

# How to Work with IABC/BC Sponsors

## Quick-reference Guide for Portfolio Directors and Committee Volunteers

### SPONSORSHIP COMMITTEE'S MANDATE

Maintaining and enhancing strategic partnership with organizations for beneficial experiences and services of our members and to deliver opportunities that provide maximum exposure for our sponsors.

### GROUND RULES FOR WORKING WITH SPONSORS

#### Visibility.

Our goal this year is to enhance sponsors' experience in their relations with IABC. We hope to achieve this through more streamlined communication and timely responses to any feedback and inquiries. This means that any inquiries, suggestions and/or feedback on any issue, our committee needs to be kept informed so we can respond in a timely and appropriate manner.

#### Communication.

Sponsorship Committee should be the main point of contact with all of our sponsors (in all levels). Our sponsors work with a variety of companies and partners so we need to maintain a single point of contact for a sponsor to make it easy for them to identify requests from IABC/BC and to ensure we don't have multiple people contacting them. Sponsorship committee will work with your team to identify or nominate a single point of contact for each sponsor.

#### Respect Sponsor Agreements and Timelines.

Our sponsors donate services and in-kind cash contributions for which we need to maintain good relations and professional service-level agreements. Our sponsors are busy so we need to respect their turnaround timelines and project management practices, and acknowledge that IABC/BC is not their only client. Services provided and expected turnaround times should be documented in their sponsor agreement, and if not, please work with the Sponsorship Committee to document these.

#### Formalize.

Any agreement articulated with current and/or potential sponsors need to be formalized by our committee (e.g. sponsor engaged for door prizes, contra-agreements with any organizations)—please connect them with the Sponsorship committee.

#### Opportunity Spotting.

Please be careful when discussing opportunities for sponsorship with new/potential sponsors. Our key message is "We work with a variety of partners for many services and sponsorship opportunities. If you are interested in learning more about

becoming a sponsor, let me connect you with our Sponsorship committee."

#### Share the Love.

Since many of you will be interacting with our sponsors on a regular basis, we want to make them feel the love! Thank them for their efforts and support—we could not provide all of the excellent benefits, vehicles, services and events without their support.