



Beyond Black & White Join the Journey

50th Anniversary
Sponsorship Package

The International Association of Business Communicators Calgary Chapter, is celebrating its 50th anniversary in 2017 and you're invited to come along on this incredible journey to help us celebrate.

Who We Are

IABC is a worldwide network of professionals committed to the highest standards of organizational communication. With more than 15,000 members in 80 countries, IABC is a professional association for communicators who wish to excel in their careers.

IABC/Calgary is the largest professional association for Calgary-based communications professionals, public relations practitioners and students. Boasting more than 500 active members, it is the second largest chapter in the world. We were founded in 1967 and are the oldest IABC Chapter.

Members of IABC/Calgary practice in many disciplines of communications and are employed by organizations ranging from large national or multinational corporations, to small local businesses, to non-profit societies and sole proprietorships crossing all sectors.

2017 is Going to Rock!

Our 50th Anniversary Year will kick off with a **dazzling gala on January 28th** followed by a full line-up of professional development events, workshops and special initiatives.

From strategic communications to social media, IABC Calgary promises an informative and exciting schedule of professional development events that will appeal to communicators and business professionals with all levels of experience and from every sector of the economy.

IABC/Calgary also offers our members opportunities to connect and share ideas through its Special Interest Groups.

Sponsorship Opportunities

Put Yourself in Front of Influential Communications and Business Professionals

We've put together a sponsorship program that welcomes every level of involvement and suit every budget.

There are a **limited number of sponsorships available** for those companies who want to boost their profile among more than 500 of Calgary's most influential communicators as well as a wide variety of business professionals and media who are expected to attend our events.

These professionals are influencers and decision makers who **lead the purchases of a wide variety of products and services** like strategic communications planning, public relations, advertising, graphic design, printing, audio visual, events planning, website development, digital and social media, media and many others.

They work for the largest public and private corporations, small businesses and non-profit organizations in the industrial, health care, financial services, government, education, consumer products and technology sectors to name just a few. IABC members lead and execute strategic, internal and external communication plans for corporations, governments, non-profits, educational institutions and consulting firms from around Calgary and the surrounding region.

By Becoming a Sponsor for IABC/Calgary's 50th Anniversary Gala, you will:

- Connect with an exclusive network of communications and business professionals.
- Align your brand with an organization that fosters and recognizes professional excellence and community involvement.
- Gain access to educational workshops and professional development opportunities.
- Leverage IABC/Calgary's communications vehicles to reach these highly influential professionals.
- Raise your profile among our diverse audiences through IABC Calgary's communications channels such as:
 - IABC/Calgary website including professional development, event and specialty pages.
 - Our blog which is widely read by our members and other professionals.
 - *The Current*, a weekly e-newsletter delivering updates and news from the Calgary and international communications profession.
 - Social media such as Facebook and Twitter.

Why Partner With Us

Increased Awareness

- Over 1,000 unique visits/month to iabccalgary.com
- Our most-read weekly e-newsletter, *The Current*, is sent to more than 500 professional communicators in the city
- Nearly 2,000 Twitter followers (from all over Canada)
- Over 500 Likes to Facebook page
- 440 members of LinkedIn group

Generate New Business

- Our members are the decision-makers in their companies

Networking/Event Exposure Opportunities

- Professional development events, networking events, special partnerships
- Enhance corporate reputation

Enhance Corporate Reputation

- Increase visibility of your company

As a sponsor, you will have the opportunity to align your brand with an exclusive network of communicators and business professionals. IABC/Calgary members are the key influencers and decision-makers in their companies as they lead purchases of a wide variety of products and services such as strategic planning, public relations, advertising, graphic design, printing, audio visual, event planning, website development, digital and social media, and much more.

This year, IABC/Calgary is celebrating its 50th anniversary as a chapter with an exciting lineup of special events throughout the year. If you do not see a sponsorship opportunity that suits your goals and budget, we would be more than happy to customize a package for your needs.

To become a sponsor today, please contact:

Jolene Ondrik
IABC/Calgary 50th Anniversary Co-Chair
E: jolene@eyeonculture.ca P: 403.870.3700

Sharon Lee
IABC/Calgary 50th Anniversary Co-Chair
E: shalurn@gmail.com P: 403.830.1688

Available Sponsorship Opportunities

We've created a dynamite line-up of sponsorship opportunities to help you meet your goals and to suit budgets of all sizes. There are both cash and in-kind sponsorships available for our Gala event such as

- Printing and signage
- Photography
- Audio visual
- Videography
- Venue
- Catering
- Decor
- Volunteer/Sponsor/VIP recognition gifts
- Swag bag for guests
- Entertainment

And, if you don't see a sponsorship package that suits your needs, call us and we can customize a package to meet your goals.

