

# Sponsorship Opportunities



## Introduction

Thank you for your interest in sponsoring us! There are numerous ways to sponsor the Institute of Internal Auditors (IIA) Denver Chapter (i.e. the Chapter). These include:

- Annual Sponsorships
- Monthly Chapter Meeting, Seminars, and Networking Event Sponsorships
- Exclusive Meeting Sponsorships
- Co-Sponsorship of Conferences

Our goal is to make sponsorship easy and mutually beneficial to our sponsors and the Chapter. We have designed our sponsorship opportunities specifically to give you wide exposure to our membership and to maximize your name recognition. In turn, your sponsorship benefits the Chapter by supporting our membership service activities.

While we have established several ways for you to sponsor the Chapter, we welcome all ideas. Please review the sponsorship opportunities in this document to find the right fit for you. If you would like to sponsor the chapter or if you have any questions please contact our Chair of Sponsorships at the information below.

*Robert Blair, Chair of Sponsorships:* [sponsorships@denveriia.org](mailto:sponsorships@denveriia.org)

Again, thank you for your interest in sponsoring the Chapter! We look forward to working with you.

Sincerely,

Christina Baker, President  
IIA Denver Chapter

## Annual Sponsorships:

The Denver Chapter (i.e. the Chapter) has an annual sponsorship program, which we believe provides great value for sponsors to maximize name recognition by supporting the Chapter on an annual basis.

Opportunities for Annual Sponsorship				
	Platinum	Gold	Silver	Bronze
<b>Price*</b>	<b>\$1,500</b>	<b>\$1,000</b>	<b>\$600</b>	<b>\$300</b>
(All sponsorship levels are valid for 12 months from the sign-up date.)				
<b>Distribute whitepaper or other handout at CAE Roundtables</b>	X			
<b>Inclusion in the Service Provider Directory on the Chapter website</b>	X	X	X	X
<b>Logo on the Chapter Website</b>	X	X	X	X
<b>Logo in quarterly newsletter</b>	X	X	X	
<b>Benefits for monthly meetings<sup>1</sup> of your choice (excludes special events<sup>2</sup> and exclusive events<sup>3</sup>)</b>				
<b>Number of meetings</b>	All	3	1	
<b>Access to Sponsorship table (not required)</b>	X			
<b>1 page marketing collateral for each attendee</b>	X	X	X	
(Limited to letter size, and printing is the responsibility of the sponsor)				
<b>Recognition of sponsor at meeting</b>	X	X	X	
<b>Free registrations per meeting</b>	2	1	1	

<sup>1</sup> Monthly meetings are typically breakfast or lunch meetings that offer 2 CPEs.

<sup>2</sup> See Special Event Co-sponsorship for more information.

<sup>3</sup> See Exclusive Event Sponsorship for more information.

## Monthly Chapter Meetings, Seminars, and Networking Events

The Denver Chapter hosts a number of normal monthly Chapter meetings, seminars, and networking events throughout the year.

- **Monthly Chapter Meetings** - Breakfast or lunch meetings that offer 2 Continuing Professional Education credits (CPEs).
- **Seminars** – Typically half or full-day classes on a specific theme or topic (e.g. fraud, risk, etc.) with smaller class sizes.
- **Networking events** - Typically in the evening and provide opportunity for members to network without earning CPEs.

We offer the following sponsorship opportunities for monthly Chapter meetings, seminars, and networking events.

Opportunities to Sponsor Monthly Chapter Meetings, Seminars, and Networking Events				
	Provide or Pay for Location	Pay for Food	Pay for Alcoholic Beverages	Miscellaneous*
<b>Price</b>	Depends on cost	Depends on cost	Depends on cost	Depends on cost
<b>Logo placement on event marketing emails</b>	X	X	X	X
<b>1 page marketing collateral for each attendee</b>  (Limited to letter size, and printing is the responsibility of the sponsor)	X	X	X	
<b>Sign by buffet acknowledging sponsor</b>		X		
<b>Sign by bar or drink station acknowledging sponsor</b>			X	

\*Miscellaneous sponsorship typically involves the donation of door prizes (e.g. gift cards) or other items as agreed upon. These donations are typically smaller and less expensive in nature.

## Exclusive Meeting Sponsorship

Exclusivity is something that many of our sponsors have requested, and we are happy to oblige. Exclusive meetings give sponsors extensive input into the development of a meeting where they have center stage and the opportunity to showcase their expertise.

There are minimum requirements for being an exclusive meeting sponsor, as described below. Beyond the minimum requirements, exclusive Chapter meetings are driven by what the sponsor would like to provide. For example, the sponsor may wish to host a longer meeting that provides more CPEs or that includes a social or networking aspect.

### **Pricing and Minimum Requirements:**

We do not have set a price for exclusive meeting sponsorships because the sponsor bears the full cost, which will vary by meeting type.

At a minimum, we require the following to ensure that exclusive meetings adhere to the minimum standards for all meetings. If you are not able to provide all of these items, we encourage you to consider one of our other sponsorship opportunities.

