



IABC Canada Sponsorship Package

Sponsorship that elevates your brand

Create visibility and brand awareness for your organization by becoming a sponsorship partner with IABC Canada. Align your business with the world's most respected communication association. We offer sponsorships that will increase your organization's visibility and create valuable connections with 3,000 Canadian communications professionals and their networks worldwide.

What is IABC?

IABC is recognized as the professional association of choice for communicators who aspire to excel in their chosen fields. IABC members work in some of the country's most prestigious corporations and consulting firms.

Members are responsible for developing and executing strategic internal and external communication plans for corporations, governments, non-profits, educational institutions and consulting firms across Canada.

IABC provides communication professionals access to timely and authoritative information designed to help them advance in their careers. IABC fosters knowledge exchange through conferences, events, webinars, online learning, and regular email newsletters and publications.

What makes IABC unique?

- IABC is the only international membership association for communicators in business.
- IABC members are at the mid-to-senior career level and are represented in all industries.
- IABC is the most established and highly regarded global trade association for communicators.

Who makes up the IABC audience?

- Members practice the diverse disciplines of corporate communication, public relations, employee communication, marketing, media relations, community relations, public affairs, investor relations, and government relations.
- IABC members are employed in corporations (25%), and are also found in consulting firms (13%), nonprofit organizations (8%), government/military (6%), education (4%), and other (9%), including writing/editing firms, utilities, etc. IABC members have positions of influence and have spending power.



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- 25% of members hold one of the following titles: CEO, President, Officer, Partner, Vice President, Managing/Executive Director, Director, Practice Leader, Principal.
- 17% of members hold the title of Manager (viewed as Director level in many areas).
- Other titles held by IABC members include Account Executive, Assistant Manager, Consultant, Coordinator, Educator/Professor, Graphic Artist/Designer, Photographer, Writer, Speechwriter, Web Designer, and Specialist. These members influence the Directors/Managers they report to, researching and presenting their findings to these decision-makers.
- IABC has thousands of members around the world (48% U.S., 39% Canada, 8% Asia/Pacific, 3% Europe, and 2% Africa/Middle East).

Sponsorship Opportunities

Supporter - \$1,000

Direct senior communicators across the country to your website by placing your organization's logo on the IABC Canada Eastern and Western region websites.

Announcement of sponsorship, featuring sponsor creative, pushed to 3,100 senior communicators through two (2) IABC targeted news emails with IABC endorsement.

Inclusion of sponsor creative or sponsor mention in four (4) IABC Canada tweets.

***Supporter In-Kind** - We also welcome in-kind partnerships for those organizations that offer services beneficial to IABC members. The same Supporter level benefits apply to in-kind partnerships.

Leader - \$3,000

"Supporter" benefits plus options for direct engagement and thought leadership profile through content sponsorships. Option to a) contribute written articles in two (2) IABC targeted news emails, which reach 3,100 members across Canada or b) "host one (1) national webinar session. Hosting includes logo placement, introductory remarks from sponsor, and possibility of collaborating on content / speakers. Webinars are one hour and all IABC Canada members are invited to attend.



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Partner - \$5,000

IABC Canada's Silver Leaf Awards is Canada's premiere professional awards program celebrating excellence in business communication. It's a chance for communicators working in all disciplines to receive national industry recognition for outstanding work in the field of communications.

Stand out as the exclusive sponsor of this prominent initiative. Sponsorship includes logo placement on all Silver Leaf promotional material reaching communicators across the country as well as signage and introductory remarks at the official Silver Leaf Awards ceremony.

Promotor - *Member discount defined by sponsor*

IABC welcomes partnerships that enrich our membership and activate your business. Showcase your brand and promote the communications profession by offering exclusive discounts on your product or service to IABC Canada members. Providers of member discounts are regularly showcased on the IABC Canada East and West region websites and promoted through our network of e-newsletters direct to members across the country.

Innovator - *Variable*

We are open to tailoring a sponsorship to fit your needs. With access to the country's top communicators, there are plenty of opportunities to define activations that grab attention for your brand.

Reach out to us to discuss bespoke opportunities to showcase your innovative brand across IABC Canada assets, from in person events to digital productions.

To discuss sponsorship opportunities at IABC Canada or unique opportunities to your city or region, please reach out to Sponsorship Directors [Bart Goemans](#) or [Tricia Weagant](#).

*Note that all sponsorships are generally two-year commitments.