



International **Erosion Control** Association

IECA
CORPORATE PARTNER
PROGRAM

For more information, please contact Rich Harter
via email at rich@ieca.org or 303-640-7554.



International **Erosion Control** Association

Dear IECA Members,

Thank you for considering IECA sponsorship options as part of your organization's marketing mix. We believe that your investment in IECA sponsorship programs will allow your organization to reach a powerful buying audience in a cost-effective manner.

To better leverage your investment, IECA has created a "Sponsorship Bundle" program that allows each dollar invested in IECA to contribute to your overall sponsorship level. This program will greatly enhance your organizations sponsorship impact. From your membership in IECA to investing in an exhibit booth at EC12 to ads in *Environmental Connection* magazine, all of your investment dollars become a part of your sponsorship bundle total.

Please take some time to review this packet. We encourage you to keep it in your marketing file and refer to it throughout the year. IECA will notify you when projects are launched so you stay up-to-date on opportunities as they become available.

Please don't hesitate to contact Rich Harter at rich@ieca.org or give him a call at 800-455-4322 (+1 303-640-7554). Rich will take you through the program and answer any questions you have as you're considering various opportunities.

Again, thank you for taking the time to review this packet. IECA looks forward to being your marketing partner.

Sincerely,

Russell Adsit, FASLA
IECA Executive Director

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International **Erosion Control** Association

Thank you for your ongoing support of the International Erosion Control Association. IECA is pleased to continue its improved sponsorship program which better recognizes IECA members for their entire investment into IECA. Every element of investment is bundled into your organizational sponsorship value and level. This program is designed to represent sponsorship for the entire year, not just for the IECA Conference.

Investment elements will include:

- Membership level
- EC12 Booth investment
- EC12 Sponsorship investment
- EC12 Golf tournament
- IECA 40th Birthday Bash
- IECA Roadshow sponsorships
- Advertising investment:
 - *Environmental Connection*
 - E-update – IECA's monthly electronic newsletter
 - IECA Website
 - IECA Membership Directory
 - EC12 marketing material
- Other opportunities under development



The total of your annual investment will determine the actual level of sponsorship

Sponsorship Investment levels:

- Summit = +\$20,000
- Mountain = \$15,000 to \$19,999
- Foothills = \$10,000 to \$14,999
- Beach = \$5,000 to \$9,999

The sponsorship year will begin on March 1st of any given year and end on the final day of February of any given year. All investments committed from March 1st through the end of February and those made within that year will establish the sponsorship level. *This means that sponsorship levels can grow during the year allowing for additional incremental sponsorship value.*

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\$20,000 (+) Investment (Summit Sponsor)

- 200 points added to your exhibit priority points for your annual booth selection
- Logo recognition on all IECA communications including EC12 promotional material (linked to the URL of your choice)
- Logo recognition on the homepage of the IECA website (linked to the URL of your choice)
- Logo recognition on the online EC12 event homepage (linked to the URL of your choice)
- Recognition as a Summit Level sponsor at EC12
- Company literature or insert item in EC12 Conference bags
 - Item must represent tangible value to the attendees (discount, offer, a product like sunscreen w/ your logo on the container, etc.)
- Banner placement at EC12 (banners provided by sponsor)
- Logo recognition in *Environmental Connection*
- Logo recognition in *Erosion Control Journal*
- Logo recognition in EC12 Conference Program
- Logo on electronic Member Locator section of the IECA website (linked to the URL of your choice)
- Logo on online sponsor recognition page (linked to the URL of your choice)
- Four complimentary full-conference registration passes
- Twenty complimentary EC12 Expo Hall passes (do not include meal or drink tickets)

\$15,000 (+) Investment (Mountain Sponsor)

- 150 points added to your exhibit priority points for your annual booth selection
- Logo recognition on all IECA communications including EC12 promotional material (linked to the URL of your choice)
- Logo recognition on the homepage of the IECA website (linked to the URL of your choice)
- Logo recognition on the online EC12 event homepage (linked to the URL of your choice)
- Recognition as a Mountain Level sponsor at EC12
- Company literature or insert item in EC12 Conference bags
 - Item must represent tangible value to the attendees (discount, offer, a product like sunscreen w/ your logo on the container, etc.)
- Logo recognition in *Environmental Connection*
- Logo recognition in *Erosion Control Journal*
- Logo recognition in EC12 Conference Program
- Logo in electronic Member Locator section of the IECA website (linked to the URL of your choice)
- Logo on online sponsor recognition page (linked to the URL of your choice)
- Three complimentary full-conference registration passes
- Fifteen complimentary EC12 Expo Hall passes (do not include meal or drink tickets)

