International Association of Business Communicators Minnesota

2016 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:

- Public relations/Media relations
- Corporate communications
- Public affairs
- Investor relations
- Government relations
- Marketing communication
- Community relations
- Writing
- Editing
- Training
- Advertising
- Photography and video production
- Graphic design
- Human resources
- Teaching

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, visit http://www.iabc.com/about/.

Who is IABC Minnesota?

With more than 100 chapters around the world, IABC Minnesota is one of the larger chapters with more than 200 members across the state of Minnesota, primarily in the metro area. Our members are engaged and connected at the local, regional, and international level, as well as online.

- 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

International Association of Business Communicators Minnesota

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.

Options	Cost	Free Registration	Verbal Recognition	Online Recognition	Printed Recognition	Right to distribute materials
Digital						
Email Ad (one-time ad in monthly e-newsletter)	$100 for members; $150 for nonmembers	-	-		-	-
Website Ad (one-time ad for one month)	$50 for members; $100 for nonmembers	-	-		-	-
Online Bundle (email ad + website ad)	$125 for members; $200 for nonmembers	-	-		-	-
Featured blog post	$250	-	-		-	-
Endorsed social post	$50	-	-		-	-
Event-based						
Networking Event	$250	One	Yes	Event web page and event exclusive emails	No	Yes, no booth
Monthly Professional Development Luncheon	$500	Two	Yes	Event web page and event exclusive emails	No	Yes, no booth
Conference or Workshop	$1,500	Two	Yes	Event web page and event exclusive emails	Yes	Yes + booth
Guest presenter	Negotiable based on topic and timing	Two	Yes	Yes	N/A	Yes
Coffee & Conversations	$75	Free event	Yes	Yes	No	Yes, no booth
Featured Sponsors						
Annual Sponsor (category exclusive)	$3,500	Two registrations for all events (12 mo.)	Yes, at all events	Website and emails	Yes	Yes + booth

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The Details

Email Ads ($100 for members; $150 for nonmembers)

- Advertisement in one of our electronic newsletters
- Sent the third Thursday of the month; 12 opportunities available
- Emails sent to approximately 500 current, prospective and lapsed members; average a 30+% open rate
- Size requirements: TBD

Website Ads ($50 for members; $100 for nonmembers)

- 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

Online Bundle ($125 for members; $200 for nonmembers)

- Purchase an email ad and a website ad for the same time period and get more visibility for a lower cost.

Networking Events ($250 – Up to 2 sponsorships/event)

IABC Minnesota holds 3-4 networking events annually to bring members and nonmembers together in a social, informal setting. Registration ranges from 20 – 60 attendees.

- 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

NEW! Job Posting Board on our Career Center at IABCMN.com. Contact info@iabcmn.com.

Monthly Professional Development Luncheon ($500—exclusive sponsorship)

IABC Minnesota holds 10-12 monthly meeting luncheons annually bringing in speakers to discuss relevant topics of interest to communicators. Registration ranges from 25 – 40 attendees.

- 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

Conference/Workshop ($1,500—Up to 2 sponsors/event

IABC Minnesota holds conferences or workshops each year to bring in keynote speakers on topics of interest to communicators. Registration ranges from 50 – 100 attendees.

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

Featured Sponsors ($3,500/12 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

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In-Kind Sponsorships

IABC Minnesota benefits greatly from in-kind donations and is pleased to give sponsors credit in meaningful ways on our web site, at meetings and on relevant program material. Please note in-kind sponsorships are typically twice the value of a cash sponsorship. For example, a $5,000 cash annual sponsorship would equal $10,000 worth of in-kind services.

IABC Minnesota Contact

info@iabcmn.com

Sponsorships Contact

Tammy Nienaber, VP Sponsorships
nienaber.tammy@gmail.com
(952) 746-6522

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, award "calls to entry," event programs, and a variety of other printed material.

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 of Bronze Quill Award announcements, invitations and other special mailings.

Special partner perks

Rewards for your loyalty
Returning sponsors receive a **5%** discount on future sponsorships (as long as it's within two years of previous sponsorship).

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, too
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