Sponsorship Opportunities
2020 Institute Season

Institute for Organization Management
U.S. Chamber of Commerce Foundation
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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 coursework per Institute year. Today, Institute hosts about 850 professionals between its four 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 four locations across the country. Choose to sponsor a site that meets your business needs or sponsor all four sites to access more than 850 association and chamber executives throughout the United States.

Meet Institute’s Participants*

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>69%</td>
<td>CEOs/senior level executives that are responsible for purchasing decisions.</td>
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<tr>
<td>66%</td>
<td>Chamber of commerce professionals.</td>
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<tr>
<td>33%</td>
<td>Association or other nonprofit trade professionals.</td>
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<td>51%</td>
<td>Attendees are from organizations with budgets between $1,000,000 and over $10,000,000.</td>
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*Percentages based on Institute’s 2019 demographics.

Responsibility Roles of Attendees

Attendee Budget Size

Sites and Dates

**Midwest Institute**
*June 7-11, 2020*
University of Wisconsin
Madison, Wisconsin

**Southeast Institute**
*June 28- July 2, 2020*
University of Georgia
Athens, Georgia

**Northeast Institute**
*July 26-30, 2020*
Villanova University
Villanova, PA

**Winter Institute**
*January 3-7, 2021*
University of Arizona
Tucson, Arizona
# National Partnership Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Cost</th>
<th>Benefits</th>
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</table>
| **Signature Partner** | $20,000 | - Break Sponsor - logo displayed prominently during all breaks at all four sites  
- Four first-year full-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 2021 Institute Planner (sponsorship must be confirmed by October 2020)  
- Opportunity to supply ad slick distributed to all attendees  
- Recognition at registration including logo placement  
- 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 four sites  
- Four 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 2021 Institute Planner (sponsorship must be confirmed by October 2020)  
- Opportunity to supply ad slick distributed to all attendees  
- Recognition at registration including logo placement  
- 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 registration including logo placement  
- One time use of attendee list |
Collateral and Digital Sponsorship Opportunities

**Exclusive Giveaway Item Sponsor**

$10,000
Partner with Institute to provide bags/water bottles, etc. for attendees at each of the four Institute sites in 2021. Sponsor's logo will appear on 1,000 bags passed out in the 2021 Institute cycle. 
*Deadline to sponsor the 2021 Institute Bag is October 2020.*

**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 2021 Attendee Planner is October 2020.*

**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 _________________________________

☐ Signature Partner $20,000 ☐ Exclusive Bag Sponsor $10,000 ☐ Institute Website $1,000
☐ Executive Partner $10,000 ☐ Electronic Newsletter $5,000
☐ Site Partner $5,000 ☐ Planner Advertisement $1,000

Guidelines & Procedures

To Reserve Your Sponsorship: Email your Sponsorship Application to the Institute office at IOM@uschamber.com. 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.

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