

IABC Edmonton 2017 - 2018 Sponsorship Package

Who we are

We are a professional association for business communicators in Edmonton. We're the Edmonton chapter of the International Association of Business Communicators (IABC), which connects us to 15,000 people in more than 80 countries.

What we do

We provide professional development resources and networking opportunities for our members, who work in PR, marketing, communications, government relations, writing and editing.

What's in it for you

Showcase your business to our 500 Edmonton members employed by multinational corporations, government, education, energy and utilities, local businesses, non-profit associations, creative agencies and independent consultants.

Our members are an influential group, and many of them are decision-makers or have the ear of decision makers. They are also significant purchasers of services such as graphic design, printing, audiovisual, media monitoring, special event rentals, application and web development, and advertising.

As an IABC Edmonton sponsor or partner, you are showcasing your leadership position, community support and commitment to communications excellence.

Your potential reach

- About 500 active members
- Average membership growth rate per year: about 5 per cent
- Average professional development event attendance: 50
- Networking event attendance: 30 to 75
- Newsletter sent to 488 members
- Facebook page likes: 717 likes | 712 followers | Average clicks per post: 13
- Monthly website visits: 1,460
- LinkedIn: 348 followers
- Twitter followers: 3,244
- Instagram followers: 1,168

Sponsorship opportunities

We will work with you to create a custom package. Both in-kind and cash sponsorships are welcome.

Event sponsor opportunities

Title sponsor: \$1,500

- Speak for three minutes about your product or service at the event
- If the event has a presentation: logo on projector slides and introduce presenter
- A display table at the event and two free tickets for your brand ambassadors
- Thank-you Tweets before, during and after the event.
- Promotional post on our LinkedIn group
- Promotional post on our Facebook page and Instagram account
- Logo and website link on our Eventbrite page
- Logo and website link on our invitation to members
- Opportunity to promote your partnership with IABC Edmonton through your communication channels
- Complimentary post to IABC Edmonton's Jobline (\$160 value)
- Opportunity to hand out promotional materials
- Opportunity to give a door prize

Sponsor: \$1,000

- Verbal thank-you to your organization at the podium from IABC Edmonton
- If the event has a presentation: logo on projector slides
- A display table at the event and one free ticket for your brand ambassador
- Thank-you Tweets before, during and after the event (three in total).
- Promotional post on our LinkedIn group
- Promotional post on our Facebook page and Instagram account
- Logo and website link on our Eventbrite page OR on our invitation to members
- Opportunity to promote your partnership with IABC Edmonton through your communication channels
- Complimentary post to IABC Edmonton's Jobline (\$160 value)
- Hand out promotional materials

Partner: \$500

- Your choice of photo opp (use your creative skills to market your organization with a branded frame and props for members to use throughout the night), display table or promo item hand out
- If the event has a presentation: logo on projector slides
- One free ticket to the event
- One thank-you Tweet during the event.
- Promotional post on our LinkedIn group
- Promotional post on our Instagram account

- Opportunity to promote your partnership with IABC Edmonton through your communication channels

\$300

- One free ticket to the event
- Thank-you Tweet during the event

In-kind opportunities

We value in-kind support for our work, as well:

- Graphic design
- Printing and signage
- Photography
- Audio visual
- Videography
- Catering
- Website hosting
- Website maintenance

\$10,000 value

- Logo and promotional information on our website
- Speak for five minutes about your product or service at an event
- Host a display table at the Capital Awards
- One free table at the Capital Awards Gala in May 2018 (value: \$\$\$\$)
- Promotional post on our Twitter, LinkedIn, Facebook and Instagram accounts
- Logo and promo in one member newsletter
- Opportunity to promote your partnership with IABC Edmonton through your communication channels
- Two complimentary job postings to IABC Edmonton's Jobline (\$160 value)

