



## IIBA Minneapolis/St. Paul Sponsorship Programs

February 2010 – January 2011  
Full Plan Information





## Who we are

- We are a not-for-profit organization whose mission is:
  - *Strengthening the role of business analysis by providing educational, networking and certification opportunities to the Twin Cities Business Analysis practitioners.*
- Our vision is:
  - *To serve as the thought leadership focal point for Twin Cities Business Analysis Practitioners.*



## Our background

- The MSP Chapter of the IIBA is one of over 115 chapters worldwide. Established in 2005, our membership is made up of 150+ members, plus over 1000 Business Analysts and Business Analysis focused individuals on our mailing list. As of September 2009, Minnesota has produced 50 Certified Business Analyst Professionals (CBAP®).
- Our membership and meeting attendance is drawn from throughout the metro area as well as areas as far as Rochester, Iowa and Duluth. In 2009, we expanded to a St. Cloud branch chapter that meets quarterly!



## Our background cont...

- Individuals who participate in the local IIBA come from companies such as Allianz, Ameriprise, Cargill, Deluxe, General Mills, 3M, Wells Fargo as well as a number of other highly respected businesses in our community. We also attract business leaders looking for new ideas in Business Analysis and consultants seeking best practices and leading edge information.



## Your \$\$\$ hard at work

- Some of the many projects and programs we are working on for 2010:
  - Educational programs related to CBAP certification and understanding the BABOK
  - Development of the Chapter infrastructure to support continued growth and development for our Business Analysis community
  - Development of Chapter marketing materials to further generate interest in business analysis chapter programs and membership
  - Draw key note speakers from across the nation to help generate interest and knowledge sharing within our professional communities
  - Develop our first Professional Development Day conference
  - Working with conference leaders bringing educational programming to the area
  - Develop meaningful opportunities for professional networking



## Developing our chapter

- In the interest of developing our chapter into a world-class professional organization for Business Analyst Professionals, we are seeking partnerships with companies throughout the metro area to provide support and establish high-quality, educational programming, develop meaningful opportunities for professional networking, sponsor the development of our members, and foster significant community service involvement.



## Establishing the 2010 program

- We have completely redesigned our sponsorship program this year to provide more flexibility than ever before so that your organization may participate in a manner applicable to your organization and budget. We have learned a lot this year! Whether it was from the economy or from new board members with exciting ideas for opportunity and growth. Most importantly, we have been learning from *you – the sponsors, interested sponsors and our Members* to help guide us.



## Support

- We need your support to establish a meaningful and worthwhile professional society, but we also believe it is of significant importance to you to receive benefits for your support.
- The primary benefit we offer is the ability to interface with a captive audience of Business Analysis Professionals and we hope our program is structured in such a way that you and your organization realize the significant benefit of working with the IIBA. We appreciate your support and look forward to establishing a mutually beneficial relationship with your company.



## Sponsorship considerations

- All Chapter sponsors, regardless of type should have a committed affiliation to the Business Analyst community with a focus on promoting the role of the Business Analyst in today's organizations.
- Sponsors can be academic institutions, end user organizations, services, consulting, product and training companies.
- Annual sponsors are approved by the Board of Directors in Dec/January, however other avenues for visibility may be available throughout the year (study groups, SIGs, conference sponsors etc...).



## Elements of the plan

- The purpose is to establish the framework and guidelines for the creation of productive partnerships between the IIBA and the private sector, i.e. sponsorship alliances with corporations, foundations, individuals and other non-government organizations.
- A sponsorship is about relationship building and is a powerful way to build and strengthen partnerships.
- It is recognized that such alliances can provide important financial and marketing support to potential partners of the IIBA while at the same time generate additional revenues to support the IIBA's mission and vision.



## Why should you be a sponsor?

- Provides your company with visibility, marketing and communication with industry leading analysts.
- Differentiate from your competitors with innovative sponsorship and event support.
- The MN IIBA chapter is a leader within the IIBA for innovative practices – be a part of this thought leadership!
- Have an opportunity to contribute to the local analyst community.



## Why should you be a sponsor? cont...

- Networking, Networking, Networking!!!
- Intangibles with regard to the membership including: web presence, continued recognition, increased exposure and credibility.
- Professional Standards – join and contribute or review future releases of BABOK .
- Alliance with a growing professional organization for one of the few growth professions in today's economy.



## Sponsorship levels for 2010

### ➤ Facility

- This is our highest level of sponsorship (along with Premier) for 2010.
- Obtaining facilities is the highest cost for the chapter (hotel space or equivalent).
- This is a great option for companies who have the required space and “internal” finances to support the chapter.

### ➤ Premier

- This is our highest level of sponsorship (along with Facility) for 2010.
- This option works well for companies that do not have the facility space but do have sponsorship dollars to support the chapter.