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\$10,000 (+) Investment (Foothills Sponsor)

- 100 points added to your exhibit priority points for your annual booth selection
- Logo recognition on all IECA communications including EC12 promotional material (linked to the URL of your choice)
- Logo in electronic Member & Business Locator section of the IECA website (linked to the URL of your choice)
- Logo on online sponsor recognition page (linked to the URL of your choice)
- Recognition as a Foothills level sponsor at EC12
- Logo recognition in *Environmental Connection*
- Logo recognition in *Erosion Control Journal*
- Logo recognition in EC12 Conference Program
- Two complimentary full-conference registration passes
- Ten complimentary EC12 Expo Hall passes (do not include meal or drink tickets)

\$5,000 (+) Investment (Beach Sponsor)

- 50 points added to your exhibit priority points for your annual booth selection
- Logo on online sponsor recognition page (linked to the URL of your choice)
- Recognition as a Beach Level sponsor at EC12
- Logo recognition in *Environmental Connection*
- Logo recognition in *Erosion Control Journal*
- Logo recognition in EC12 Conference Program
- Five complimentary EC12 Expo Hall passes (do not include meal or drink tickets)

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2012 Corporate Partner Program Opportunities

Environmental Connection 2012 – Anticipated Attendance 1,500



IECA 40th Birthday Bash (2/29/2012)

Item Description: IECA was founded in 1972 and in 2012 we turn a vigorous 40! Be one of only two presenting sponsors and join us for a great celebration launching right after the last classes close on the afternoon of 2/29/2012. This event will be a great way to close out EC12 and launch IECA into the next 40 years as the leader in the erosion and sediment control industry. Join us for food, drink, entertainment and a good chance for attendees to get some cash in their pockets....certainly better odds than in the casino!

Sponsor Investment: Two Presenting Sponsors at \$7,500.00 each

IECA 40th Birthday Bash sponsorship includes:

- Presenting Sponsor logos exclusively on all Birthday Bash specific material, both print and electronic
- Presenting Sponsors award the prizes to winners selected at the Birthday Bash event
- Presenting sponsors logo and signage will be in the Birthday Bash facility exclusively
- Sponsor table at the Birthday Bash event for literature or giveaways to be displayed
- EC12 Sponsorship Logo position on all Conference Sponsorship Signage
- Full page ad in the EC12 Conference Program
- Logo (linked where applicable) on all EC12 Promotional Material
- Logo in all *Environmental Connection* and *Erosion Control Journal* editions leading up to EC12 based on time of sponsorship commitment and publication dates
- Logo in "Thank You" ad in the April 2012 *Environmental Connection* and *Erosion Control Journal*
- Two Full-Conference Registrations
- Ten Complimentary Expo Hall Passes (do not include meal or drink tickets)

Mock-up of welcome banner at Birthday Bash event



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Conference Tote Bags

Item Description: Everyone at EC12 will get their conference tote bag with the Conference Program and other conference information inside. You'll see them everywhere throughout EC12 and it will be obvious that your organization is a significant vendor in the industry. This sponsorship is exclusive to one organization.

BONUS: Bags are sourced from 100% recyclable material and attendees are encourage to bring home for use as grocery bags.

Sponsorship investment: \$6,000.00

Conference Tote Bag Sponsorship Includes:

- Logo on Conference Bags
- EC12 Sponsorship Logo position on all Conference Sponsorship Signage
- Full page ad in the EC12 Conference Program
- Logo (linked where applicable) on all EC12 Promotional Material
- Logo in all *Environmental Connection* and *Erosion Control Journal* editions leading up to EC12 based on time of sponsorship commitment and publication dates
- Logo in "Thank You" ad in the April 2012 *Environmental Connection* and *Erosion Control Journal*
- Sponsorship Signage in EC12 Conference Registration Area
- Two Full-Conference Registrations
- Ten Complimentary Expo Hall Passes (do not include meal or drink tickets)

EC12 Opening Reception

Item Description: This is the most popular part of any IECA conference as proven by IECA post-conference research. Virtually everyone attending EC12 will take part in the Opening Night Reception. This sponsorship is exclusive to one organization.

