

IABC Minnesota Sponsorship Opportunities

Who is IABC?

Founded in 1970, The International Association of Business Communicators provides a professional network of about 15,000 business communication professionals in over 80 countries. Our members hold positions in a variety of areas such as:

- Corporate communication
- Internal communication
- Marketing communication
- Visual communication
- Social media
- Public relations
- Human resources
- Education
- Public affairs
- Investor relations
- Government relations
- Writing
- Editing
- Graphic design
- Training
- Photography
- Video production

IABC's professional network serves as a vibrant resource for our members to make a bigger impact in their job, find the hidden job market, enhance their skills, find clients, and find friends. To learn more, www.iabc.com.

Who is IABC Minnesota?

As part of a network of 100 chapters around the globe, IABC Minnesota is a medium-sized chapter with about 200 members across the state of Minnesota.

- Website: iabcmn.com (averages 900 visits per month)
- LinkedIn: IABC Minnesota (restricted permission) has more than 1,200 members
- Twitter: IABC Minnesota has more than 2,000 followers
- Facebook: IABC Minnesota has more than 400 likes

Employers and Job Seekers—Check out the job board on our Career Center at IABCMN.com. Contact info@iabcmn.com.



Opportunities At-A-Glance—IABC Minnesota offers a variety of sponsorship opportunities to offer your company visibility within the organization and recognition for your commitment to the communications industry.

Opportunities	Cost	Free Registration	Verbal Recognition	Online Recognition	Printed Recognition	Right to distribute materials
Digital						
Website Ad (one-time ad for one month)	\$100	-	-		-	-
Featured blog post	\$250 (+50 for optional paid social distribution)	-	-		-	-
Event-based						
Networking event sponsor (exclusivity option as host)	\$250 (host role includes food, beverages, and space for 30-50 people)	Two	Yes	Logo w/link on event web page and event exclusive emails	Sponsor banner at event	Yes, no booth
Presenting sponsor (exclusivity option as host)	\$500 (+ host role includes food, beverages, and space for approx. 30-50 people)	Two	Yes	Logo w/link on event web page and event exclusive emails	Sponsor banner at event	Yes, with optional booth or table
Convergence Summit sponsor (exclusive)	\$3,000, plus commitment to lead a breakout session on topic as agreed upon by the Convergence Committee	Two	Yes	Logo w/link on event web page and event exclusive emails	Sponsor banner at event	Yes, with optional booth or table
Guest presenter	Negotiable based on topic and timing	Two	Yes	Bio on event web page	N/A	Yes
Featured Sponsors						
Annual Sponsor (category exclusive, does not include Convergence)	\$3,000 (\$1,800 for 6 months)	Two registrations for all events (12 mo.)	Yes, at all events	Logo on website and emails	Yes (e.g., save-the-date postcard)	Yes, with optional booth or table



Website Ads (\$100)

- Advertisement on the website for a one-month period
- Website receives almost 900 visits per month; more than half are new visitors
- Size requirements: 468 X 60

Featured Blog post (\$250)

- Featured blog post on <http://iabcmn.com/blog/>
- Blog post linked one time in member email
- For an additional \$50, IABC MN will do paid social promotion

Networking Event (\$250 – Up to 2 sponsors/event*)

IABC Minnesota holds 4-6 networking events annually to bring members and nonmembers together in a social, informal setting.

- Introduction by event host / IABC Minnesota Board Member
- Name/logo recognition on event web page and emails
- One complimentary registration to event
- Right to distribute promotional materials at event

Professional Development Event (\$500 – Up to 2 sponsors/event*)

IABC Minnesota holds 4-6 monthly meeting luncheons annually bringing in speakers to discuss relevant topics of interest to communicators. Registration ranges from 25 – 40 attendees.

* For exclusivity, provide food, beverages, and space as the event host in addition to being the sponsor.

Flexible Agreements—Email info@iabcmn.com or contact IABC MN VP Sponsorships to discuss options or explore other sponsorship ideas. Our intent is to develop flexible agreements that are win-win for sponsors and members.

- Introduction by event host/IABC Minnesota Board Member
- Name/logo recognition on event web page and emails
- Two complimentary event registrations
- Right to distribute promotional materials at event

Convergence Sponsor (\$3,000—exclusive)

IABC Minnesota holds an annual to bring in keynote speakers on topics of interest to communicators. This annual event attracts 100-125 attendees.

- Introduction by event host/IABC Minnesota Board Member
- Name/logo recognition on event web page and emails
- Event breakout on topic approved by event committee
- Two complimentary registrations to event; unlimited discount registrations
- Right to distribute promotional materials at event, including the option to host a booth or small table

Annual Sponsor (\$3,000/12 months; \$1,800/6 months)

- Introduction at every IABC Minnesota event
- Recognition throughout IABC Minnesota website
- Recognition on all IABC Minnesota emails (*\$2,400 value*)
- Recognition on all IABC Minnesota printed material
- Two complimentary registrations to all events
- Right to distribute promotional materials at all events, including the option to host a booth or small table at conferences



In-Kind Sponsorships

IABC Minnesota benefits greatly from in-kind donations and is pleased to give sponsors credit in meaningful ways whether on our website, in member emails, at meetings, or on relevant program material. Please note: benefits for in-kind sponsorships require a value five times greater than a cash sponsorship. For example, a \$3,000 annual sponsorship equates to \$15,000 worth of in-kind services.

Photographers/videographers

Capture and edit photos and videos for use on our website and in social media.

Printers

Donate your services to help print postcards, invitations, event programs, or other items.

Designers

Donate your services to help design deliverables, including print or online.

Venue

Help make meetings more affordable by donating space for professional development and networking events and conferences.

Mailing Sponsor

Help defray mailing expenses for calendar of events postcards or event-specific notices.

Special Partner Perks—Mention discount when inquiring about sponsorship opportunities.

Veteran-owned businesses—To honor business owners who are serving or have served in any branch of the U.S. military, we offer a 5% discount (proof of service required).

Corporate members get discounts—Companies with corporate packages can get discounts on IABC Minnesota sponsorships, too. Companies with a Bronze Corporate Package (5-15 employees) receive a **5%** discount. Companies with a Silver Corporate Package (16-30 employees) receive a **7.5%** discount. Companies with a Gold Corporate Package (for 31+ employees) receive a **10%** discount.

Contact Us

info@iabcmn.com

Tammy Nienaber
IABC MN, VP Sponsorships
nienaber.tammy@gmail.com