## Sponsorship levels for 2010 cont...

- Heritage
  - A special designation for founding sponsors of the chapter.
  - This level of sponsorship has the same requirements as the Premier level of sponsorship.
  - This level of sponsorship has the same benefits as Facility or Premier.
- Corporate
  - This level of sponsorship is specially designed for the company that is looking to provide their employees with additional educational opportunities through attending chapter meetings and our Professional Development Days. A corporate rate that is heavily discounted for member attendance. You choose the rate and plan that fits your needs!



## Sponsorship levels for 2010 cont...

### ➤ Partner of the Month

- This level of sponsorship is designed for the company that has a focused level of interest in the chapter in sponsoring one meeting.

### ➤ Alliance

- This level of sponsorship is based on a trade of service that removes financial burden from the chapter, for example: providing your conference call in number for our study groups in exchange for chapter advertising.



## Sponsorship levels for 2010 cont...

### ➤ Media

- This level of sponsorship is designed for companies who provide media coverage of the chapter and vice-versa.

### ➤ Professional Development Days

- Our new one-day conference!
- Offering sponsorship levels at the Facility and Vendor levels.



## Facility sponsor requirements

- Cost = your internal cost providing services for two chapter meetings.
- Your company provides appropriate facilities including:
  - Space for up to 150 attendees.
  - Space for all IIBA MSP sponsor tables/booths and signage.
  - AV equipment (microphone, screen for projector).
  - Ample parking (validated if free public parking not available).
  - Catering (hors de oeuvres - negotiable).
  - Limit to 1 facility sponsor in/near St. Paul, MN serving the east side of the Twin Cities (Minneapolis is considered the west side).
  - Dates negotiable (evenly spaced in first and last half of year).



## Premier sponsor requirements

- Cost = \$1,500.
- There is no catch... it is simply your hard earned dollars at work supporting the Business Analysis community.
- That is all that is required with all of the same benefits as the Facility level of sponsorship.
- Your \$\$\$ go a long way to supporting and sustaining our chapter and are used for marketing, developing programs and more.
- An additional \$500 increases your employee attendance (see benefits for more info).



## Facility/Premier sponsor benefits

- You will be provided a table at each meeting for personal use:
  - Holds your marketing materials, giveaways, positions you for networking with the membership (your representative mans the table).
  - Table will be available for your use at all events: 6 standard meetings, 2 social networking events, 4 special events TBD, 4 St. Cloud events.
    - Please note that St. Cloud events may require vendors to share booths and lack of Facility or Premier sponsorships may decrease the number of special events.
- Free vendor booth at our Professional Development Days conference!



## Facility/Premier sponsor benefits cont...

- Dedicated sponsor page on the IIBA-MSP website:
  - You provide the graphics and content for the page (links to your website).
- One special email blast to the IIBA-MSP membership (during the sponsor year 2010):
  - Your content supported by the chapter for your marketing needs when you choose.
- You receive a special sponsor poster/signage developed for you to promote the sponsor at meetings.
- Verbal announcements made by the Chapter President on behalf of the Premier sponsor at all meetings.



## Facility/Premier sponsor benefits cont...

- Backup provided at chapter meetings if you are unable to attend the meeting (ensures that your materials are present and questions directed appropriately to you).
- 5 free entries into each meeting for your employees.
  - For an additional \$500 (totaling \$2,000 for the sponsorship) you may increase your attendees to 20 employees!
- Special sponsor IIBA MSP Chapter logo created for your use.



## Facility/Premier sponsor benefits cont...

- Logo representation on the following:
  - IIBA MSP website (located on the home page – links to your dedicated page on the site).
  - IIBA MSP bi-monthly newsletter (logo links to your website).
  - Logos listed alphabetically in order of sponsorship level.
- Representation on the Chapter sponsorship Committee (regularly scheduled sponsorship Committee meetings).
- Full disclosure of chapter finances, projects and opportunities.



## Facility/Premier sponsor benefits cont...

- Your involvement helps guide the chapter, spending sponsorship dollars wisely, promoting and growing the chapter.
- Receive monthly reports:
  - Gives you information on what the chapter is doing, how we spend your money for the benefit of the chapter, seeks your advice, you are involved at the level you want to be involved.



## Corporate sponsor requirements

- Your employees attend for a flat corporate rate.
- Cost =
  - \$800 for up to 15 attendees per month
    - A \$1,725 member value and \$4,800 non-member value!
  - \$1,500 for up to 25 attendees per month per meeting
    - A \$3,450 value and \$9,600 non-member value!
  - \$2,500 for more than 25 attendees per month per meeting
    - A \$5,175 value and \$14,400 non-member value!
- Employees must RSVP to each event with their name and company name.



## Corporate sponsor benefits

- Logo on the IIBA-MSP website:
  - Logo will be present on the Corporate sponsor page.
- Logo displayed on Corporate sponsor signage:
  - A poster/signage (communal) designed for all Corporate sponsor logos.
- Link on IIBA-MSP bi-monthly newsletter.
- Special sponsor IIBA MSP Chapter logo created for your use.