Sponsorship investment: \$5,000.00

Opening Reception Sponsorship Includes:

- Collateral material distributed at food & beverage stations throughout the Expo Hall
- EC12 Sponsorship Logo position on all Conference Sponsorship Signage
- Full page ad in the EC12 Conference Program
- Logo (linked where applicable) on all EC12 Promotional Material
- Logo in all *Environmental Connection* and *Erosion Control Journal* editions leading up to EC12 based on time of sponsorship commitment and publication dates
- Logo in "Thank You" ad in the April 2012 *Environmental Connection* and *Erosion Control Journal*
- Sponsorship Signage in EC12 Expo Hall during the event
- Logo on Expo Hall Entrance Unit
- Two Full-Conference Registrations
- Ten Complimentary Expo Hall Passes (do not include meal or drink tickets)

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EC12 Conference Water Bottles

Item Description: Everybody will be drinking water throughout EC12. The sponsoring organization's logo will be seen throughout EC12 and back home when attendees depart; they'll definitely take their water bottles. This sponsorship is exclusive to one organization.

Sponsorship investment: \$5,000

BONUS: Bottles are BPA free and attendees are encouraged to bring home for personal use.

EC12 Conference Water Bottle Sponsorship Includes:

- One-color sponsor logo on water bottles
- Water bottles distributed throughout Conference or in the Conference Bags
- Half page ad in the EC12 Conference Program
- Logo on EC12 Conference Promotional Material
- Logo in all *Environmental Connection* and *Erosion Control Journal* editions leading up to EC12 based on time of sponsorship commitment and publication dates
- Logo in "Thank You" ad in the April 2012 *Environmental Connection* and *Erosion Control Journal*
- Sponsorship Signage in EC12 Conference Registration Area
- Sponsor logo on EC12 Sponsorship Signage
- One Full-Conference Registration
- Five Complimentary Expo Hall Passes (do not include meal or drink tickets)

EC12 Conference Lanyards

Item Description: Like the Conference Bags and Water Bottle opportunity, everyone will want an EC12 Lanyard to display their name badge. This highly visible sponsorship allows for maximum exposure at a great value.

BONUS: All unused lanyards will be presented to the sponsor for use at future events.

Sponsorship Investment: \$3,500.00

EC12 Lanyard Sponsorship Includes:

- One-color sponsor logo on lanyard
- Lanyards will be given to all EC12 attendees at registration
- Half page ad in the EC12 Conference Program
- Logo on EC12 Conference Promotional Material
- Logo in all *Environmental Connection* and *Erosion Control Journal* editions leading up to EC12 based on time of sponsorship commitment and publication dates
- Logo in "Thank You" ad in the April 2012 *Environmental Connection* and *Erosion Control Journal*
- Sponsorship Signage in EC12 Conference Registration Area
- Sponsor logo on EC12 Sponsorship Signage
- One Full-Conference Registration
- Five Complimentary Expo Hall Passes (do not include meal or drink tickets)

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Registration Area Cyber Café

Item Description: One of the most popular gathering places throughout EC12, the Registration Cyber Café will be placed in a prime traffic area for the entire Conference. The Cyber Café is well utilized and greatly appreciated by all those attending EC12.

Sponsorship investment: \$5,000

EC12 Registration Area Cyber Café Sponsorship Includes:

- Sponsor logo and image on the screen of all Registration Area Café monitors
- Sponsor collateral at the Registration Area Cyber' Café stations
- Half page ad in the EC12 Conference Program
- Logo on EC12 Conference Promotional Material
- Sponsorship Signage adjacent to the Cyber Café
- Logo in all *Environmental Connection* and *Erosion Control Journal* editions leading up to EC12 based on time of sponsorship commitment and publication date
- Logo in "Thank You" ad in the April 2011 *Environmental Connection* and *Erosion Control Journal*
- Sponsor logo on EC12 Sponsorship Signage
- One Full-Conference Registration
- Five Complimentary Expo Hall Passes (do not include meal or drink tickets)

Expo Hall Cyber Café

Item Description: Everybody goes to and through the Expo Hall. Research indicates that attendees spend an average of four hours in the Expo Hall. Many check in via the Expo Hall Cyber Café.

