

# 2021 Sponsorship Program

sponsorship@iiba.org  
1-866-789-4422



## About International Institute of Business Analysis

International Institute of Business Analysis™ (IIBA®) is a professional association dedicated to supporting lifetime learning opportunities for business and professional success. Through a global network, IIBA connects with over 29,000 Members and more than 300 Corporate Members and 120 Chapters. As the recognized voice of the business analysis community, IIBA supports the recognition of the profession and discipline and works to maintain the global standard for the practice and certifications.

For more information visit [iiba.org](https://iiba.org)

Uniting a  
community  
of  
professionals  
to create  
better  
business  
outcomes

25K+

Members Worldwide. 120+  
Chapters in 40+ Countries



215K+

Average monthly visitors  
87K+ average new visitors



11K

Monthly Unique Readers

**BAM!**  
BUSINESS ANALYSIS MAGAZINE

86K

Monthly subscribers with a 23%  
average open rate

 **IIBA @ a Glance**  
What strategic minds want to know



67K+



20K+



86K+



6K+

50%+

Attendance rate. With an  
average of 850 registrants.



# Reach the Global Business Analysis Community

International Institute of Business Analysis™ (IIBA®) Advertising opportunities offer a great opportunity for your company to reach a global audience of business analysis decision-makers. Advertising with IIBA enables you to share your message with **30,000 Members, 300 Corporate Members and 120 Chapters.**

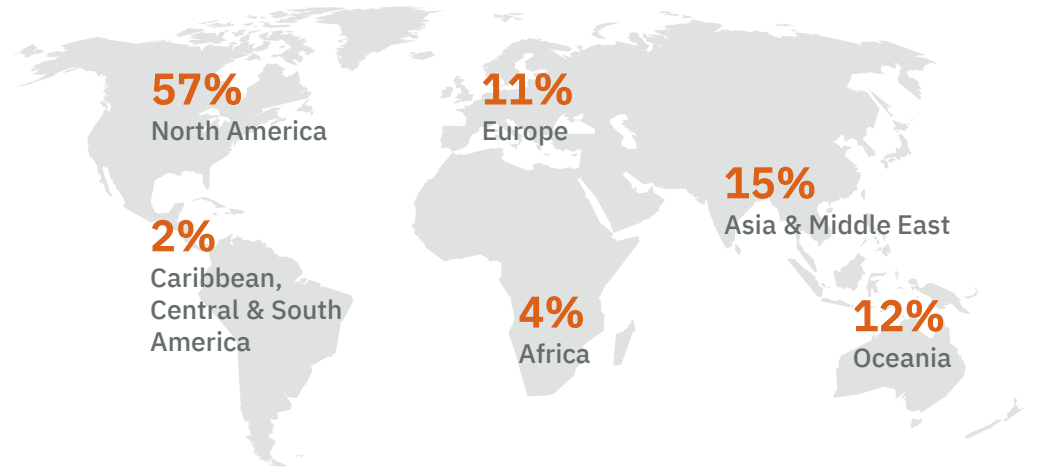
## Role



- Business Analysis Professional
- Business Analysis Manager
- C-Level / Senior Role
- Hybrid Role & Other
- Other Analysis Roles

Data Analyst  
Product Analyst  
Business Process Analyst  
Business Systems Analyst  
System Analyst  
Project Manager

## Geography



## Industries



- Information Technology
- Finance and Insurance
- Business Services
- Government
- Healthcare

# Why Sponsor?

- Increase Brand Awareness
- Elevate Your Organization's Profile
- Expand Reach
- Generate Leads
- Support the BA Community

Sponsoring IIBA offers a platform to support the Business Analysis community and contribute to the advancement of the discipline. IIBA can offer several exciting opportunities for your organization to showcase your expertise to Business Analysis professionals and expose your brand where prospects can find you



## Showcase Your Solution/Expertise

- Highlight your organization, products or services
- Showcase how your solution is helping address today's organizations challenges



## Educate Through Content

- Demonstrate your unique expertise
- Share case studies/articles



## Engage With the Business Analysis Community

- Interact with the BA Community
- Present to decision makers for lead generation

