



IABC/Toronto

Sponsorship Package



International Association  
of Business Communicators  
Toronto

## THE POWER AND INFLUENCE OF IABC/TORONTO

*The International Association of Business Communicators (IABC) is the premier global network for professionals engaged in strategic organizational communication. Founded in 1970, IABC comprises more than 9,000 business communication professionals in more than 73 countries and over 114 regions and chapters worldwide.*

As the largest chapter of IABC in the world with more than 1,000 members, IABC/Toronto offers a range of programs and services that serve the diverse needs of business communicators in the Greater Toronto Area (GTA).

IABC/Toronto members are influencers and instrumental decision makers, leading public and media relations, corporate communications, employee communications, public affairs, investor relations, marketing communications, graphic design, website development, social media services and more.

Toronto's communication professionals are an integral part of the fabric of the GTA's economy. Our members lead and execute strategic internal and external communication plans for the largest public and private corporations, small businesses and non-profit organizations. They work in a variety of fields such as health care, financial services, government, education, consumer products and technology.



**9,000+**  
members worldwide



**73+**  
countries



**114+**  
regions and chapters



**1,000+**  
members in Toronto

## WHY PARTNER WITH IABC/TORONTO

### **Awareness, recognition and exposure.**

The Toronto chapter of IABC provides a unique opportunity to increase your organization's visibility and brand awareness among an influential group of business leaders. As an IABC/Toronto sponsor, you are showcasing your leadership position, community support and commitment to the field of communications excellence. In return, you will enjoy the most generous package of marketing benefits available in the industry. This package includes building brand awareness, increasing revenue by generating sales leads, driving traffic to your home page, and more.

### **A recognition package tailored to meet your needs.**

Each opportunity provides a comprehensive marketing package designed to maximize your organization's visibility, provide opportunities for you to connect with potential customers and expand your client base.

### **Become part of the IABC/Toronto community.**

By gaining access to more than 1,000 members, you will set yourself apart from your competition by showcasing your company to this diverse audience of business professionals and decision makers.



## SPONSORSHIP BENEFITS

*Our Strategic Partnerships team will work in close collaboration with you to identify your unique position and offering within the IABC/Toronto community and in turn, the benefits you will receive as one of our valued sponsors. Together, we create a recognition package tailored to meet your needs.*

### BE RECOGNIZED

- Highlight your logo on our website, e-communications, advertisements, event and program promotional materials, presentations and more
- Receive recognition at our events
- Showcase your company collateral at our events
- Communicate targeted messages and promotions to our members through our online communications channels and social networks
- Use the IABC/Toronto logo to announce your partnership with the premier communications association

### ATTEND EVENTS

- Attend our annual professional development and networking events
- Attend our annual signature event, the OVATION Awards Gala

### BUILD YOUR NETWORKS

- Attend professional development, networking, and awards events to increase your contacts and access GTA's communicators and decision makers all in one room

### ADVERTISE WITH US

- Advertise your company through our website
- Advertise your company through our bi-weekly e-newsletter (e-Lert), reaching an audience of more than 4,100 chapter members and non-member subscribers
- Contribute to *Communicator* – IABC/Toronto's online magazine featuring information and insights on topics relevant to communicators in the GTA – and position yourself as an industry expert

## SPONSORSHIP BENEFITS

*Each sponsorship agreement is designed to contain the best mix of sponsorship benefits that will advance the needs of your organization.*

To take advantage of these unique opportunities to engage Toronto's communication leaders, contact:

[toronto-info@iabc.to](mailto:toronto-info@iabc.to)

## OUR REACH

- [Communicator](#) – our quarterly online magazine – reaches more than 4,100 contacts from the communications and business community, 1,000 of whom have access to each edition
- IABC/Toronto hosts 10 to 20 [events](#) each year that combined attract more than 1,200 people in attendance
- The IABC/Toronto [OVATION Awards Gala](#) is one of the most prestigious events of the season and recognizes excellence in communications; more than 250 communicators from across the GTA attended the 2018 Gala
- The IABC/Toronto has strong social communities with more than 992 [Facebook](#) page followers and 1,000 likes, 10,000 followers on [Twitter](#) and 970 followers on [LinkedIn](#) and other social networks
- [Website](#) – our site attracts more than 2,600 visits each month
- Media and public relations form an important communication channel to connect with the greater community, bringing awareness of and exposure for IABC/Toronto activities and our sponsors



