



August 28, 2009

To All Chapter Presidents:

The Illinois Division Board would like to offer the attached website and newsletter ad sponsorship package for your chapter's use. This package can be accessed on the Illinois Division website ([www.iaap-illinoisdivision.org](http://www.iaap-illinoisdivision.org)). Feel free to insert your chapter's information, develop a mailing list of possible companies to receive this packet, and adjust the chapter sponsorship levels to appropriate amounts for your area. We would suggest you appoint one person for questions and/or follow-up from potential interested sponsors and affix that person's information where indicated on the form.

You may want to include a paragraph at the bottom to indicate someone from your chapter will be following up with them within 10 days. There really should be follow-up with a phone call from your contact person. If you are mass mailing these to companies, perhaps through your local Chamber of Commerce, this may be unrealistic unless you have the manpower to do so.

Included in the packet are sponsorship options for the Illinois Division website and newsletter. This information is included in the event that you have a sponsor that might prefer statewide exposure in addition to, or instead of, local exposure. Your chapter can decide whether or not to include the Division rates in your solicitation package. Should you receive such a sponsor, please direct them to the ID contact listed on the application.

Please feel free to contact your board liaison if you have any questions.

Sincerely,

Peggy L. Harshman

IAAP Illinois Division President



Re: Advance Company's Presence in the Community – Career Investments

Dear \_\_\_\_\_ Chapter Vendor:

I am contacting you to offer an opportunity to advance your company's brand and business objectives with the dual benefit of making an investment in the careers of administrative professionals. The International Association of Administrative Professionals® (IAAP) partners with key businesses and organizations within the community. Your company was selected because its products or services are often included when administrative professionals recommend or purchase same in their workplace.

There are good business reasons for you to invest in IAAP:

- Maximize your brand awareness and provide visibility among IAAP members' employers through local IAAP advertising and recognition at our local activities.
- Introduce new products and services to administrative professionals to increase their job efficiency and effectiveness and help contribute to the company's bottom line.
- IAAP members prefer to do business with IAAP Corporate Partners.
- IAAP members influence all spectrums of the workplace community – public and private corporations, healthcare, finance, government and non-profit organizations.
- More visibility is now available on the IAAP websites which are part of a new Web Community; and was developed strategically to reach millions of people on-line via the community aspect of the web. Potentially, your ad could possibly be viewed on many website pages.

Established in 1942, IAAP is the world's largest membership organization comprised entirely of administrative professionals with approximately 40,000 members and affiliates and nearly 600 chapters worldwide. IAAP works in partnership with employers to promote professional excellence. There are 18 chapters in Illinois alone.

Your financial support will enable our local chapter/division to grow our existing educational programs and add new initiatives in support of our mission for "career-minded" office professionals.

Enclosed are the various sponsorship levels for your review and consideration. Please feel free to contact \_\_\_\_\_ at \_\_\_\_\_ if you have any questions regarding this program. Thank you for your time and attention. We look forward to connecting with you.

Sincerely,

Name

Chapter

Phone

Email

Enclosures: Sponsor Levels & Application



**SPONSOR LEVELS**

<b>ILLINOIS DIVISION (ID) WEBSITE AD SPONSORSHIPS</b>		
<b>Level</b>	<b>Amount</b>	<b>Benefits</b>
<b>Mission Partner</b>	<b>1-yr \$100, 9-mo \$75, 6-mo \$50, 3-mo \$25</b>	Logo and link to company website on ID website. Will be rotated with other advertisers on same site page.
<b>Mission Advocates</b>	<b>1-yr \$300, 9-mo \$250, 6-mo \$200, 3-mo \$150</b>	Logo and link to company website on ID website. With preferred location on website and 20 job opening postings on ID website.
<b>Mission Champions</b>	<b>1-yr \$600, 9-mo \$500, 6-mo \$400, 3-mo \$300</b>	Logo and link to company website on ID website. With preferred location on website and unlimited job opening postings on ID website.
<b>ILLINOIS DIVISION NEWSLETTER ADS</b>		
<ul style="list-style-type: none"> <li>• Full page (1 issue) \$100</li> <li>• Full page (6 issues) \$450 (25% off)</li> <li>• Half page (1 issue) \$50</li> <li>• Half page (6 issues) \$225 (25% off)</li> <li>• 1/4 page (1 issue) \$25</li> <li>• 1/4 page (6 issues) \$112.50 (25% off)</li> </ul>		
<b>LOCAL CHAPTER CATEGORY</b>		
<b>Level</b>	<b>Amount</b>	<b>Benefits</b>
Gold	\$100	• Company name, logo and website link on local chapter website pages in “sponsor” window and newsletter ad for one year.
Silver	\$50	• Company name, logo and website link on local chapter website pages in “sponsor” window and newsletter ad for six months.
Bronze	\$25	• Company name, logo and website link in chapter newsletter ad for 3 months.



**SPONSORSHIP APPLICATION**

**Company / Individual Name** \_\_\_\_\_

List company name on above line as it should appear on website

**Contact Name** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**E-Mail Address:** \_\_\_\_\_

**CHAPTER SPONSORSHIP LEVEL**

**Gold (\$100)**       **Silver (\$50)**       **Bronze (\$25)**

**Make check payable to:** \_\_\_\_\_ **in the amount of \$** \_\_\_\_\_

**Please send check and application to:**

**ILLINOIS DIVISION SPONSORSHIP LEVEL**

~~Mission Partner~~       ~~Mission Advocate~~       ~~Mission Champion~~

**Length of Sponsorship for website:** \_\_\_\_\_

**Newsletter ad (size & number of issues):** \_\_\_\_\_

**Make check payable to: IAAP of Illinois, Inc. in the amount of \$** \_\_\_\_\_

**Please send check and application to:**      **Romanita Ross, ID Treasurer**  
542 169<sup>th</sup> Street, Hammond, IN 46324  
Phone: 219-718-6699

**Thank you for your support of the**  
**International Association of Administrative Professionals®**