Our sponsorship packages are

EFFECTIVE – great profile building and marketing opportunities to a highly influential audience

FLEXIBLE – custom sponsorship packages to fit your needs and budget

AFFORDABLE – we want you to be part of the journey, so let's talk!

Sponsorship for Our 50th

Sponsor Recognition and Benefits	Title \$20,000	Partner \$15,000	Platinum \$10,000	Gold \$7,000	Silver \$4,000	Bronze \$1,000	Supporting \$500
Your black and white logo/link to your website on the Front Page of the IABC/Calgary website and sponsor bio	Till the end of 2017	Till the end of 2017	Till June 2017.	–	–	–	–
Your black and white logo/link to your website on Events Page of IABC/Calgary website for professional development events	6 events	5 events	4 events	3 events	2 events	1 events	
Your black and white logo/Link to your website on our IABC/Calgary Gala web page	✓	✓	✓	✓	✓	✓	✓
Your black and white logo on our weekly e-newsletter “The Current”	Till the end of 2017	Till the end of 2017	Till June 2017	8 mos.	4 mos.	1 mos.	–
The opportunity to publish a guest article on the IABC Calgary blog.	Two	Two	One	One	One	–	–
A feature on your company in our weekly e-newsletter “The Current”	✓	✓	✓	✓	–	–	–
Recognition in our new member and new corporate member packages.	✓	✓	✓	–	–	–	–

Sponsor Recognition and Benefits	Title \$20,000	Partner \$15,000	Platinum \$10,000	Gold \$7,000	Silver \$4,000	Bronze \$1,000	Supporting \$500
The opportunity to bring greetings at the start/finish of professional development events.	5 events	4 events	3 events	2 events	1 event	–	–
Provide two pieces of marketing material for professional development events	6 events	5 events	5 events	4 events	3 events	2 events	1 event
Verbal recognition by our MC and on signage during the IABC/Calgary Gala Event in January 2017	✓	✓	✓	✓	–	–	–
Recognition in our gala package recognizing sponsorship level	✓	✓	✓	✓	✓	✓	✓
Colour logo on signage and/or slides displayed at IABC/Calgary events	6 events	6 events	6 events	4 events	3 events	2 events	1 event
Tickets to the IABC/Calgary Gala Event in January 2017.	5 tickets	4 tickets	3 tickets	2 tickets	–	–	–
Free tickets to IABC/Calgary professional development events	4 tickets 6 events	2 tickets 6 events	2 tickets 5 events	2 tickets 3 events	2 tickets 2 events	2 tickets 1 event	1 ticket 1 event
Ability to speak at one event annually	✓	✓	✓	✓	✓	–	–
An invitation Special Interest Groups to discuss a company communications issue or other communications topic of your choosing	✓	✓	✓	–	–	–	–
Category exclusivity	✓	✓	–	–	–	–	–

Yearly Sponsorship

Opportunities for yearly sponsorships, cash or in-kind such as printing, venues for our professional events, speakers, are available as well as longer term partnerships. Contact us to discuss your options.

Endowment Opportunity: The Gift that Lasts

A Legacy Award

\$15,000 Cash Investment

Give the gift of knowledge to deserving IABC/Calgary members by investing in an endowment fund to establish a prestigious legacy award in the next three years (\$5000 a year). We expect this award will be given out annually to a deserving IABC/Calgary member who may use it to, for example, pay for an IABC membership, attend the IABC international conference, take part in a professional development event or use it to further their education at an academic institution.

In recognition for contributing to this remarkable award, you will receive:

1. Your logo and link to your website on the [Front page](#) of the IABC/Calgary website for three years.
2. Your logo and link to your website on the [Events page](#) of the IABC/Calgary Website for all professional development events in 2017.
3. Your logo and link to your website on the Legacy Award page of the IABC/Calgary Website for three years and recognition in perpetuity that you are a founding contributor.
4. Your black and white logo on our weekly e-newsletter "The Current" for three years.
5. A feature on your company in IABC/Calgary's "The Current" weekly e-newsletter.
6. The opportunity to publish a guest article on the IABC/Calgary blog.
7. Recognition in our new member and new corporate member packages.
8. The opportunity to bring greetings at the start of two professional development events.
9. The opportunity to provide two pieces of marketing material in the attendee registration packages for all professional development events in 2017.
10. Verbal recognition by our MC during the IABC/Calgary Gala Event in January 2017.
11. The opportunity to introduce the Legacy Award recipient at our end of year event.
12. Your logo on signage and/or PowerPoint slides displayed during all IABC/Calgary events in 2017.
13. Two tickets to the end of the year event in 2017.
14. Two registrations to two IABC/Calgary professional development events in 2017.
15. An invitation ["To the Table"](#) to discuss a communications issue your company is facing or a communications topic of your choosing (like all attendees, you are responsible for paying for your own meal).

There is also the opportunity to secure exclusive naming rights to this award and extend the award to a five-year program. Please contact us for details.