



Make Your Mark: Sponsor IABC New Jersey

**Connect with Influential Communications and Marketing
Professionals through IABC New Jersey Sponsorship**



Showcase Your Story, Promote Your Brand

The New Jersey chapter of the International Association of Business Communicators provides the opportunity to promote your organization’s brand and services to communications leaders and professionals in the New Jersey and New York City area.

A variety of IABC New Jersey sponsorship opportunities can enable your organization to strengthen its brand, including through presence on our website and social media channels, logo on signage at events, within marketing and member communications, through live recognition at an event, recognition in program materials and more.

Our **~80** members represent a wide variety of businesses and industries – from financial services, manufacturing and pharmaceutical corporations to small and medium-sized firms, as well as independent professionals and creative agencies.

Our reach extends to **hundreds of area professionals.**

As part of an international IABC network of **10,000+** communicators, IABC New Jersey members wield their influence around the globe.

Investing in and Advancing the Profession

IABC New Jersey 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, locally and globally. The generous contributions of our sponsors help defray the costs of programming, leadership development, marketing and operational expenses that are vital to managing a dynamic IABC chapter.



Make Your Mark: Sponsor IABC New Jersey

Premier Partner: \$2,500 for one year, or \$4,500 for two years

Gain these benefits for the calendar-year period:

- **Presence:** Your ad/logo, company link and 200-word description on the IABC New Jersey website. On average, the IABC New Jersey web site receives 2,100+ page views each month from an average of 760+ visitors.
- **Recognition:** Sponsor banner displayed prominently at all IABC New Jersey events, as well as recognition in online and social media posts, with direct links provided to your organization's website.
 - **On Social:** 8+ posts/year across the chapters Twitter, LinkedIn, Instagram and Facebook channels.
 - **In Person:** IABC NJ manages eight to 10 professional development programs and networking events annually, where sponsors are recognized in person by a chapter leader in introductory remarks.
- **Engagement:**
 - One complimentary annual IABC membership, with dues covered by IABC NJ.
 - Five complimentary tickets to IABC NJ programs during the sponsorship year.
 - Ability to customize one e-blast content message that IABC New Jersey will share with its network, clearly marked as sponsor content.
- **Preference:** First right of refusal of the leading sponsorship position for the Annual IABC New Jersey Signature Spring Event, held each year.
- *Benefits begin the month following completion of sponsorship agreement.*

