PROMOTE EXCELLENCE IN CAMMUNICATION

JOIN US IN SETTING THE GLOBAL STANDARD











CREATE EXCITEMENT ABOUT BRILLIANCE

Today, businesses and organizations need communications counsel. Communications is changing rapidly, with new tools, time frames and technologies.

It's the interface between you and your public — your customers, followers, employees, regulators, suppliers and other audiences. Communicators are the professionals who manage your PR, marketing, communications, government relations, writing, editing, facilitation, design and online presence.

We help define and refine your brand, build your website, edit your video and create your brochure. We attract followers to your site and turn them into customers and members. We strategize with you and help you manage a crisis. We craft speeches, plan events, so you stand out.

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IABC IS YOUR COMMUNICATIONS PARTNER

We're the professional association that sets global standards and supports communicators, so you get the best advice available on the planet.

Around the world, IABC has 15,000 members in 80 countries. Edmonton's 500 members work for local businesses, multinational corporations, government, education, energy and utilities, non-profits and creative agencies.

We promote excellence in communications and offer professional development.

We connect Edmonton communicators with world leaders. We stage the annual Capital Awards to honour the best of the best and create excitement about brilliance.

Sponsor professional communication.

Share our commitment to excellence. Prove you're a leader who's connected to new ideas. Create opportunities for communicators to learn and network with pros. Help Edmonton flourish.

Showcase your services.

Communicators purchase legal counsel, HR, financial services, research, leadership development, training, keynote speakers, graphic design, photography, printing, audiovisual, media monitoring, special event rentals, web development and design, advertising and more.





REACH PROFESSIONAL COMMUNICATORS



Our membership

500+

Active members

5% growth rate

Average membership growth rate per year:



Our events

30 to 75

Networking event attendance

50+

Average professional development

event attendance

200+

Capital Awards

100+

Capital Awards entries



Our communications

488

Newsletter reach f 717 likes, 712 followers. Average clicks per post: 13

1,168 followers

1,460

Monthly website visits in 3,244 followers

348 followers

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SPONSORSHIP OPPORTUNITIES

We will work with you to customize a sponsorship package that helps you meet your goals.

IABC Edmonton offers networking events for communicators, professional development sessions and an awards gala every May. We publish a weekly jobline and a member newsletter. We're also big on social — Facebook, Twitter, Eventbrite and Instagram.







IABC Edmonton sponsorship checklist



Capital Awards

Category	Value
Cocktail	\$3,500
Wine	\$3,000
Decor	\$3,000
Print	\$3,000
Dessert	\$2,500
Entertainment	\$2,000
Floral	\$2,000
Trophy	\$2,000
Photography	\$1,000
Awards	\$3,000
Division	\$3,000
Member of the year	\$1,000
Communicator of the year	\$1,000
Inspired leader of the year	\$1,000

Events

Category	Value
Title	\$1,500
Partner	\$500
Partner	\$300

Season

Value	
\$10,000	
\$5,000	
\$1,000	
\$500	

In-kind / other

See following pages for details »

CAPITAL AWARDSSPONSORSHIP









Cocktail sponsor: \$3,500 value

- Show off your business or service and interact with guests at the hour-long reception
- Enhance your profile, as IABC Edmonton recognizes you on its social media and web channels
- Two free tickets to the event
- Logo recognition on all print materials, signage and during awards program
- Half-page ad in event program

Wine sponsor: \$3,000 value

- Display your logo on wine bottles
- Enjoy IABC Edmonton social media and website mentions leading up to the event
- Two free tickets to the event
- Logo recognition on all print materials, signage and during awards program
- Half-page ad in event program

Dessert sponsor: \$2,500 value

- Recognition during dessert
- Enjoy IABC Edmonton social media and website mentions leading up to the event
- Two free tickets to the event•Logo recognition on all print materials, signage and during awards program
- Quarter-page ad in event program

Entertainment sponsor: \$2,000 value

- Recognition as event
- Enjoy IABC Edmonton social media and website mentions leading up to the event
- Two free tickets to the event•Logo recognition on all print materials, signage and during awards program
- Quarter-page ad in event program

Decor sponsor: \$3,000 value

- Enjoy IABC Edmonton social media and website mentions leading up to the event
- Two free tickets to the event
- Logo recognition on all print materials, signage and during awards program
- Half-page ad in event program

Print sponsor: \$3,000 value

- Receive recognition at event
- Enjoy IABC Edmonton social media and website mentions leading up to the event
- Two free tickets to the event
- Logo recognition on all print materials, signage and during awards program
- Half-page ad in event program

Floral sponsor \$2,000 value

- Be the centre of attention
- Enjoy IABC Edmonton social media and website mentions leading up to the event
- Logo recognition on all print materials, signage and during awards program
- Quarter-page ad in event program

