



Sponsorship Opportunities

2019 Institute Season

Institute for Organization Management
U.S. Chamber of Commerce Foundation
1615 H Street, NW
Washington, DC 20062
Phone: 202-463-5570
Fax: 202-463-5651
iom@uschamber.com



Access the Country's Leading Nonprofit Decision Makers

Institute for Organization Management is the nonprofit professional development program of the U.S. Chamber of Commerce Foundation. Since 1921, Institute has educated tens of thousands of past, current, and future leaders of associations and chambers of commerce from across the country, making it one of the oldest and best regarded adult education programs in nonprofit management.

Participants engage in lively discussions on a multitude of matters affecting the association and chamber industries, ultimately helping them become active business advocates, better serve their members, and build stronger organizations.

Institute's curriculum is four weeks long, requiring participants to complete one week of course work per Institute year. Today, Institute hosts about 800 professionals between its five sites annually.

While on-site, participants receive 24 hours of course instruction on topics such as advocacy, media training, membership, finance, legal issues, human resources, and much more.

Sponsoring Institute will help your company create a presence in the association and chamber communities.

Our attendees are in need of membership software providers, human resources assistance, escorted travel tours, electronic marketing, publishing, up-to-date technology and *so much* more!



Sites and Dates

Institute is offered each year at five locations across the country. Choose to sponsor a site that meets your business needs or sponsor all five sites to access more than 800 association and chamber executives throughout the United States.

Winter Institute

January 6-10, 2019
University of Arizona Tucson, Arizona

Midwest Institute

June 9-13, 2019
University of Wisconsin Madison, Wisconsin

Southeast Institute

June 23-27, 2019
University of Georgia Athena, Georgia

West Institute

July 14-18, 2019
Loyola Marymount University Los Angeles, CA

Northeast Institute

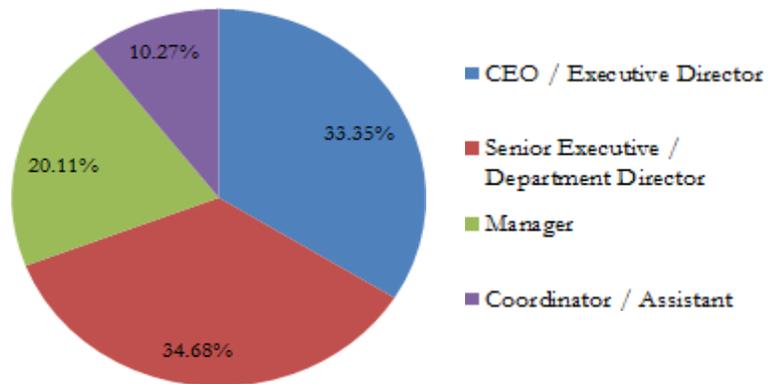
July 28- August 1, 2019
Villanova University Villanova, PA

Meet Institute's Participants*

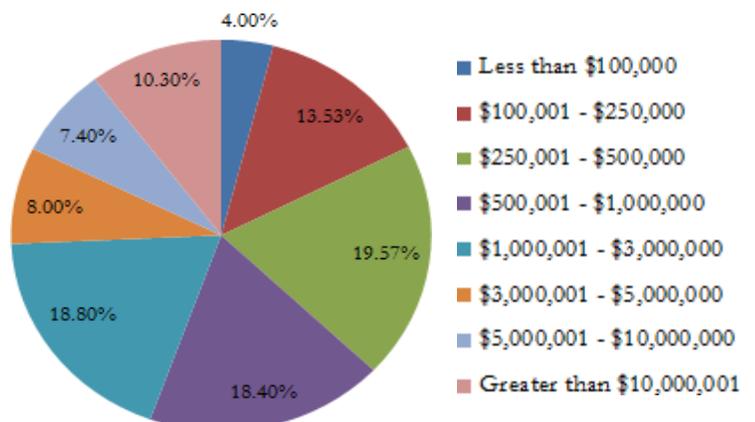
- 68%** of attendees are CEOs/senior level executives that are responsible for purchasing decisions.
- 70%** are chamber of commerce professionals.
- 30%** are association or other nonprofit trade professionals.
- 45%** of attendees are from organizations with budgets between \$1,000,000 and over \$10,000,000.

*Percentages based on Institute's 2017 demographics.

