



Sponsorship Partners Package

2019-2020



10+
Annual
Events

~ 40% Email
Click Rate

120+
Members



MESSAGE FROM THE VP OF SPONSORSHIP

Greetings from the IIBA Winnipeg Chapter!

Crafting meaningful partnerships with local businesses, educational partners, and governmental organizations is a critical goal of the IIBA Winnipeg and a significant component to how we operate as a chapter. We look forward to working with our partners each year and hearing their thoughts on the growth of the business analysis profession. By understanding the needs of our sponsors, we're digging deep into how our members can connect with those sponsors.

Our partnerships allow us to create new and improved opportunities for community engagement and to further our thriving business analysis community. With your support, the IIBA Winnipeg can continue to devote its time to championing and developing our chapter members.

Thank you for reviewing this package and considering your involvement with the IIBA Winnipeg. For additional information about becoming a sponsorship partner, please feel free to contact myself at any point.

We thank you for your support!

Heidi Deras, B.Comm. (Honours), CSM, CSPO
Vice President of Sponsorship
IIBA Winnipeg Chapter
[vpponsorship@winnipeg.iiba.org](mailto:vpsponsorship@winnipeg.iiba.org)



WHAT IS THE IIBA?

Established in 2003, the International Institute of Business Analysis (IIBA) is an independent trade association serving the growing field of business analysis. Today the IIBA connects over 29,000+ members and over 120+ local chapters.

Through a global network the IIBA:

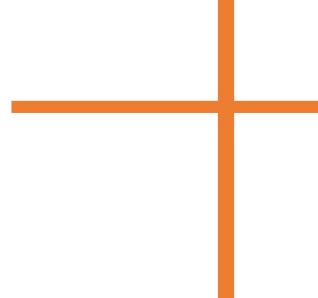
- Connects members, chapters, corporations, and partners around the world to advance the business analysis profession
- Provides a unifying community of professionals and provides a voice for the business analysis community
- Supports the recognition of the profession and works to maintain standards for the practice and certification

Whether individuals practice requirements management, systems analysis, business analysis, project management or product management, the IIBA can help them achieve the skills they need to succeed.

WHAT IS THE IIBA WINNIPEG CHAPTER?

Run by a dedicated volunteer Board of Directors, the IIBA Winnipeg Chapter provides local programming, educational opportunities, and networking to the Winnipeg business analysis community.

The IIBA Winnipeg Chapter is one of the most successful IIBA chapters in North America. We have been recognized for our growth and success and have won two international chapter awards including, the Sustainability Award and Presidents Award. Even with our recent successes, we have no plans to slow the growth of our chapter!



MEET THE BOARD OF DIRECTORS



Kevin Haines
President



Jeremy Leduc
Secretary



Wendy Payne
Treasurer



Phil Kaleta
Vice President of
Communication



Vineet Jaisawl
Vice President of
Marketing



Dean Zarillo
Vice President of
Memberships



Hy Nguyen
Vice President of
Membership Events



Sam Baidur
Vice President of
Professional Development



Dave Timlick
Vice President at
Large



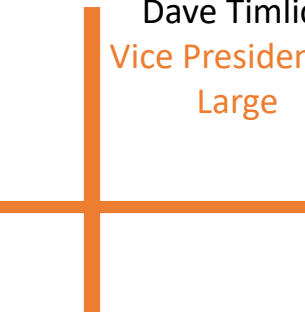
James Fatoki
Vice President at
Large

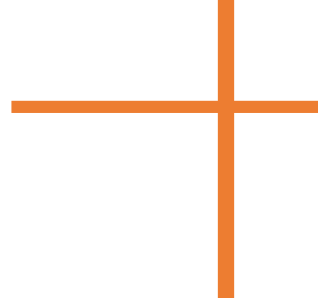


Barb Davidson
Vice President at
Large



Michael Aldor
Vice President at
Large





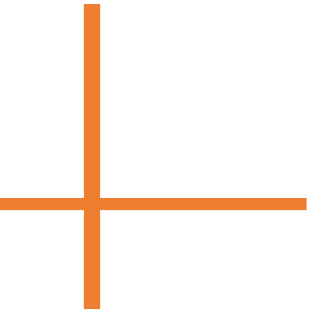
OUR COMMITMENT

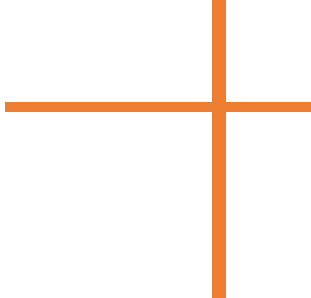
By becoming a sponsorship partner we commit to maximizing your sponsorship goals to the best of our ability and to promptly responding to any questions or comments you may have.