Photography sponsor: \$1,000 value

- One free ticket to event
- Logo recognition on all print materials, signage and during awards program

CAPITAL AWARDS SPONSORSHIP





Awards sponsor: \$3,000 value

- Put your name on awards program and help celebrate the best of the best
- Enjoy IABC Edmonton social media and website mentions leading up to the event
- Logo recognition on all print materials, signage and during awards program
- Quarter-page ad in event program

Communicator of the year: \$1,000 value

- Recognition as event
- Enjoy IABC Edmonton social media and website mentions leading up to the event
- Two free tickets to the event•Logo recognition on all print materials, signage and during awards program
- Quarter-page ad in event program

Inspired leader of the year: \$1,000 value

- Sponsor the trophy hardware
- Enjoy IABC Edmonton social media and website mentions leading up to the event
- Logo recognition on all print materials, signage and during awards program
- Quarter-page ad in event program

Member of the year: \$1,000 value

- Recognize an outstanding IABC member
- Present the award
- Introduce your organization (one minute)
- •One free ticket to the event
- Logo recognition on all print materials, signage and during awards program

Award division* sponsor: \$1,500 value

- Present the award in your division alongside the emcee
- •One free ticket to the event
- Logo recognition on all print materials, signage and during awards program
- Half-page ad in event program

Trophy sponsors: \$2,000 value

- Sponsor the trophy hardware
- Enjoy IABC Edmonton social media and website mentions leading up to the event
- Logo recognition on all print materials, signage and during awards program
- Quarter-page ad in event program





^{*}Award division categories: Communication Management; Training and Education; Communication Research; Communication Skills







EVENT SPONSOROPPORTUNITIES

Title sponsor: \$1,500

- Speak for three minutes about your product or service at the event
- Introduce the presenter and display your logo on the presentation
- Showcase your organization at an event display table
- Receive two free tickets for your brand ambassadors
- Get recognized with thank-you Tweets (before, during and after the event) and with promotional posts on our Facebook page and Instagram account)
- Show your logo and website link on our Eventbrite page and on our invitation to members
- Promote your partnership with IABC Edmonton through your own communication channels
- Receive a complimentary post on IABC Edmonton's Jobline (\$160 value)
- Hand out promotional materials
- Sponsor a door prize: \$1,000
- Accept a personal thank you from IABC Edmonton at the podium

Partner: \$500

- Your choice of photo opportunity, display table or handout
- Logo on projector slides (if the event has a presentation)
- One free event ticket
- One thank-you Tweet during the event.
- Promotional post on our LinkedIn group
- Promotional post on our Instagram account

Partner: \$300

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

SEASON SPONSORSHIP





\$10,000 value

- Show off your 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 OR a free table at the Capital Awards Gala in May 2018
- Get recognized with thank you Tweets (before, during and after the event) and with promotional posts on our Facebook page and Instagram account
- Promote your logo in one issue of our member newsletter
- Announce your partnership with IABC Edmonton through your communication channels
- Receive two complimentary job postings to IABC Edmonton's Jobline (\$160 value)

\$5,000 value

- Show off your 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
- Get recognized with promotional posts on our Twitter, LinkedIn, Facebook and Instagram accounts
- Promote your logo in one issue of our member newsletter
- Announce your partnership with IABC Edmonton through your communication channels
- Receive 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
- Get recognized with promotional posts on our Twitter, Facebook and Instagram accounts
- Promote your logo in one issue of our member newsletter
- Announce your partnership with IABC Edmonton through your communication channels
- Receive one complimentary job post to IABC Edmonton's Jobline (\$160 value)

\$500 value

- Get recognized with promotional posts on our Twitter, Facebook and Instagram accounts
- Promote your logo in one issue of our member newsletter
- Announce your partnership with IABC Edmonton through your communication channels







WE VALUE IN-KIND SUPPORT

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



Other ideas and custom sponsorships

Sponsor:

- •Cellphone charging station at an event
- Tweet Wall
- Wifi
- Snapchat filter
- hashtag
- Facebook Live
- Speaker video
- Podcast
- Special presentation
- A/V
- MC
- •Game stations (giant jenga, ball pit lounge, mini competitions)

- Craft station
- Snapchat filter
- Hashtag
- Facebook Live
- Speaker video
- Podcast
- Special presentation
- A/V
- MC
- Dress IABC directors and volunteers in branded apparel
- Sponsor live streaming (\$2,000)



Get in touch

IABC Edmonton is a professional organization that helps communicators grow their skills, so you can achieve your business goals. Sponsoring IABC events is a great way to publicize your value, while contributing to Edmonton's success.

To take advantage of these opportunities or discuss a custom package, please contact:

Terese Brasen **Senior Sponsorship Director**

teresebrasen@gmail.com 780-919-2858

edmonton.iabc.com @IABCYEG







