



Sponsorship Partners Package

2024



**10+
Annual
Events**

**~ 35% Email
Click Rate**

**200+
Members**

MESSAGE FROM THE VP OF SPONSORSHIP

Greetings from the IIBA Winnipeg Chapter!

At the IIBA Winnipeg, we are dedicated to nurturing valuable partnerships with local businesses, esteemed educational institutions, and government entities. These collaborations are not just a fundamental aspect of our chapter's operations; they are the bedrock upon which we build the future of the business analysis profession in our community. Each year, we eagerly anticipate the opportunity to work hand in hand with our partners. By truly understanding our sponsors' needs, we delve deep into how our members can connect with and mutually benefit from these partnerships.

These invaluable partnerships open the door to fresh and improved avenues for community engagement, bolstering the already flourishing business analysis community that we have proudly fostered. Your support is pivotal to the IIBA Winnipeg's ability to continue its tireless commitment to championing and enhancing the development of our dedicated chapter members.

We extend our heartfelt appreciation to you for taking the time to review this sponsorship package and consider becoming a vital part of the IIBA Winnipeg's mission. If you require further information or wish to discuss the details of becoming a sponsorship partner, please do not hesitate to reach out to me at any time.

Thank you for considering this partnership with the IIBA Winnipeg Chapter!

Sridhar Nair
Vice President of Sponsorship
IIBA Winnipeg Chapter
vp sponsorship@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 30,000+ 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 2023 BOARD OF DIRECTORS



Carla Janzen
President



Whitney White
Secretary



Wendy Payne
Treasurer



Utsav Panchal
Vice President of
Communications



Shakti Vyjayanthi
Vice President of
Marketing



Siddh Sheth
Vice President of
Memberships



Vincent Turski
Vice President of
Member Events



Anas Orwani
Vice President of
Professional Development



Kevin Haines
Vice President at
Large



Shubhra Upreti
Vice President at
Large



Juliet Ojo
Vice President at
Large



Colin Glass
Vice President at
Large



OUR COMMITMENT

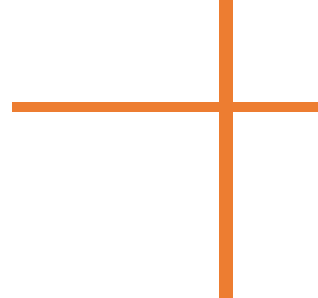
By partnering with us as a sponsor, we pledge to wholeheartedly dedicate ourselves to advancing your sponsorship objectives and ensuring timely responsiveness to any queries or feedback you may have.

As a valued sponsorship partner, you will:

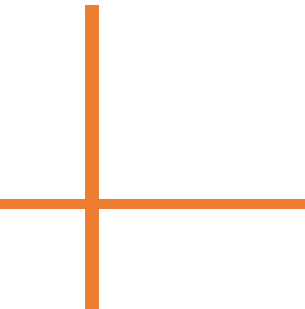
- Stand out as a prominent leader within the business analysis community.
- Foster meaningful connections with local business analysts at all stages of their careers.
- Forge connections with our aspiring student members, thereby shaping the future of business analysis.
- Harness the expansive network of our chapter members for your benefit.

Above all, our unwavering commitment lies in attuning ourselves to your unique requirements and unlocking the full potential of your sponsorship journey.

In 2023, we have taken measured steps toward reinstating in-person events, and we are delighted to announce our intention to continue hosting such gatherings in 2024, provided that we can ensure their safe and successful execution.



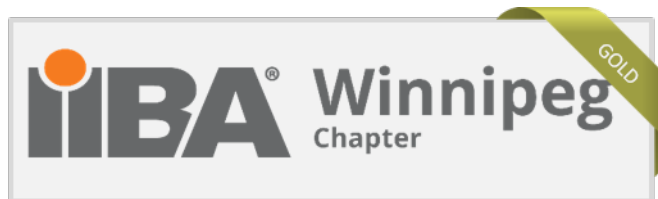
KEY CHAPTER EVENTS



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
- Social media shout-outs and mentions in chapter announcements.
- Recognition as a platinum partner in communication from the Board

Premier Partner Perks

- Five (5) free passes to each paid member event
- Special rates for sponsorship of multiple chapter events or programs.
- 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)
- Access to the chapter's member database for targeted outreach
- Exhibitor booth to IIBA Winnipeg's Career Fair & Summer Networking Event
(Non-sponsor price - \$599 per booth)



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
- Social media shout-outs and mentions in chapter announcements.
- Recognition as a Gold partner in communication from the Board

Premier Partner Perks

- Five (5) free passes to each paid member event
- Special rates for sponsorship of multiple chapter events or programs.
- 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)
- Access to the chapter's member database for targeted outreach
- Exhibitor booth to IIBA Winnipeg's Career Fair & Summer Networking Event
(Non-sponsor price - \$599 per booth)



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
- Social media shout-outs and mentions in chapter announcements.
- Recognition as a Silver partner in communication from the Board

Premier Partner Perks

- Five (5) free passes to each paid member event
- Special rates for sponsorship of multiple chapter events or programs.
- Access to the chapter's member database for targeted outreach
- Exhibitor booth to IIBA Winnipeg's Career Fair & Summer Networking Event
(Non-sponsor price - \$599 per booth)



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	✓	✓	✓
Social media shout-outs and mentions in chapter announcements.	✓	✓	✓
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 Annual Job Fair & Summer Networking Event	✓	✓	✓
Special rates for sponsorship of multiple chapter events or programs.	✓	✓	✓
Access to the chapter's member database for targeted outreach	✓	✓	✓
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	✓	✓	
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	✓		



SPONSORSHIP APPLICATION

Please click on the following to direct to the sponsorship application form

For sponsors wishing to renew their application, you will have the option to select a short form of the application.

[Click here to apply now](#)