Sponsorship investment: \$5,000

EC12 Expo Hall Cyber Café Sponsorship Includes:

- Sponsor logo and image on the screen of all Café monitors
- Sponsor collateral at the Cyber' Café stations
- Sponsor signage outside of the Cyber' Café stations
- Half page ad in the EC12 Conference Program
- Logo on EC12 Conference Promotional Material
- Sponsorship Signage adjacent to the Cyber Café in the Expo Hall
- Logo in all *Environmental Connection* and *Erosion Control Journal* editions leading up to EC12 based on time of sponsorship commitment and publication dates
- Logo in "Thank You" ad in the April 2012 *Environmental Connection* and *Environmental Control Journal*
- Sponsor logo on EC12 Sponsorship Signage
- One Full-Conference Registration
- Five Complimentary Expo Hall Passes (do not include meal or drink tickets)

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Sunday (2/26/2012) Pre-Conference Education Lunch

Item Description: Before the official EC12 kick off, hundreds of your potential customers will be at The Rio getting a jump on educational offerings. This is a time when very few, if any, other vendors are on-site which provides a chance for the sponsor of this lunch to really stand out.

Sponsorship investment: \$3,000

Pre-Conference Education Lunch Sponsorship Includes:

- An opportunity to welcome the audience and speak briefly (two minutes)
- Table tent signs on all tables recognizing the lunch sponsor
- Distribution of collateral material on all tables
- Sponsor signage outside of the designated lunch room
- Half page ad in the EC12 Conference Program
- Logo on EC12 Conference Promotional Material
- Logo in all *Environmental Connection* and *Erosion Control Journal* editions leading up to EC12 based on time of sponsorship commitment and publication dates
- Logo in "Thank You" ad in the April 2012 *Environmental Connection* and *Erosion Control Journal*
- Sponsor logo on EC12 Sponsorship Signage
- One Full-Conference Registration
- Five Complimentary Expo Hall Passes (do not include meal or drink tickets)

Monday (2/27/2011) Awards Lunch

Item Description: The International Erosion Control Association provides the opportunity to celebrate excellence throughout the Association. The 21st Annual Awards for Environmental Excellence recognize the best in the erosion and/or sediment control industry.

Sponsorship investment: \$3,000

The IECA Awards Luncheon Sponsorship Includes:

- An opportunity to welcome the audience and speak briefly (two minutes)
- Table tent signs on all tables recognizing the lunch sponsor
- Distribution of collateral material on all tables
- Sponsor signage outside of the designated room
- Half page ad in the EC12 Conference Program
- Logo on EC12 Conference Promotional Material
- Logo in all *Environmental Connection* and *Erosion Control Journal* editions leading up to EC12 based on time of sponsorship commitment and publication dates
- Logo in "Thank You" ad in the April 2012 *Environmental Connection* and *Erosion Control Journal*
- Sponsor logo on EC12 Sponsorship Signage
- One Full Conference Registration
- Five Complimentary Expo Hall Passes (do not include meal or drink tickets)

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Tuesday (2/28/2012) Expo Hall Lunch

Item Description: The Expo Hall opens and soon after lunch is made available so that all of the attendees move on to the floor. This will be a mingling lunch opportunity with food stations and dining areas set up throughout the Hall. The lunch sponsor will be recognized up to, through and after the event itself.

Sponsorship investment: \$5,000

Tuesday Expo Hall Lunch Includes:

- Table tent signs on all tables recognizing the lunch sponsor
- Distribution of collateral material on all tables
- Sponsor signage around of the designated lunch area
- Half page ad in the EC12 Conference Program
- Logo on EC12 Conference Promotional Material
- Logo in all *Environmental Connection* and *Erosion Control Journal* editions leading up to EC12 based on time of sponsorship commitment and publication dates
- Logo in "Thank You" ad in the April 2012 *Environmental Connection* and *Erosion Control Journal*
- Sponsor logo on EC12 Sponsorship Signage
- One Full-Conference Registration
- Five Complimentary Expo Hall Passes (do not include meal or drink tickets)

Wednesday (2/29/2012) Expo Hall Lunch

Item Description: A great way to keep them in the Hall, IECA will be providing lunch in the Expo Hall for all attendees and exhibitors. Same as Tuesday, lunch will be designed to keep attendees filtering throughout the Hall. Everyone will be most grateful for this sponsor's generosity as they enjoy lunch and see the sponsor's name associated with lunch before and after the event.