By becoming a sponsorship partner, you will:

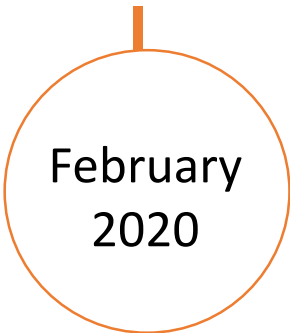
- Be a recognized leader in the business analysis community
- Engage your organization with local business analysts in all stages of their career
- Be introduced to the next generation of business analysis professionals by interacting with our student members

Above all else, we are committed to listening to your needs and maximizing the potential of your sponsorship experience!





KEY CHAPTER EVENTS



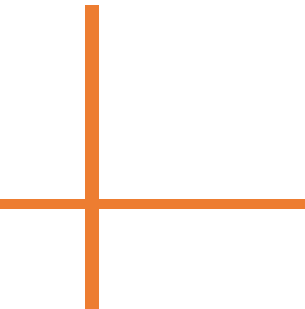
Annual General Meeting

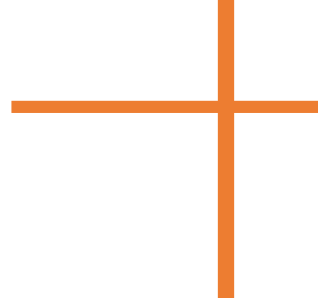


5th Annual Job Fair & Summer Networking Event



December Networking Event





SPONSORSHIP PARTNER LEVELS



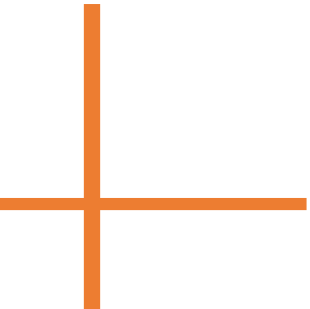
Platinum

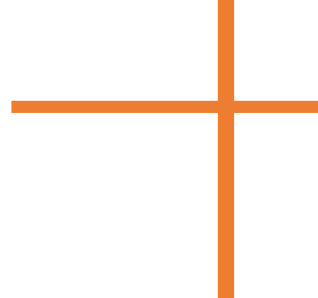


Gold



Silver





PLATINUM SPONSORSHIP PARTNER

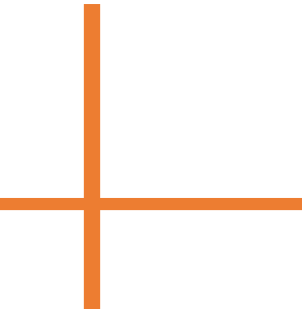
\$2,500

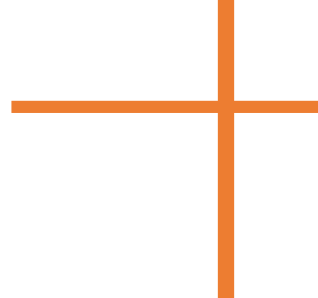
Premier Partner Branding

- Exclusive use of the IIBA Winnipeg logo on your organization's website and marketing materials
- Exclusive use of the IIBA Winnipeg Platinum-level partner ribbon
- One (1) feature banner on the front-page of the IIBA Winnipeg website
- Partner logo published on the IIBA Winnipeg website
- Partner logo on promotional materials, IIBA Winnipeg booth and presentations
- Following partner on social media accounts (Twitter)
- Recognition as a platinum partner in communication from the Board

Premier Partner Perks

- Ten (10) job opportunity features on the IIBA Winnipeg website
- Five (5) free IIBA Winnipeg Chapter memberships (selected members must have active International IIBA Chapter memberships)
- Two (2) speaking opportunities or two (2) event hosting opportunities for a chapter event. Topic and speaker are subject to Board approval.
- One (1) custom written letter from the Platinum Partner to IIBA Winnipeg Chapter members. Content subject to Board approval.
- One (1) hosting opportunity for an IIBA Winnipeg Chapter Study Session
- One (1) featured company profile on the IIBA Winnipeg website, including a large logo, company link, and bio (maximum 500 words)
- Discount as an exhibitor to IIBA Winnipeg's 5th Annual Job Fair & Summer Networking Event





GOLD SPONSORSHIP PARTNER

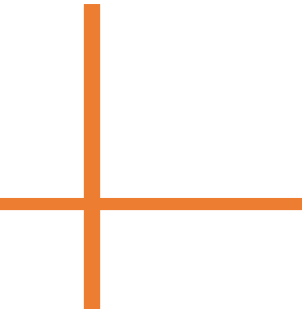
\$1,500

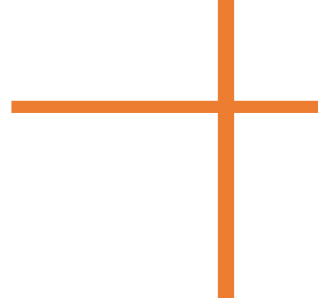
Premier Partner Branding

- Exclusive use of the IIBA Winnipeg logo on your organization's website and marketing materials
- Exclusive use of the IIBA Winnipeg Gold-level partner ribbon
- Partner logo published on the IIBA Winnipeg website
- Partner logo on promotional materials, IIBA Winnipeg booth and presentations
- Following partner on social media accounts (Twitter)
- Recognition as a Gold partner in communication from the Board

