

# Sponsorship opportunities with IABC Wellington



International Association  
of Business Communicators  
Wellington



# Introducing IABC

The International Association of Business Communicators (IABC) is a global network of more than 10,000 communications professionals in 70-plus countries.

The IABC is a not-for-profit member organisation. Our core objective is to deliver value to our members, who are generally senior and management-level communications professionals from government agencies, corporations, not-for-profit groups and professional consultancies.

IABC Wellington connects members to local and international trends in best-practice communications by organising speakers, professional development and networking events.

## The Wellington Chapter:

- Has a network of more than 100 members and communicates with more than 400 influential Wellington communicators every month
- Works closely with IABC Chapters in Auckland and Christchurch to provide opportunities and value to the broader New Zealand IABC membership
- Is connected to more than 800 members throughout the Asia Pacific region
- Has multiple Gold Quill Award recipients (International IABC Awards for communications excellence).
- Facilitates a mentoring programme

## Events and professional development

Every four to six weeks IABC Wellington holds events and runs targeted workshops with international speakers.

- Events typically average ~50 attendees, with signature events attracting ~100 attendees
- Professional development courses regularly sell to capacity
- Events offer sponsors and members a chance to learn more about each other and services available
- Members represent a cross-section of government, SOE, and private organisations in the greater Wellington region

## The 2018 IABC Wellington Board

**President** – Jazial Crossley, MBIE

**President Elect and Director Membership** – Kathryn Healy, KathComms

**Past Immediate President and Director Brand** – Shaun Jones, ACC

**Director Event Management** – Luise Boss, MBIE

**Director Professional Development** – Olivia Cramond, ACC

**Director Professional Development** – Jacqui Martin, GWRC

**Director Finance** – Rhys Hurd, ACC

**Director Sponsorship** – Chris Dutton, Transpower New Zealand

**Director Communications** – Samantha Fisher, Victoria University

**Director-at-Large** – Amanda Woodbridge, Mati Partners

**Board Intern** – Helen Rajan, Ministry of Health

**Board Intern** – Paris Guglielmoni, University Student



## Suite of sponsorship opportunities

IABC Wellington is proud of the value sponsorship agreements bring to both members and sponsoring organisations.

Please read on for more information about the sponsorship opportunities that can connect your company with IABC Wellington's membership of top, senior communicators.

### Principal Partnership

**\$10,000 p/a**

The Principal Partner has unrivalled brand exposure for the duration of the sponsorship.

Our Principal Partner has direct access to the Board and uninhibited access to Wellington's leading communicators through the capital's leading international communications advocacy association, the IABC.

When available, the Principal Partnership is offered by invitation only to those organisations that share the values and ethos of the IABC Wellington Chapter.

### Benefits

- The Principal Partner may be offered an associate role on the Board
- The Principal Partner is named on the front page of the IABC Wellington website
- The Principal Partner's website and social channels are linked through the IABC Wellington website
- Logo recognition in the IABC Wellington e-newsletter sent to more than 400 local communicators monthly
- Written mention in every IABC Wellington newsletter
- Monthly mentions as part of our social media content calendars for LinkedIn, Twitter and Facebook
- Logo inclusion in every IABC Wellington event presentation
- Signage, banners and collateral at events - sponsor to supply
- Five tickets free of charge to every IABC Wellington event
- Vocal recognition at every IABC Wellington event
- Principal Partner name badges: representatives from the Principal Partner's organisation attending any IABC function will receive a name badge identifying them as Principal Partner
- VIP Speaker access: A senior representative will be invited to attend any post-event dinner and drinks with the IABC Wellington Board and its international and domestic speakers, providing exclusive networking opportunities
- The Principal Partner will receive pre-event notification to allow first entry to IABC Wellington events and seat reservation for clients.



# Sponsorship opportunities

## Premium Sponsorship

**\$7,500 p/a**

IABC Wellington takes a 'Members first' approach to Premium Sponsorships with its two Premium Partnerships offered first to member companies.

Our Premium Sponsors are organisations that serve our membership by enhancing our existing network, amplifying our advocacy platform and actively engaging with the membership throughout the term of the partnership.

