

## IABC NJ 2015 Sponsorships

### Opportunities to Reach Influential Communications Professionals

IABC New Jersey provides the opportunity to promote your organization's brand and services to communications leaders and professionals in the New Jersey / New York City area. Our members represent a wide variety of businesses and industries – from Fortune 100 financial services, manufacturing and pharmaceutical corporations to small and medium-sized firms, as well as independent professionals and creative agencies. And as part of an international IABC network of 13,000 communicators IABC NJ members wield their influence around the globe.

### Advancing the Profession

IABC NJ members understand the value of corporate communications to their organizations and the community at large and the key role IABC plays in advancing the communications profession both locally and globally. The generous contributions of our sponsors help defray the costs of programming, promotional and operational expenses that are vital to the management of a dynamic IABC chapter.

### Opportunities to Showcase Your Brand

A variety of sponsorship opportunities enable organizations to build their brands by taking advantage of website logo links, signage at IABC NJ events and recognition in program materials.

If you'd like to learn more about how you can showcase your brand in front of New Jersey's best and brightest communications professionals, contact IABC NJ Sponsorship VP Jayanti Menches – [jmenches@yahoo.com](mailto:jmenches@yahoo.com) today.

**Note:** Sponsorship does not constitute endorsement or liability.

## IABC NJ Sponsorship Opportunities

### Premier Sponsor -- \$2,500 for one year, or \$4,500 for two years

Benefits include the following for one calendar year:

- Banner ad on NJ.IABC.com  
The NJ.IABC.com web site receives more than 1,100 pages views each month from an average of 325 visitors.
- Recognition in online media for 12 months:
  - Twitter: 24 “Thank you” on our IABC NJ with link to your web site
  - LinkedIn: A featured “Thank you” mentions on IABC NJ LinkedIn discussion page with link to your site which will be promoted as “Manager’s Choice” (one per month, or per your schedule)
  - Facebook: “Thank you” mentions on IABC NJ Facebook page with link to your site promoting your service or event (one per month, or per your schedule)
- Signage and thank-you recognition at all IABC NJ events  
IABC NJ manages six to eight professional development programs and networking events annually.
- Two tickets to IABC NJ programs during the sponsorship year
- One annual IABC membership

### Cyber Sponsor -- \$1,000 for one year, or \$1,800 for two years

Benefits include the following for one calendar year:

- Logo link on NJ.IABC.com
- Recognition in online media for 12 months:
  - Twitter: “Thank you” on our IABC NJ with link to your web site, which will be promoted six times per year
  - LinkedIn: A featured “Thank you” mention on IABC NJ LinkedIn discussion page with link to your site promoted as “Manager’s Choice” (one per month, or per your schedule)
  - Facebook: “Thank you” mentions on IABC NJ Facebook page with link to your site promoting your service or event (one per month, or per your schedule)

### Event Sponsor -- \$500

Benefits include:

- “Thank you” recognition at one Professional Development program OR one Networking Event
- Recognition in all event promotions, including email announcements
- Bring your own signage or handouts
- Five free tickets to the sponsored Professional Development event
- Ten free tickets to the sponsored Networking Event

- Additional attendees will be charged the standard event rate

## **Website Sponsor -- \$500**

- Banner ad on NJ.IABC.com for 12 months

## **Sponsorship Opportunities, continued**

## **Spring Networking Event – May 14, 2015 -- \$100 to \$1,500**

Started in 2010, this annual event attracts nearly 100 communicators from major corporations and organizations across New Jersey, and it promises to be even more popular each year.

Choices of benefits include:

### **Event cocktail hour – \$1,500**

- Signage at cocktail hour
- Introductory remarks
- “Thank you” recognition at event
- Recognition in event journal
- Recognition in all IABC NJ social media channels leading up to event
- Recognition in event media release

### **Journal – \$750**

- Front-page recognition in event journal

### **Exhibit – \$500**

- Signage on exhibit table

### **Event Journal Ad – \$300 OR \$100**

- Journal ad, full page, \$300
- Journal ad, business card sized, \$100

**Note:** Sponsorship packages are subject to change by the IABC NJ Board.