Premier Partner Perks

- Five (5) free IIBA Winnipeg Chapter memberships (selected members must have active International IIBA Chapter memberships)
- Five (5) job opportunity features on the IIBA Winnipeg website
- One (1) hosting opportunity for an IIBA Winnipeg Chapter Study Session
- One (1) standard company profile on the IIBA Winnipeg website, including a logo, company link, and bio (maximum 250 words)
- Discount as an exhibitor to IIBA Winnipeg's 5th Annual Job Fair & Summer Networking Event





SILVER SPONSORSHIP PARTNER

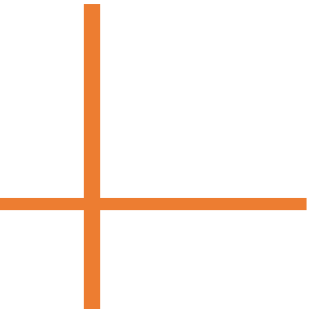
\$750

Premier Partner Branding

- Exclusive use of the IIBA Winnipeg logo on your organization's website and marketing materials
- Exclusive use of the IIBA Winnipeg Silver-level partner ribbon
- Partner logo published on the IIBA Winnipeg website
- Partner logo on promotional materials, IIBA Winnipeg booth and presentations
- Following partner on social media accounts (Twitter)
- Recognition as a Silver partner in communication from the Board

Premier Partner Perks

- Five (5) free IIBA Winnipeg Chapter memberships (selected members must have active International IIBA Chapter memberships)
- Discount as an exhibitor to IIBA Winnipeg's 5th Annual Job Fair & Summer Networking Event



SPONSORSHIP PARTNER SUMMARY

Partnership Benefit	Platinum Sponsor \$2,500	Gold Sponsor \$1,500	Silver Sponsor \$750
Exclusive use of the IIBA Winnipeg logo on your organization's website and marketing materials	✓	✓	✓
Exclusive use of the IIBA Winnipeg sponsor-level partner ribbon	✓	✓	✓
Partner logo published on the IIBA Winnipeg website	✓	✓	✓
Partner logo on IIBA Winnipeg promotional materials, IIBA Winnipeg booth, and in IIBA Winnipeg presentations	✓	✓	✓
Following the partner on social media accounts (Twitter)	✓	✓	✓
Recognition as a partner in communication from the Board	✓	✓	✓
Five (5) free IIBA Winnipeg Chapter memberships (selected members must have an active International IIBA Chapter membership)	✓	✓	✓
Discount as an exhibitor to IIBA Winnipeg's 5th Annual Job Fair & Summer Networking Event	✓	✓	✓
One (1) company profile on the IIBA Winnipeg website, including a logo, company link, and bio (maximum 250 words)	✓	✓	
One (1) hosting opportunity for an IIBA Winnipeg Chapter Study Session	✓	✓	
Five (5) job opportunity features on the IIBA Winnipeg website	✓	✓	
Ten (10) job opportunity features on the IIBA Winnipeg website	✓		
Two (2) speaking opportunities for a chapter event or two (2) hosting events. Topic and speaker are subject to Board approval.	✓		
One (1) custom written letter from the Platinum Partner to IIBA Winnipeg Chapter members. Content subject to Board approval.	✓		
One (1) feature banner on the front-page of the IIBA Winnipeg website	✓		

IIBA WINNIPEG SPONSORSHIP APPLICATION

CONTACT INFORMATION

Name:	Title:	
E-mail address:		
Phone (Work):	Phone (Cell):	Phone (Fax/Other):

COMPANY INFORMATION

Company:		
Mailing address:		
City:	Province:	Postal Code:
Phone:	Fax:	E-mail:
Web site:		
Twitter:	LinkedIn:	Facebook:

PLATINUM SPONSOR

Company Summary (up to 500 words):	
Company Competencies (optional): Provide description of core competencies (roles) with weighting by count or % (up to 8)	
Competency 1:	Competency 5:
Competency 2:	Competency 6:
Competency 3:	Competency 7:
Competency 4:	Competency 8:

GOLD SPONSOR

Company Summary (up to 250 words):

SPONSORSHIP LEVEL

PLATINUM (\$2,500)		
GOLD (\$1,500)		
SILVER (\$750)		

SIGNATURE

I agree to the terms and benefits outlined in the agreement section for the Sponsorship level requested above. Benefits shall be provided for the term of the agreement, through December 31, 2020 with the option to renew. Benefits and sponsorship cost are subject to change at time of renewal.

Signature of applicant:	Date:
Payment method (CHEQUE, VISA, MASTERCARD):	Amount:

**THANK YOU,
THE IIBA WINNIPEG CHAPTER**



IBA[®] **Winnipeg**
Chapter