IABC Wellington has a limit of two Premium Sponsors per annum, offered with no-competition and first right of refusal clauses.

### Benefits:

- The Premium Sponsors are named on the front page of the IABC Wellington website
- Logo recognition in the IABC Wellington e-newsletter sent to more than 400 communicators monthly
- Signage, banners and collateral at events
- 3 tickets free of charge to every IABC Wellington event
- Vocal recognition at events
- Premium Sponsors are invited to contribute content to IABC Wellington social media calendars including LinkedIn, Twitter and Facebook
- Recruitment sponsor: exclusive right to post jobs (by a recruitment company) on our LinkedIn group, and in our e-newsletter.

## Chapter Sponsorship

**\$5,000 p/a**

The IABC Chapter Sponsor enables IABC Wellington to continue offering sought-after events and professional development programmes. Chapter Sponsors are those organisations who regularly work with and enable communications professionals across Wellington.

Communications professionals rely on companies and vendors to enable the work they do every day. By becoming a Chapter Sponsor, your organisation can easily reach key communications professionals to help them stay informed about emerging trends, services and tools.

All Chapter Sponsors are carefully considered to ensure the sponsor and our membership can both benefit from any sponsorship of IABC Wellington.

### Benefits:

- Logo recognition in the IABC Wellington e-newsletter sent to more than 400 communicators monthly
- Signage, banners and collateral at events
- 2 tickets free of charge to every IABC Wellington event
- Vocal recognition at events
- Chapter Sponsors are invited to contribute quarterly content to IABC Wellington social media calendars including LinkedIn, Twitter and Facebook.

## Event Sponsor

**\$1,500**

IABC events provide Event Sponsors with an unparalleled platform to reach target markets and make the most of our accomplished membership.

Specific event-based sponsorship allows sponsors to target specific sections of our membership and affiliates at a lesser cost than committing to an annual agreement. Sponsorship benefits are tailored to suit the package and specific event.

### Benefits can include:

- 5 complimentary tickets to the event
- Brand recognition in all event collateral
- Logo on the IABC Wellington event page
- Recognition in our event 'review' article in the IABC Wellington e-newsletter to more than 400 Members and communicators
- Verbal acknowledgement at the beginning of the event
- Welcome speech profile read during event
- Event Sponsors may be invited to give a vote of thanks or introduce the speaker/s
- Event Sponsor organisations are provided a copy of the business cards from the lucky door prize draw members enter on entry
- Event Sponsors are invited to donate a prize relevant to their business and draw the prize for IABC Wellington Members (under supervision of course!).



## Research Partner

By negotiation

The IABC Research Partner conducts an annual communications research report in conjunction with the IABC Wellington Chapter.

The report is published in partnership and jointly presented at an IABC Wellington event.

### Benefits:

- Access to IABC Wellington membership to conduct and publicise research
- Brand recognition in all event collateral
- Listed as IABC Research Partner on IABC Wellington website
- Introduction and verbal acknowledgement at event
- Provided a copy of business cards of event attendees
- Assisted networking including one lunch facilitated with a person of Research Partner's interest by an IABC Board member in each city
- Research published throughout the IABC's channels and nationwide network
- Contribution to the IABC Wellington social media calendars including Twitter, LinkedIn and Facebook.

## In-Kind Supporters

By negotiation

In-Kind Sponsorships are negotiated on a case-by-case basis.

Arrangements of mutual benefit may include:

- Venue hire
- Beverages
- Catering
- In-house design assistance
- Social media assistance
- Event management
- Branding.

Additionally, IABC Wellington is happy to consider your suggestions as to how we can best represent your brand to our members.

Please note the recognition types listed are indicative, and may be modified to suit a particular Sponsor's requirements.

IABC Wellington views sponsorships as relationships that must be beneficial for both members and sponsoring organisations. IABC Wellington will work with sponsors to avoid conflicts of interest by providing regular updates about existing and potential sponsorship agreements.

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**To discuss your interest in sponsoring IABC Wellington, speak to an IABC Board member or email:**  
[iabcwellington@gmail.com](mailto:iabcwellington@gmail.com)

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