# Sponsorship Packages



# Sponsorship Packages Overview

SPONSORSHIP LEVEL	IIBA Premier Sponsor	IIBA Leader Sponsor	IIBA Learning Sponsor (EEP Premier only)
Use of Sponsor Logo	Premier	Leader	Learning
IIBA @ a Glance premium logo placement	x12	x12	N/A
IIBA.org premium logo placement	All Year	All Year	N/A
Advertising dollars on iiba.org	\$3,000	\$1,500	N/A
IIBA hosted webinar	x2	x1	x1
Promotion of webinar on social media	x3 (each)	x1 (each)	x3 (each)
Business Analysis Magazine (BAM!) Ad	1/2p (edge) ad included in article	1/3p (edge) ad included in article	N/A
Business Analysis Magazine (BAM!) article	x1	x1	x1
Promotion of article on social media	x3 (each)	x1 (each)	x2 (each)
Social media sponsorship	Campaign package	x1 per quarter	Regular package (3 posts)
Business analysis salary survey sponsorship	x1 Gold	x1 Silver	N/A
Complimentary IIBA membership 1 year	x2	x1	N/A
<b>COST</b>	<b>\$13,000</b>	<b>\$9,000</b>	<b>\$4,000</b>



Package  
\$13,000



#### IIBA 14th Annual General Meeting (AGM)

The 14th IIBA<sup>®</sup> Annual General Meeting voting process is now closed.  
Thank you to everyone who participated in the 2017 IIBA AGM and to all of the Members who took the time to vote.

Below are the results of the resolutions, which were voted on by IIBA Membership.  
Resolution 2017-02

2017-02 - The Board requests confirmation that the Members confirm receipt of the Audited Financial Statements for fiscal year ended December 31, 2016 together with  
This resolution was passed by a Membership vote of 95%.  
Resolution 2017-03

2017-03 - The Board requests approval by the Members of the fee for the fiscal year 2017. This resolution was passed by a Member.  
Resolution 2017-04

2017-04 - The Board requests approval by the Members that the IIBA Corporation enter the Change to Bylaws Cooperative act to remedy Ordinary members and Affiliate Members be confirmed. If  
This resolution was passed by a Membership vote of 95%.  
Resolution 2017-05

2017-05 - The Board requests that the Members approve the sale of the Corporation to reduce voting. If you have any questions, please contact the Board Secretaries at 2017 AGM. [View the AGM](#)

Thank you to our Sponsors

IIBA Premier Sponsors



Item	Description	Value
Premier Sponsor Logo	Use of the logo on your website and social media platforms and other marketing material	
Premium Brand Placement	All year long & on multiple channels IIBA AGM package IIBA Salary Survey Gold Sponsorship	Combined Value \$2000
Webinars x 2	IIBA hosted webinars to showcase your solution/expertise & receive qualified leads. Webinar attendance average is approx. 300-500. Promoted on x3 on Social Media Channels	Combined Value \$7,000
Social Media Campaign Sponsorship	4 x dedicated social media message along with 1 month of advertising on iiba.org to enable you to share your message with the Business Analysis Community	Combined Value \$1,500
Advertising Dollars	\$3000 Advertising dollars to use towards IIBA website ads, BAM! Magazine ads Refer to Advertising Kit for more details	\$3000
Content Marketing	Showcase your expertise and thought leadership through: Article/whitepaper on BAM! x1 Article on the IIBA @ a Glance newsletter x1 Promoted on Social Media Channels x1	Valued at \$1,500
2 One Year IIBA Membership	Full access to all IIBA professional membership content	Combined Value \$250

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# Thought Leadership/ Content Marketing



# Tool & Tips Webinar Sponsor

**USD\$3,500**

Showcase your expertise, educate on industry trends, provide tips to a global business analysis community and generate leads

- 1-hour webinar (45-minute presentation, 15 minutes for Q&A)
- Targeted audience of business analysts, business analysis managers and other key decision makers and others who may have an interest.
- Registrations opened to the global business analysis community

## You will get:

- Guidance on approach, topics of interest and positioning of your solution to our audience.
- Opt-in email attendees list available at an additional cost. Tiered pricing. Contact [sponsorship@iiba.org](mailto:sponsorship@iiba.org) for a quote.

