awards
- Verbal recognition at the Bronze Quill Awards
- Logo on on-site materials (signage, presentation, etc) at the Gala
- Corporate logo & link to website on IABC/BC website

Mentorship Program Sponsor (\$500 cash only)

Contribute to the success of our growing mentorship program.

- Name and corporate logo on all communications about the mentorship program (chapter website, member email)
- Corporate logo & link to website on chapter website

Annual Sponsorship Levels

- **Platinum** (\$5,000 + cash or \$10,000 in-kind services)
- **Gold** (\$2,500 cash or \$5,000 – \$10,000 in-kind services)
- **Silver** (\$1,000 cash or \$1,000 – \$4,999 in-kind services)
- **Bronze** (\$500 cash or \$500 – \$999 in-kind services)
- **Friends of IABC** (\$100 cash or \$100 – \$499 in-kind services)

Annual Sponsorship

(Cash and/or in-kind combo)

Partnership Levels	e-Newsletter Feature *	Weekly E-mail	Website	Events					
				Event	Logo on event signage	Recognition on all event communication	Invitation to present an award	Comp. Event Tickets	Display company materials**
Platinum \$10,000+	✓	✓	Logo & link ✓	Social events (2)	✓	✓		2	✓
Gold \$5000 to <\$10000		✓	✓	Social events (2)	✓	✓		2	✓
Silver \$1000 to <\$5000			✓	Student Event	✓	✓		2	✓
Bronze \$1000 < \$500			✓						
Friend of IABC/BC \$100 < \$500			✓						

*Email Blast or E-Newsletter; maximum 4 per year as approved by IABC/BC

**must be pre-approved by IABC/BC

Annual Cash Only Sponsorship

Partnership Levels	e-Newsletter Feature*	Weekly E-mail	Website	Events					
				Event	Logo on event signage	Recognition on all event communication	Invitation to present an award	Comp. Event Tickets	Display company materials**
Platinum \$5000+	✓	✓	Logo & link ✓	Bronze Quill Gala	✓	✓	✓	2	✓
Gold \$2500		✓	✓	Social events (2)	✓	✓		2	✓
Silver \$1000		✓	✓	Student Event	✓	✓		2	✓
Bronze \$500			✓						
Friend of IABC/BC \$100			✓						

* Email Blast or E-Newsletter; maximum 4 per year as approved by IABC/BC

**must be pre-approved by IABC/BC

Note: Cash sponsorship (min \$1,000) combined with in-kind entitles sponsor a move up to the next level (e.g. \$5,000 in-kind plus \$1,000 cash is considered a platinum sponsor)