Sponsorship investment: \$5,000.00

Expo Hall Lunch Sponsorship Includes:

- Table tent signs on all tables recognizing the lunch sponsor
- Distribution of collateral material on all tables
- Sponsor signage around of the designated lunch area
- Half page ad in the EC12 Conference Program
- Logo on EC12 Conference Promotional Material
- Logo in all *Environmental Connection* and *Erosion Control Journal* editions leading up to EC12 based on time of sponsorship commitment and publication dates
- Logo in "Thank You" ad in the April 2012 *Environmental Connection* and *Erosion Control Journal*
- Sponsor logo on EC12 Sponsorship Signage
- One Full-Conference Registration
- Five Complimentary Expo Hall Passes (do not include meal or drink tickets)

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Expo Hall Lounge

Item Description: During the EC12 Expo everyone will take a break and enjoy time with their peers. The Expo Lounge is the place for this activity. Research indicates that the average conference attendee will spend four hours on the expo floor. With this in mind, the sponsor of the Expo Lounge will enjoy significant exposure.

Sponsorship investment: \$5,000

Expo Hall Lounge Sponsorship Includes:

- Table tent signs on all tables recognizing the Expo Hall Lounge Sponsor
- Distribution of collateral material on all tables
- Sponsor signage at the four corners of the Expo Hall Lounge
- Half page ad in the EC12 Conference Program
- Logo on EC12 Conference Promotional Material
- Logo in all *Environmental Connection* and *Erosion Control Journal* editions leading up to EC12 based on time of sponsorship commitment and publication dates
- Logo in "Thank You" ad in the April 2012 *Environmental Connection* and *Erosion Control Journal*
- Sponsor logo on EC12 Sponsorship Signage
- One Full-Conference Registration
- Five Complimentary Expo Hall Passes (do not include meal or drink tickets)

Conference Directional Signage (SOLD)

Item Description: Your brand will be seen everywhere. All directional signage for EC12 will carry the sponsor logo. This sponsorship is exclusive to one organization.

Sponsorship investment: \$5,000

Conference Directional Signage Sponsorship Includes:

- Logo on ALL EC12 directional signage
- Half page ad in the EC12 Conference Program
- Logo on EC12 Conference Promotional Material
- Logo in all *Environmental Connection* and *Erosion Control Journal* editions leading up to EC12 based on time of sponsorship commitment and publication dates
- Logo in "Thank You" ad in the April 2012 *Environmental Connection* and *Erosion Control Journal*
- Sponsor logo on EC12 Sponsorship Signage
- One Full Conference Registration
- Five Complimentary Expo Hall Passes (do not include meal or drink tickets)

Conference Breaks

Item Description: Everybody needs a well deserved break, and those who sponsor them are greatly appreciated. The Conference Break is a great sponsorship value.

Sponsorship investment: \$1,000 each (there are seven available)

Conference Break Sponsorships include:

- Sponsorship signage at each break site
- Quarter page ad in the EC12 Conference Program
- Opportunity to distribute personalized items at break sites (coffee mugs, etc.)
- Logo in all *Environmental Connection* and *Erosion Control Journal* editions leading up to EC12 based on time of sponsorship commitment and publication dates
- Logo in "Thank You" ad in the July 2011 *Environmental Connection* and *Erosion Control Journal*
- Sponsor logo on EC12 Sponsorship Signage
- Five Complimentary Expo Hall Passes (do not include meal or drink tickets)

OR

The Conference Break Package

Item Description: Purchase all seven breaks, at a discounted value, and enjoy the most significant conference benefit package. The sponsor of all seven breaks will be highly visible throughout the EC12 and well recognized as one of the top EC12 sponsors.

Sponsorship investment: \$5,000 (\$714.29 each)

The Conference Break Package Sponsorship Includes:

- EC12 Sponsorship Logo position on all Conference Sponsorship Signage
- Full page ad in the EC12 Conference Program
- Logo (linked where applicable) on all EC12 Promotional Material
- Logo in all *Environmental Connection* and *Erosion Control Journal* editions leading up to EC12 based on time of sponsorship commitment and publication date
- Logo in "Thank You" ad in the April 2012 *Environmental Connection* and *Erosion Control Journal*
- Sponsorship Signage at EC12 break areas
- Opportunity to distribute personalized items at break sites (coffee mugs, etc.)
- Sponsor collateral at all break sites
- Two Full-Conference Registrations
- Ten Complimentary Expo Hall Passes (do not include meal or drink tickets)

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