## We will promote on your behalf

(1 month recommended lead time for webinar promotion)

- IIBA.org webinar listing
- x3 on IIBA social media platforms
- Included in the monthly email blast communication to IIBA members x1

**15K+**

Approx.  
Webinar  
Attendees  
Yearly

**600 -**

**1,100**

registrants  
per webinar

**50%**

Attendance  
rate

## Best practices :

- Share resource(s): whitepaper, template, article, case study, free trial
- Share resources before, during & after the webinar with call to action
- Build a marketing landing page to capture leads
- Offer education, best practices, tips & trends
- Relate topic to business analysis discipline

# Articles and White Papers

Share your expertise and Knowledge



## Profile your article in the IIBA @ a Glance Newsletter

**Cost: USD\$750**

- Sent to 86,000 + contacts & available publicly
- Viewable on both Desktop and mobile devices
- x1 on Social Media Platforms
- Analytics report: impressions, clicks, click rate
- Article deadline: 15<sup>th</sup> of the prior month

AVG. 23%  
OPEN  
RATE

SENT TO  
86,000 +  
MONTHLY

11K  
Monthly  
Unique  
Visitors

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## Share your whitepaper or article on IIBA's Official Magazine of Thought Leadership

**Cost: USD\$750**

- Sent to 80,000 + contacts & available publicly
- x1 on Social Media Platforms
- Includes one 1/3<sup>rd</sup> page edge ad to accompany your article
- Analytics report: impressions, clicks, click rate
- January, April, August 2021 issues
- Article deadlines: Mar. 15<sup>th</sup>, Jul. 15<sup>t</sup>



# Brand Awareness



# Sponsored Social Media Posts Package

**USD\$425\***

## Share a special message or resource to engage with our BA Community on Social Media

### Frequency:

3 x social media posts on each social media platform over a period of 2-3 weeks  
We will retweet/share post if you have a social media account

### Can include the following:

Article  
Asset  
Video  
Whitepaper  
Event  
Infographic

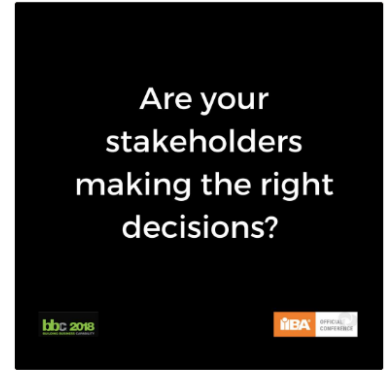
### We will help with:

Copywriting (if required)  
Simple visual creation (if required)  
Create external tracking URL

\*Cost is per package  
Package includes 3 x social media posts  
Analytics will be sent after promotion ends

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**IIBA** @IIBA · Aug 15  
Join more than 170+ industry leading speakers at the upcoming #BBCon in #SanAntonio #Texas, Nov 9th - 9th. Learn more: [bit.ly/20164pq](https://bit.ly/20164pq)



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**67K+**



**20K+**



**86K**



**6K+**



# Social Media Campaign Sponsorship Package

## USD\$1,500\*

**Target all your marketing efforts by leveraging IIBA Social channels and iiba.org website all in one package! Ideal for online events, webinars & new products/services launch**

### On Social:

- 4 sponsored posts
- We will promote post with 1 highly targeted paid ad
- We will choose the platform according to product/service
- Campaign duration to be confirmed with the sponsor
- We will retweet/share post if you have a social media account

### On iiba.org:

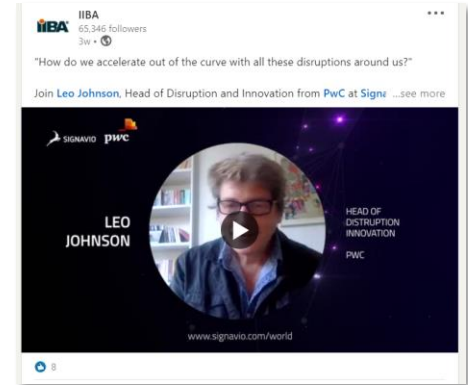
1-month banner ad on iiba.org (a \$650 value)  
Placement to be discussed at time of purchase

### We will help with:

Copywriting (if required)  
Simple visual creation (if required)  
Create external tracking URL

\*Cost is per package  
Package includes 3 x social media posts  
Analytics will be sent after promotion ends

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## Level up your campaign!