For an exclusive meeting sponsorship, the sponsor must provide:

- Topic\*
- Speaker\*\*
- Adequate Space (average attendance is typically 60 attendees)
- Food\*\*\*

\*Topics must be approved by the Chapter and must qualify for at least two CPEs. Additionally, we do not accept presentations that are intended to directly sell products or services. Presentations must serve the purpose of educating our members regardless of whether they choose to do business with the sponsor. Presentations are not an opportunity for a direct sales pitch to our members.

\*\*Sponsor is responsible for the speaker's travel costs and/or speaker fees

\*\*\*Food typically includes a hot-breakfast buffet, hot-lunch buffet, or cocktail-hour appetizers and drinks. The sponsor must provide at least one of these options but may provide any combination of these options based on the timing and length of the meeting.

### **How your exclusive sponsorship helps the Chapter:**

Exclusive sponsorships benefit the Chapter greatly by providing education to our members, as well as an opportunity for networking. The Chapter will charge attendees the normal rate for the meeting (e.g. member rate is \$35 for 2 CPEs), which will result in a profit that the Chapter will use to fund activities such as:

- Member give-back incentives

- Chapter celebrations (e.g. Internal Audit Awareness Month, Chapter anniversaries, etc.)
- Member incentives for anniversaries, new IIA certifications, and new members
- Networking events
- Student scholarships
- Donations to the IIA foundation
- Reduced member pricing for special training (e.g. CIA learning course)
- Costs related to chapter administration

<b>Benefits of Exclusive Meeting Sponsorship</b>	
<b>Price</b>	<b>Full cost of meeting</b>
<b>Inclusion of logo on the Chapter website and in the Chapter's Service Provider Directory for a year</b>	We will include the sponsor's logo on our website and in our service provider directory for a year from the date that they commit to being an exclusive sponsor.
<b>Extensive input into Event Development</b>	At a minimum, the sponsor will provide the following: <ul style="list-style-type: none"> <li>• Topic</li> <li>• Speaker</li> <li>• Space</li> <li>• Food</li> </ul>
<b>Free registrations</b>	5
<b>Chapter Support</b>	The Chapter will provide the following: <ul style="list-style-type: none"> <li>• Meeting advertising to Chapter membership</li> <li>• CPE certification</li> <li>• Management of meeting registration</li> <li>• Marketing as described below</li> <li>• Posting of slides to the Chapter website*</li> <li>• Attendee list (name and company)</li> </ul> <p>*This is optional, and the sponsor must have the rights to share the slides and all content therein. The slides will be posted on the members-only portal of the Chapter's website, and will be visible to all members.</p>
<b>Marketing / Logo Placement</b>	
<b>Sponsor marketing collateral</b>	The sponsor may provide as much marketing collateral as they choose, and may distribute the material in the manner that best suits

	them. Printing is the responsibility of the sponsor.
<b>Chapter President's Recognition</b>	The Chapter President will recognize your exclusive sponsorship in the quarterly newsletter.
<b>Logo placement</b>	The Chapter will include the sponsors logo the meeting marketing materials

## Conference Co-Sponsorship

The Chapter hosts a number of conferences each year such as the annual Leadership Conference, Internal Audit Awareness Month, etc. We are committed to the highest quality in these events and to keeping the price reasonable for our members. As a result, we have enjoyed attendance of 200 or more at our recent conferences.

As you can imagine, these events are more expensive to produce. Even with event sponsors, the Chapter typically loses money on conferences. In co-sponsoring a conference, you help the Chapter to reduce the price we charge attendees. This typically increases attendance, which benefits sponsors by increasing direct, in-person exposure to the Chapter's membership.

There are different ways that you can co-sponsor a conference as described in the table below.

<b>Opportunities to Co-sponsor Conferences</b>					
	<b>General Sponsorship</b>	<b>Pay for Location</b>	<b>Pay for Food</b>	<b>Pay for Alcoholic Beverages</b>	<b>Miscellaneous*</b>
<b>Price</b>	\$1,500	Depends on cost	Depends on cost	Depends on cost	Depends on cost
<b>Logo placement on event marketing emails and materials</b>	X	X	X	X	X
<b>Inclusion in the Service Provider Directory on the Chapter website</b>	X	X	X	X	
<b>Logo on the Chapter website</b>	X	X	X	X	
<b>Logo in quarterly newsletter</b>	X	X	X	X	
<b>Access to Sponsorship table (not required)</b>	X				

<b>1 page marketing collateral for each attendee</b>  (Limited to letter size, and printing is the responsibility of the sponsor)	X	X	X		
<b>Recognition of sponsor at meeting</b>	X	X	X	X	
<b>Free registrations for conference</b>	2	1	1	1	
<b>Sign by buffet acknowledging sponsor</b>			X		
<b>Sign by bar or drink station acknowledging sponsor</b>				X	

\*Miscellaneous sponsorship typically involves the donation of door prizes (e.g. gift cards) or other items as agreed upon. These donations are typically smaller and less expensive in nature.