



Sponsorship Opportunities

We are IABC/BC!

The International Association of Business Communicators (IABC) is the premier global network for communications professionals.

The BC chapter is one of the largest chapters in the world with 400 members, IABC/BC offers a range of programs and services that supports the diverse needs of business communicators. IABC/BC members are influencers and instrumental decision makers for their companies, leading purchases of services related to marketing and advertising, event planning, website and intranet development, public relations and social media. Our members are passionate about growing connections, sharing best practices and recommending services to one another..

Why you should partner with us

Brand Awareness

IABC/BC provides a unique opportunity to increase your organization's visibility and brand among an influential group of business leaders. As a sponsor, you will showcase your services, leadership position, community support and commitment to the field of communications excellence – all while increasing awareness of your organization.

Community

By becoming part of the IABC/BC community, you will showcase your company to a growing audience of business professionals and decision makers, including access to:

- 400 local members
- Over 800+ followers on Facebook
- 4500 Twitter followers
- 1000 LinkedIn profiles
- 360 followers on Instagram



IABC/BC

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Tailored Recognition Packages

We provide a comprehensive sponsorship package, which can be designed to maximize your organization's visibility with chapter members.

You will receive opportunities to connect face-to-face (or virtually) with potential customers to expand your client base.

Sponsorship Benefits

Our sponsorship team will collaborate with you to identify your unique position within the IABC/BC community and in turn, the benefits you will receive as one of our valued sponsors.

Be Recognized

- Highlight your logo on our website, newsletters, advertisements, event and program promotional materials, presentations and more
- Promote your brand on our social media channels (twitter, facebook, instagram and linkedin) and at events
- Highlight your company at our events and write or contribute to guest blog posts

Build Your Network

- Build your own database by providing a business card prize draw
- Attend in person or virtual events to increase your contacts and access communicators and decision makers
- Recruit the best talent by receiving a discounted rate on Jobline (50%), IABC/BC's online job portal for business communicators

Contact us

sponsors@iabc.bc.ca

From our Sponsors!

"For the past eight years Graphically Speaking has been a sponsor of IABC/BC. The connections we have made with IABC members and communicators in BC have helped our business grow and made it a very worthwhile investment." - John Almond, Graphically Speaking

"Many of BC's professional communicators are also SFU alumni. Our partnership with IABC/BC helps us support students as they launch their careers." - Kristin Linklater, Simon Fraser University

"ImageStudio started sponsoring IABC/BC twenty years ago. We are still sponsoring them today as well as IABC Canada including the Silver Leaf Awards and Western Regional Conferences. The connections and friends we have made through IABC members has opened doors to new opportunities and helped our business grow." - Brandon Brind, ImageStudio Creative Communications Inc.

"Six Degrees Productions started out as a sponsor of IABC/BC to increase our brand awareness and network with the local communications community. The connections we have made have allowed our business to grow, plus we really enjoy the fun video projects and the awesome people. IABC/BC is a wonderfully supportive network of creative professionals and we are proud to be a part of it." - Lee-Anne Theron, Six Degrees Productions

"The thing I love most about IABC is the people. As a busy creative in a frenzied business, I often retreat to my quiet place to get things done. IABC attracts people who inspire me with their wit, professionalism and determination. So, when I want to talk shop, it's a great place to be." - Odette Hidalgo, Addon Creative

"The Status Bureau has been a sponsor of IABC/BC since 2012 and it's been so valuable and fun. It was a great decision! Being involved with IABC/BC means you're planning and communicating with BC's top communication professionals – how else are you going to connect with so many thought leaders?" - Josh Loewen, Status Bureau