

Sponsorship Prospectus

IIBA[®] New Zealand Chapter is a non-profit organisation for the community of professionals in New Zealand. We are made up of volunteers, whose mission is to build the business analysis capability in order to influence change and deliver value.

We invite you to partner with our Institute to engage with the wider IIBA[®] community.

Partnering with IIBA[®] is a way to connect and interact with an active business analysis community and profile your business value through a range of marketing channels with large audiences. We value your expertise and insights, so we encourage you to keep in touch with us regularly whilst you are a sponsor. We will also automatically add you to our mailing list

IIBA[®] New Zealand are happy to consider ideas and amendments to the packages in this document that maintain the spirit of supporting the Chapter at the designated levels.

IIBA[®] Reach:

- The IIBA[®] New Zealand Chapter Newsletter distributed to 539 Subscribers
- IIBA[®] New Zealand Chapter has a social media following on
 - LinkedIn of 2699 followers
 - Facebook 230 followers
 - Meet-Up 1530 members
- IIBA[®] New Zealand Chapter has 539 active members

Sponsorship Tiers

Tier	Auckland, Wellington or Christchurch	Inclusions
Supporter (Per event)	Any combination of below: <ul style="list-style-type: none"> ● Event venue ● Guest speaker(s) ● Catering 	<ul style="list-style-type: none"> ● 2 x social media acknowledgement posts (pre/post event) ● Verbal acknowledgement during event
Supporter (Ongoing)	At least one of the following for an agreed period: <ul style="list-style-type: none"> ● Event venue ● Guest speaker(s) ● Catering 	<ul style="list-style-type: none"> ● 2 x social media acknowledgement posts (pre/post event) ● Verbal acknowledgement during event ● Added to Sponsors page on IIBA Website as a “Supporter”
Silver (Annual)	Cash value of: \$1,800	<ul style="list-style-type: none"> ● 4 x dedicated social media posts a year* ● Subtle logo in Newsletter ● Subtle logo and one-liner in Meet-up slides ● Verbal thanks at each in-person event ● Logo on IIBA NZ website with Silver badge ● Added to the Sponsors page on IIBA NZ Website
Gold (Annual)	Cash value of \$3,000	<ul style="list-style-type: none"> ● 8 x dedicated social media posts a year* ● Dedicated slide in Meet-up events* ● Prominent logo in Newsletter ● 4 x dedicated space in Newsletter ● Option for us to put up a banner at our meet up events ● Dedicated social media post to acknowledge sponsorship and appreciation ● Logo on IIBA NZ website with Gold

		badge <ul style="list-style-type: none">• Added to Sponsors page on IIBA Website
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*Editorial rights where a copy will be provided to IIBA NZ to post.

All prices are excluding GST and in NZD