Responsibility Roles of Attendees



Attendee Budget Size





National Partnership Packages

Signature Partner

\$20,000

Exclusive Partnership Opportunity

- ★ Kickoff Sponsor at each of the five sites; includes three minutes of speaking time
- ★ Break Sponsor- logo displayed prominently during all breaks at all five sites
- ★ Five first-year full-tuition scholarships (one per site)
- ★ Five first-year 50% tuition scholarships (one per site)
- ★ Table on-site for five days
- ★ A press release announcing scholarship will be provided to all scholarship recipients
- ★ Logo prominently displayed on Institute webpage for one year
- ★ Ad slick in 2019 Institute Planner (sponsorship must be confirmed by September 2018)
- ★ Opportunity to supply ad slick distributed to all attendees
- ★ Recognition at Kickoff including logo on welcome slide
- ★ Two admissions to the Kickoff
- ★ Two admissions to the Big Bash
- ★ One time use of attendee list from each Institute site

Executive Partner

\$10,000

- ★ Break Sponsor- logo displayed prominently during all breaks at all five sites
- ★ Five first-year 50% tuition scholarships (one per site)
- ★ A press release announcing scholarship will be provided to all scholarship recipients
- ★ Logo prominently displayed on Institute webpage for one year
- ★ Ad slick in 2019 Institute Planner (sponsorship must be confirmed by September 2018)
- ★ Opportunity to supply ad slick distributed to all attendees
- ★ Recognition at Kickoff including logo on welcome slide
- ★ One time use of attendee list from each Institute site

Site Partner

\$5,000

- ★ Break Sponsor- logo displayed prominently during all breaks at site of choice
- ★ Two first-year full-tuition scholarships
- ★ A press release announcing scholarship will be provided to all scholarship recipients
- ★ Opportunity to supply ad slick distributed to all attendees
- ★ Recognition at Kickoff including logo on welcome slide
- ★ One time use of attendee list



Collateral and Digital Sponsorship Opportunities

Exclusive Bag Sponsor

\$10,000

Partner with Institute to provide bags for attendees at each of the five Institute sites in 2019. Sponsor's logo will appear on 1,000 bags passed out in the 2019 Institute cycle. *Deadline to sponsor the 2019 Institute Bag is October 2018.*

Newsletter Sponsor

\$5,000

Have your company's logo appear in the monthly Institute Electronic Newsletter. The monthly newsletter, which reaches upwards of 3,000 nonprofit executives, is an excellent way to get the name recognition you are looking for. This sponsorship is good for one full year of Institute Electronic Newsletters (12 issues).

Planner Advertisement

\$2,500

Place a full page four color advertisement in Institute's attendee planner. *Deadline to place ad in the 2019 Attendee Planner is September 2018.*

Institute Website

\$1,000

Sponsor the [Institute website](#) and have your company logo with a link to your company website displayed on the bottom of all pages.



Secure Your Sponsorship Today!

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact Name _____ Title _____

Phone _____ Services Provided _____

E-mail _____ Website _____

- | | | | | | |
|--------------------------------------------|----------|------------------------------------------------|----------|--------------------------------------------|---------|
| <input type="checkbox"/> Signature Partner | \$20,000 | <input type="checkbox"/> Exclusive Bag Sponsor | \$10,000 | <input type="checkbox"/> Institute Website | \$1,000 |
| <input type="checkbox"/> Executive Partner | \$10,000 | <input type="checkbox"/> Electronic Newsletter | \$5,000 | | |
| <input type="checkbox"/> Site Partner | \$5,000 | <input type="checkbox"/> Planner Advertisement | \$1,000 | | |

Guidelines & Procedures

To Reserve Your Sponsorship: Email your 2019 Sponsorship Application to the Institute office. Sponsorships are allocated on a first-come, first-serve basis. Institute will contact you to secure payment.

Site Specific Information: Upon receipt of your completed application, more information will be provided regarding the site(s) you have selected for sponsorship.

Payment: Full payment must be made to the U.S. Chamber of Commerce Foundation at time of agreement.

Extra Fees: All extra fees incurred by the sponsor on-site will be billed directly to the sponsor's company. The sponsor is responsible for paying all additional costs incurred by the U.S. Chamber Foundation that relate to additions made by the sponsor (e.g. phone calls, Internet access).

Unsubscribe Policy: All sponsors must allow for attendees to opt-out or unsubscribe from all communications.

Eligibility: The U.S. Chamber of Commerce Foundation has the right to deny any company from sponsoring.

I have read and accept the terms under which I will be conducting business as an Institute sponsor.

Signature

Printed Name

Company

Date