



# Sponsorship Packages

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The Bluegrass IIBA Chapter is a non-profit professional association established in August 2013 to serve the business community of the great Commonwealth of Kentucky, known as the Bluegrass State. We welcome professionals of all disciplines who deliver organizational change including business analysis, business management, project management, product management, quality assurance and control, change management, consultants and recruiters.

We are the local chapter of the International Institute of Business Analysis (IIBA®), the global association for the advancement of the business analysis profession. In the past ten (10) years we have expanded our programs to serve the global business analysis community.

### Impact of Bluegrass IIBA Chapter (in Kentucky):

	2013	2024
IIBA Memberships	8	180
IIBA Certifications	6	98

### Bluegrass IIBA Chapter Vision:

*To be the foremost advocate and resource for business analysis excellence.*

### Bluegrass IIBA Chapter Mission:

Empower business analysis professionals to become organizational leaders by offering a world-class professional development program, robust certification support and dynamic networking opportunities.

### Our Value Proposition:



Champion Business Analysis excellence by providing an educational program.



Develop Business Analysis practitioners and leaders who deliver organizational results.



Cultivate alliances in the community to advance the profession.



Provide networking opportunities for professionals to learn from each other.

## SPONSORSHIP PACKAGES

**Policy:** IIBA Chapters cannot enter into an exclusive sponsorship deal with any particular sponsor. The chapter nor the sponsor cannot dictate that no other companies, or company in a particular industry, can sponsor the chapter.

Sponsorship Level	Fee	Benefits
Premier Sponsor (1 year)	\$2,000	<ul style="list-style-type: none"> <li>• Foremost prominence and recognition on the Chapter's website as a Premier committed supporter.</li> <li>• Hyperlink from Premier sponsor logo on Chapter's website to sponsor's website.</li> <li>• Prominent recognition as Premier Sponsor on rolling marquee during each chapter meeting.</li> <li>• Prominent recognition as Premier Sponsor on all flyers and communications to the community for chapter meetings.</li> <li>• Time provided during each meeting (5 minutes) to allow Premier Sponsor an opportunity to make an announcement about their company or people.</li> <li>• May present a marketing focused topic at one chapter meeting per year. Topic to be reviewed and approved by Chapter Board of Directors.</li> <li>• May pass out company promotional material to attendees at each chapter meeting.</li> <li>• Ten (10) memberships or annual passes in the Chapter for Premier Sponsor's employees or students.</li> </ul>
Patron Sponsor (1 year)	\$500	<ul style="list-style-type: none"> <li>• Recognition on the Chapter's website as a committed supporter.</li> <li>• Recognition as Sponsor on rolling marquee during each chapter meeting.</li> <li>• Recognition as Sponsor on all flyers and communications to the community for chapter meetings.</li> <li>• Two (2) memberships or annual passes in the Chapter for Patron Sponsor's employees or students.</li> <li>• Additional Services: <ul style="list-style-type: none"> <li>○ Hyperlink to sponsor's website - \$100 per year</li> <li>○ Meeting sponsorship - \$150 per meeting</li> </ul> </li> </ul>

Sponsorship Level	Fee	Benefits
<b>Event Sponsor (1 event)</b>	Dependent upon event	<ul style="list-style-type: none"> <li>• Recognition as Sponsor on all flyers and communications to the community about event.</li> <li>• A temporary 50-word synopsis/biography of the Sponsor on the event website, if available, as we promote the upcoming event. This will be visible to the community for at least one month.</li> <li>• Recognition as Sponsor on all signage at event.</li> <li>• Allocated space at the sponsored Chapter event to distribute company materials and interact with event participants.</li> <li>• Free pass to attend event for up to two (2) employees of Event Sponsor to man allocated space and interact with event attendees.</li> </ul>
<b>Meeting Sponsor (1 meeting)</b>	\$250	<ul style="list-style-type: none"> <li>• Recognition as Meeting Sponsor on meeting invitations and other communications to community about meeting.</li> <li>• Recognition as Meeting Sponsor on rolling marquee at meeting.</li> <li>• Wave meeting attendance fees for up to five (5) employees or students of Meeting Sponsor.</li> </ul>

- For any questions concerning sponsoring Bluegrass IIBA Chapter or you are ready to sign up to become a Sponsor, please email the Vice President of Sponsorship at [Sponsorship@bluegrass.iiba.org](mailto:Sponsorship@bluegrass.iiba.org).