## Corporate sponsor benefits cont...

- Corporate sponsors will have access to the Corporate sponsor brochure table:
  - Materials of the Corporate sponsor displayed by the chapter (no need to be present) – business cards, flyers etc...
  - A 25% discount on entries to our Professional Development Day.



## Partner of the Month requirements/benefits

- Cost \$250 to sponsor one IIBA MSP chapter meeting.
- As a Meeting sponsor, you will receive the following benefits:
  - Your name and logo will appear on our website
  - You will have a designated table at your meeting for your personal use.
    - Used for marketing, giveaways, networking with membership.



### Partner of the Month requirements/benefits cont...

- The opportunity to address the membership at meeting start to briefly talk about your company and why you support the Business Analysis community.
- Logo and company bio on the IIBA-MSP website:
  - Logo and bio will be present on the Next Event page (kept historically).
- 10 free entries into the chapter meeting for your employees.



## Alliance sponsor requirements

- An Alliance sponsor (Individual or Organization) is based on a trade of service, “in-kind”, agreed upon by the two parties and 100% negotiated between the Alliance sponsor and chapter:
  - In-kind services are services that strengthen the chapter by removing financial burden or hours from the chapter examples include: website support, meeting support (setup, check-in), CBAP study groups, donation of service hours or printing of materials (Be creative! We are open to new ideas that strengthen the Chapter and the BA community).
    - Please note that the chapter is not accepting monetary exchanges for marketing or advertising at this time outside of our other sponsorship programs.



## Media sponsor requirements

- A Media sponsor (Individual or Organization) is based on a trade of media needs agreed upon by the two parties (the Media sponsor and the IIBA-MSP Chapter).
- Examples include:
  - Links to your website that provide Business Analysis articles.
  - Educational videos.
  - Blogs.
  - Other shared services for media.



## Alliance/Media sponsor benefits

- As an Alliance/Media sponsor, you will receive the following benefits:
  - Logo represented on meeting signage.
  - Visibility on IIBA MSP website with your logo (links to your site).
  - Link on IIBA MSP bi-monthly chapter newsletter.
  - Allocated time for announcements about the sponsor made by the Chapter President at one or more Chapter meetings (TBD pending level of services provided/agreed upon).
  - Inclusion on materials and invitations relating to the specific event or item provided (for example, if printing services are donated, the printing company's logo would be included on the brochure).
  - Other benefits TBD/negotiated.



## Professional Development Days

- What is this? Our first ever, annual, one-day conference.
- Who? Open to anyone interested in Business Analysis.
- When? Wednesday, April 28<sup>th</sup>, 2010 7:30 AM to 5 PM.
- Where? U of M Continuing Education Campus St. Paul, MN (our PDD Facility sponsor).
- How much for attendees? This event is “right-priced” for our first event to ensure lots of attendees! Cost is \$100 with 20% discount for IIBA members and 25% for Corporate sponsors.
- What is included? Breakfast, lunch, validated (free) parking, an IIBA membership materials conference bag and more!
- Speakers? There will be a beginning Keynote, ending Keynote and 8 additional speakers over four tracks.
- Information available soon on our website [www.iibamsp.org](http://www.iibamsp.org).



## Professional Development Days cont...

- How much to be a vendor? \$500.
- What do I get for my \$500?.
  - Huge opportunities for marketing and interaction with attendees.
  - Booth space/table to house all of your materials, stand-ups, giveaways and other conference related materials.
  - Free entrance for up to two people to man your booth.
  - We will ensure that people visit your booth via a contest (stamp card or other method).
  - There will be regularly scheduled breaks, pre-conference breakfast, lunch and after conference time for visitors.
  - You also get free breakfast, lunch, validated (free) parking and IIBA membership materials conference bag.



## How do I apply?

- It's easy! Just email us at [sponsorship@iibamsp.org](mailto:sponsorship@iibamsp.org) to the attention of "Director of sponsorship" and request an application.
- It really is that simple!
- An application will be sent out immediately with directions on how to fill out the application.
- The Board will review the application and notify you shortly of acceptance!



## In closing...

- On behalf of the Board, we would like to thank you in advance for considering sponsorship of the Minneapolis/St. Paul IIBA Chapter! We find it a very exciting time to be involved with Business Analysis organizations like the IIBA and we are working very hard with *you*, the *current* and *future sponsors* to bring quality services and education to the Minneapolis/St. Paul Business Analysis Community.

**Bob Prentiss**  
Chapter President

**Jon Firnstahl**  
President Elect

The IIBA MSP Board



# Thank You!

Need more information?

[www.iibamp.org](http://www.iibamp.org)

For the latest updates on certification, upcoming events and industry news visit our site.

#### Quick Links

- [Sign Up for Our Newsletter](#)
- [Our Next Event](#)
- [Join Us - Membership](#)
- [Web Site Survey](#)
- [Contact Us](#)

Visit our site to sign up for our monthly newsletter to have the latest news and upcoming events delivered to your inbox.