\$5,000 value

- Logo and promotional information on our website
- Host a display table at the Capital Awards OR a free table at the Capital Awards Gala in May 2018 (value: \$\$\$\$)
- Promotional post on our Twitter, LinkedIn, Facebook and Instagram accounts
- Logo and promo in one member newsletter
- Opportunity to promote your partnership with IABC Edmonton through your communication channels
- One complimentary job post to IABC Edmonton's Jobline (\$160 value)

\$1,000 value

- Host a display table at one of our professional development events

- Promotional post on our Twitter, Facebook and Instagram accounts
- Logo and promo in one member newsletter
- Opportunity to promote your partnership with IABC Edmonton through your communication channels
- One complimentary job post to IABC Edmonton's Jobline (\$160 value)

\$500 value

- Promotional post on our Twitter, Facebook and Instagram accounts
- Logo and promo in one member newsletter
- Opportunity to promote your partnership with IABC Edmonton through your communication channels

Other ideas/custom sponsorships

- Sponsor a cell phone charging station at an event
- [Sponsor a TweetWall](#)
- Sponsor wifi
- play/game stations (giant jenga, ball pit lounge, mini competitions)
- Craft station
- IABC directors and volunteers in branded apparel
- Live streaming (\$2,000)
- offer five-minute problem solving. Person presents work challenge and gets a fresh perspective/idea
- Snapchat filter
- Hashtag sponsor
- Facebook live sponsor
- Speaker video sponsor
- Podcast sponsor
- Drinks for Tweets sponsor - could be a contest
- Special presentation sponsor
- A/V sponsor
- MC sponsor

Upcoming events

| Date | Event | Description |
|-------------|--|--|
| October 3 | Leveraging Digital for Employee Engagement | This PD event is an evening panel and networking in partnership with nForm. |
| October 13 | Senior Communicator Friday Event | Casual event for communicators that features new topics each month/event. |
| October 17 | Mentorship Program | Fall event that is a Seed Mixer to have attendees meet each other and determine who they best connect with to set up working groups. |
| November 6 | Mentorship Program | Communications Management |
| November 8 | Information Certification Event and PD Session | This event will feature a previous Capital Awards of Distinction speaker as well as highlight the ways to grow your career and focus on achieving certification and answer any questions about that process. |
| November 23 | Find Some Common Ground | Networking event with a PD panel, some structured networking activities with a focus on different aspects of communications. |
| December 7 | Mentorship Program | Communications Research |
| December 15 | Senior Communicator Friday Event | Casual event for communicators that features new topics each month/event. |
| January 11 | New Year's Party | This is a free event complete with fun conversation, lively atmosphere and a cool venue. |
| January 23 | Mentorship Program event | Communications Research |
| February 9 | Senior Communicator Friday Event | Casual event for communicators that features new topics each month/event. |
| February 13 | Mentorship Program event | Communications Training |
| March | 40th Anniversary Event | TBD |

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| March 1 | Cheers to Careers | This event focuses on the many levels of career growth, from education, branding, resumes, mentorship, and finding your spot in the world of communications. |
| March 22 | Mentorship program event | Communications Training |
| April | CMP/SCMP Certification Exam | IABC Edmonton hosted Certification exam |
| April 12 | Mentorship program event | Communications Skills |
| April 13 | Senior Communicator Friday Event | Casual event for communicators that features new topics each month/event. |
| April 26 | PD Event Focus on Communication Strategy | Luncheon event, with possibility of afternoon sessions. |
| May 17 | Mentorship program event | Communications Skills |
| May 31 | Capital Awards | Largest single year event featuring gala and awards ceremony. |
| June 8 | Senior Communicator Friday Event | Casual event for communicators that features new topics each month/event. |
| June 14 | Mentorship program event | Celebration and wrap-up event |
| June 26 | Effective Presentation Skills | Evening session with speaker and potentially panel including some networking opportunities, potentially even workshop opportunity. |

Get in touch

To take advantage of these opportunities or discuss a custom package contact Senior Sponsorship Director, Crystal Komanchuk at crystalkom@live.ca.