Try our influencer's add-on.  
Rate \$2,500

IIBA will scout social media  
influencer to level up your  
promotion. IIBA can organize a  
giveaway contest on your behalf  
on our social media platform



Global Business  
Analysis Salary  
Survey



## Global Business Analysis Salary Survey Sponsorship

SPONSORSHIP LEVEL	GOLD	SILVER	BRONZE
Salary Survey Email Blasts Logo Placement	✓	✓	✓
IIBA @ a Glance Premium Logo Placement	✓	✓	✓
Business Analysis Summary Report Logo Placement	✓ (Premium)	✓	✓
Key Insights to the 2021 Salary Survey Logo Placement	✓ (Premium)	✓	✓
IIBA Salary Survey Webinar Spotlight Recognition	✓ (Premium)	✓	✓
Salary Survey Landing Page Logo Placement	✓ (Premium)	✓	
Spotlight recognition on BAM! Salary Survey Article	✓		
<b>COST (in USD)</b>	<b>\$2,000</b>	<b>\$1,500</b>	<b>\$1,000</b>



# BA Salary Survey Gold Sponsorship

## USD\$2,000

Item	Description
Salary Survey Email Blasts	Premium logo placement in email eblasts regarding Salary Survey and results to IIBA Members and partner subscriber database
Business Analysis Summary Report Open to the BA Community	Premium logo placement on the Salary Survey Summary report, available free to download & viewed by the entire BA Community
Key Insights to the 2021 Salary Survey	Premium logo placement on the Key Insights to the 2021 Salary Survey Report, available for IIBA members
Salary Survey Landing Page	Logo, company description and URL to website included on IIBA landing page regarding Salary Survey
IIBA Salary Survey Webinar	Spotlight recognition on the Salary Survey Webinar
IIBA @ a Glance Newsletter	Sponsor Recognition on the May IIBA at the Glance Newsletter sent to 86K+ subscribers

**38%** of respondents report they are involved in Business Data Analytics.

**SKILLS IMPORTANT FOR BA'S PRACTICING BUSINESS DATA ANALYTICS**

Skill	Percentage
Communication	92%
Problem Solving	94%
Creative Thinking	85%
Facilitation	77%
Organizational Knowledge	88%
Leadership and Influence	74%
Specialized Skillset	73%

Become a Member and Receive the Full Report  
IIBA members have exclusive access to leading content, including the full report of the 2020 Global Business Analysis Salary Survey.  
Learn more at [www.iiba.org/membership](http://www.iiba.org/membership)

THANK YOU TO OUR SPONSORS: PennState Small College of Business, Office of Professional Graduate Programs, Laserfiche

THANK YOU TO OUR GLOBAL SUPPORTERS: India, United Kingdom, India

**2020 SALARY SURVEY**

**TAKE PART IN THE 2020 IIBA GLOBAL SURVEY TO ANALYZE SALARY TRENDS**

Help Us Show You 2020's Business Analysis Career Trends

**Survey Dates: July 17th - July 27th, 2020**

**Survey Open:** Professionals who hold one or more IIBA Certifications earn 16% more than average.

**Survey Open:** Certified professionals reported higher satisfaction in their jobs.

**Survey Open:** IIBA Members can log in to view our full 2019 report.

This survey closes on July 27th and will take approximately 10 - 15 minutes to complete. Your participation is appreciated and confidential.

To purchase the survey, visit us [here](http://www.iiba.org) or [help@iiba.org](mailto:help@iiba.org)

Thank you for your support!

IIBA would like to thank our sponsors:

PennState Small College of Business | Office of Professional Graduate Programs

**Laserfiche**



*Increase your visibility in the global Business Analysis community and generate leads.*

LET'S GET  
STARTED



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