International Institute of Business Analysis™

Sponsorship Opportunities with IIBA

Membership

>25,000 Individuals
>130 Corporate

IIBA Website

Visits Per Month 111,000

Unique Visitors Per Month 80,600

Visits Per Day 4,030

Jan—April 2012 figures

International Institute of Business Analysis (IIBA) is the professional association for the growing field of Business Analysis.

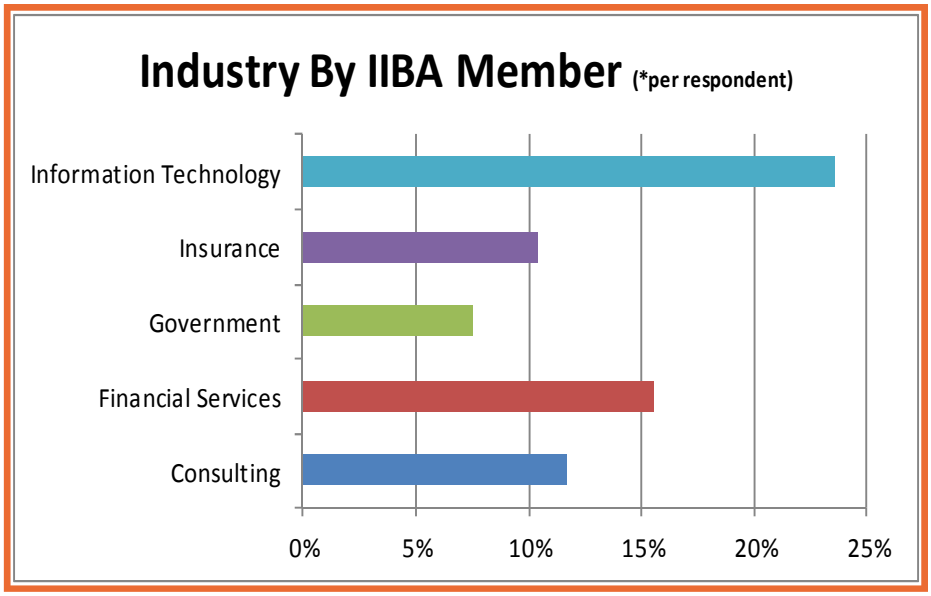
The mission of IIBA® is to develop and maintain standards for the practice of business analysis and for the certification of its practitioners.

Basic facts (May 2012)

- IIBA is a non-profit and independent organization based in Toronto, Ontario, Canada.
- Launched in October 2003, IIBA has over **25,000** members worldwide

Core products:

- The *Guide to the Business Analysis Body of Knowledge®(BABOK®)* which outlines the generally accepted standards and practices for business analysis
- The IIBA® Certification Program which includes the Certified Business Analysis Professional™ (CBAP®) designation and the Certification of Competency in Business Analysis™ (CCBA®).



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IIBA Premier Sponsor™

Webinar Statistics

IIBA has 4 webinars per month

Webinar registration - 600 (average) per webinar

Webinar attendance - 300 (average) per webinar

Notifications

Via Newsletter to over 50,000 contacts

Via Webinar eblast to 25,000 members

Newsletter Stats

Sent to over to 50,000 contacts

Premier Sponsor Package $11,000

Benefits:

1. IIBA Sponsors' Webinar Series – new series! Only for IIBA Sponsors.
   - Premier Sponsors receive two webinars per year to present themselves to the BA community.
   - Relevant information included in the IIBA monthly webinars e-blast, BA Connection newsletter, and IIBA Webinars webpage.

2. Annual "Thank you to our sponsor" e-blast to IIBA's full distribution list (approximately 100,000 contacts).
   - Premier sponsors receive space for up to 250 words to communicate to the community.

3. Included in "Thank you to our sponsors" as a Premier Sponsor in:
   - Monthly IIBA BA Connection newsletter (IIBA membership plus those registered for newsletter), and
   - IIBA Annual General Meeting notification and AGM webinar broadcast (IIBA membership).

4. IIBA Website benefits:
   - Sponsor logo in Premier sponsor slot in IIBA homepage sponsor recognition, and
   - Sponsor logo, company and product description (up to 250 words) in Premier Sponsors section of IIBA Sponsors webpage.

4. Advertising benefits;
   - $2,000 in free advertising to use as desired (IIBA website, BA Connection news-letter, Quick Tips for Better Business Analysis, webinars, etc.) Please see our Advertising Kit for more information.

5. Use of the IIBA Premier Sponsor logo on your marketing material.

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IIBA Gold Sponsor™

Webinar Statistics

IIBA has 4 webinars per month

Webinar registration - 600 (average) per webinar

Webinar attendance - 300 (average) per webinar

Notifications

Via Newsletter to over 50,000 contacts

Via Webinar eblast to 25,000 members

Newsletter Stats

Sent to over to 50,000 contacts

IIBA Gold Sponsor: $7,000 per year

Benefits:

1. IIBA Sponsors Webinar Series—new benefit –only for IIBA Sponsors.
   - Gold Sponsors receive one webinar per year to present themselves to the BA community.
   - Relevant information included in the IIBA monthly webinars e-blast, BA Connection newsletter, and IIBA Webinars webpage.

2. Annual "Thank you to our sponsor" e-blast to IIBA's full distribution list (about 100,000 contacts).
   - Gold sponsors receive space for up to 100 words to communicate to the community.

3. Included in "Thank you to our sponsors" as a Gold Sponsor in:
   - Monthly IIBA BA Connection newsletter (IIBA membership plus those registered for newsletter), and
   - IIBA Annual General Meeting notification and AGM webinar broadcast (IIBA membership).

4. IIBA Website benefits:
   - Sponsor logo in Gold sponsor slot in IIBA homepage sponsor recognition, and
   - Sponsor logo, company and product description (up to 100 words) in Gold Sponsors section of IIBA Sponsors webpage.

5. Use of the IIBA Gold Sponsor logo on your marketing material.

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Marketing Deliverables

Premier Sponsorship

- Corporate logo in jpg (small)
- URL to direct logo
- 250 word corporate identity for IIBA sponsor page, and Sponsorship eblast

Advertising is on a first come first serve basis , please book your advertising early to avoid disappointment.

- Website home page ad size—specifications coming

IIBA Sponsorship Webinar Series

- IIBA will need two months notice to book and market your webinar geared towards the BA audience. One webinar can be open to the public.

Gold Sponsorship

- Corporate logo in jpg (small)
- URL to direct logo
- 100 word corporate identity for IIBA sponsor page, and Sponsorship eblast

Advertising is on a first come first serve basis , please book your advertising early to avoid disappointment.

- Website home page ad size—specifications coming

IIBA Sponsorship Webinar Series

- IIBA will need two months notice to book and market your webinar geared towards the BA audience.

IIBA Sponsors Webinar Series

- Gold Sponsors receive one webinar per year to present themselves to the BA community

Please visit the IIBA Advertising Kit for information on advertising opportunities.

IIBA Advertising Policy

For more information please contact tracy.cook@iiba.org.