## ADVERTISING AND SPONSORSHIP OPPORTUNITIES

*IABC/Toronto offers one-time and annual sponsorship and advertising opportunities. How can you sign up? Simply email us and we'll get you started.*

Have questions? Contact:

[toronto-info@iabc.to](mailto:toronto-info@iabc.to)

### ANNUAL TITLE CASH SPONSOR

**\$1,000 - \$5,000**

We create customized agreements to suit your individual needs and budget that include year-around benefits to consistently reinforce your key messaging and alliance with IABC/Toronto, and to help you stand out from the crowd. Cash sponsors will be recognized as a lead sponsor.

#### Recognition may include the following:

- Corporate logo and link throughout chapter website – home page, sponsors section, 50-character profile
- Corporate logo and link in our annual sponsor anchor for *Communicator*, our e-communiqué
- Complimentary event tickets
- Company representative invited to introduce speaker(s) or make welcome remarks
- Verbal recognition at all events
- Company logo on on-site materials (presentation, etc.) at events
- Corporate logo and link to website on IABC/Toronto website

### ANNUAL IN-KIND SPONSOR

**\$1,000 - \$15,000**

As a non-profit association, we depend on many trusted suppliers to provide in-kind products and services to fulfil our operating requirements. Our carefully selected partners are profiled as preferred service providers, creating year-round exposure and visibility among the province's communications professionals and business decision makers.

#### Recognition may include the following:

- Corporate logo and link throughout chapter website – home page, sponsors section, 50-character profile
- Corporate logo and link in our annual sponsor anchor for *Communicator*, our e-communiqué
- Complimentary event tickets
- Company representative invited to introduce speaker(s) or make welcome remarks
- Verbal recognition at all events
- Company logo on on-site materials (presentation, etc.) at events
- Corporate logo and link to website on IABC/Toronto website

## ADVERTISING AND SPONSORSHIP OPPORTUNITIES

### ANNUAL EVENT SPONSOR

\$500 - \$5,000

Opportunities to get involved include cash sponsorship of an event or sponsorship of an annual event series.

### PROFESSIONAL DEVELOPMENT DAYS (SIX EVENTS ANNUALLY)

\$2,000 PER EVENT

As an elite networking sponsor, support professional development for Toronto's leading-edge communicators and help them take their practice to the next level.

#### Recognition may include the following:

- Name and corporate logo on all member communications about professional development days (chapter website, member emails)
- Two complimentary event tickets
- Company representative invited to present speaker(s) or welcome remarks
- Verbal recognition at event
- Company logo on on-site materials (presentation, etc.) at the event
- Corporate logo and link to website on IABC/Toronto website
- Recognition across all IABC/Toronto's social media accounts

For more details about IABC/Toronto's events, visit:  
[toronto.iabc.com/events/](https://toronto.iabc.com/events/)

### STUDENT OF THE YEAR AWARD (CASH ONLY)

\$2,000

Support the future of Toronto's communication industry.

#### Recognition may include the following:

- Name and corporate logo on all member communications about the Student of the Year Award (chapter website, member emails)
- Two complimentary event tickets to the OVATION Awards Gala
- Representative invited to present award(s) to Student of the Year recipient(s) at the OVATION Awards Gala
- Verbal recognition at the OVATION Awards Gala
- Logo on on-site materials (presentation, etc.) at the gala
- Corporate logo and link to website on IABC/Toronto website
- Recognition across all IABC/Toronto's social media accounts

For more information on the Student of the Year Award, please visit:  
[toronto.iabc.com/awards/student-awards/](https://toronto.iabc.com/awards/student-awards/)