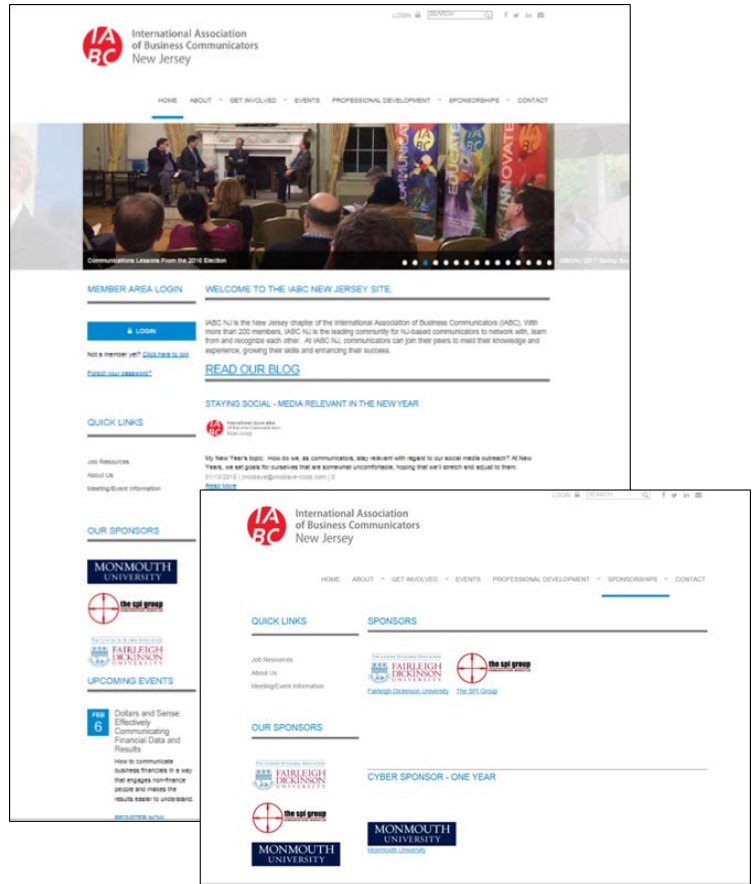


Make Your Mark: Sponsor IABC New Jersey

Digital Partner: \$1,000 for one year, or \$1,800 for two years

Gain these benefits for the calendar year:

- **Presence:** Your ad/logo placement, company link and 100-word description on the IABC New Jersey website. On average, the IABC New Jersey web site receives 2,100+ page views each month from an average of 760+ visitors.
- **Recognition:** Recognition in online and social media posts, with direct links provided to your organization's website.
 - **On Social:** 2+ posts/year across the chapters Twitter, LinkedIn, Instagram and Facebook channels.
 - **In Person:** IABC NJ manages eight to 10 professional development programs and networking events annually, where sponsors are recognized in person by a chapter leader in introductory remarks.
- **Engagement:**
 - One complimentary ticket to IABC NJ programs during the sponsorship year.
 - *Benefits begin the month following sponsorship agreement.*



Website Sponsor: \$500

Gain these benefits for the calendar year:

- Your logo/ad on IABC New Jersey website for 12 months.
- Recognition in online and social media posts, with direct links provided to your organization's website.
 - 1+ posts/year across the chapters Twitter, LinkedIn, Instagram and Facebook channels.
- One complimentary ticket to IABC NJ programs during the sponsorship year.
- *Benefits begin the month following sponsorship agreement.*



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Professional Development/Networking Event Sponsor: \$500

Gain these benefits:

- “Thank you” recognition in opening chapter leader introductory remarks at one Professional Development program OR one Networking event.
 - Includes 50-word descriptor to be shared verbally with attendees.
- Recognition in all event promotions, including email announcements.
- Four complimentary admissions to sponsored event (*Approximate \$100 value alone!*)
- Ability for you to bring your own signage or handouts.
- Event sponsorship is exclusive.

In-kind Sponsor

We welcome inquiries about opportunities to provide goods and services to the IABC New Jersey chapter in return for sponsorship recognition. Items including food and beverages, prizes for event drawings, and recognition gifts may be donated or offered at reduced pricing. Contact us for details about in-kind donation partnerships.



Make Your Mark: Sponsor IABC New Jersey

Annual IABC New Jersey Signature Spring Social Event

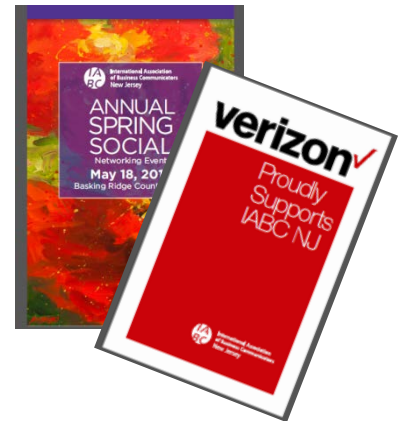


Started in 2010, this annual event attracts nearly 100 communicators from major corporations and organizations across New Jersey, and it promises to be even more popular each year. Sponsorship levels include:

Signature: \$1500 (all benefits below)

Event Cocktail Hour Host: \$500

- ❖ Signage at cocktail hour
- ❖ Mention in introductory remarks by chapter leaders
- ❖ "Thank you" recognition at event
- ❖ Recognition in event invitation, program and media release
- ❖ Recognition in all IABC NJ social media channels leading up to event



Event Program Sponsor: \$750

- ❖ Front-page recognition within event program
- ❖ Ability for you to bring your own signage or handouts

Exhibit Table Sponsor: \$500

- ❖ Dedicated exhibit table, adjacent to registration
- ❖ Ability for you to bring your own signage or handouts

Event Program Advertisements:

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

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