



A Unique Sponsorship Opportunity from IABC/DC Metro

As a proponent of excellence in the field of communication, you know how important it is to reach the right people with your message, the right way, and at the right time.

IABC/DC Metro, the country's largest, and world's second-largest, IABC chapter, has a great opportunity for you to do just this—by sponsoring a unique writing workshop being conducted for the chapter by renowned writing coach, Ann Wylie:

Robust, Readable and Riveting: Writing that Compels in the Age of Now

What: In a time where writers compete for readers' attentions with a variety of media, where 140 characters is the name of the game, you need to be position your messages in your audience's best interests (most communicators position their messages in their *organization's* best interests).

Is what you're writing compelling? Will it propel your readers to action? If it's not easy to read, you've lost the race before you're even out the door.

[IABC/DC Metro](#) proudly presents a three-hour writing workshop on June 30, 2010, sponsored by [Johns Hopkins University](#), with acclaimed writer, teacher and presenter [Ann Wylie](#), who'll teach attendees to [Think Like a Reader](#) and [Cut Through the Clutter](#)—a custom-designed presentation of two of her most popular seminars... especially for our chapter.

Who: A sought-after speaker and teacher, Ann has won more than 60 communication awards, including 2 [Gold Quills](#), has been designated an "IABC Recommended Speaker" for her top ratings at [IABC](#) International conferences, and serves as the [Public Relations Society of America's](#) national writing coach.

When: June 30, 2010, 9:30 a.m. – 12:30 p.m.

Where: Johns Hopkins University, 1717 Massachusetts Avenue, NW, Washington, DC 20036

Why: With close to 600 members, IABC/DC Metro is the largest United States chapter of the International Association of Business Communicators (IABC, www.iabc.com). By sponsoring this workshop, you will be able to reach the decision makers in our area who work in the public and private sector as communication consultants, independent business owners and corporate staff.

With Johns Hopkins University as our exclusive academic event sponsor, this one-of-a-kind event will bring together a targeted group of high-level strategists who will get to hear and see from you. Due to the exclusive nature of the event, seating will be limited to those who are really serious about the business of communication.

As a sponsor you have the potential to reach more than 4,000 business communicators all over the D.C. metro area prior and leading up to the event—many of whom manage their organizations' communications budget.

Sponsorship opportunities are available at the following levels:

Title Sponsorship: \$2,000
Workshop Patron: \$1,000
Workshop Supporter: \$750
Workshop Booster: \$500



Package Details

\$2,000 Title Sponsorship

- Listing on event–related postcards or mailings
- Listing on IABC/DC Metro's Cvent registration page and logo placement on its electronic event invitations (sent to our 4,000+ email list)
- Logo (with link to organization home page) and 25-word company description on IABC/DC Metro's sponsorship page
- Logo listing on event page
- IABC/DC Metro newsletter acknowledgement and news release listing
- Acknowledgement in IABC/DC Metro's social media outposts: LinkedIn, Twitter & Facebook
- Up to three minutes podium time
- Logo displayed at podium and registration area
- Materials display at registration table/handouts for attendees
- Two complimentary workshop admissions, along with sponsor recognition ribbon on guest name tag(s)

\$1,000 Workshop Patron

- Logo on website event page
- Listing on IABC/DC Metro's Cvent registration page and logo placement on its electronic event invitations (sent to our 4,000+ email list)
- Logo (with link to organization home page) and 25-word company description on IABC/DC Metro's sponsorship page
- Logo listing on event page
- IABC/DC Metro newsletter acknowledgement and news release listing
- Podium recognition by IABC/DC Metro president
- Logo displayed at podium and registration area
- Materials display at registration table/handouts for attendees
- One complimentary workshop admission, along with a special sponsor recognition ribbon on your name tag
- Listing on IABC/DC Metro sponsorship and event web pages

\$750 Workshop Supporter

- Podium Recognition by IABC/DC Metro president
- Listing on IABC/DC Metro's Cvent registration page
- Listing on IABC/DC Metro sponsorship web page and events listing page
- IABC/DC Metro newsletter acknowledgement and news release listing
- Logo displayed at registration area
- Special sponsor recognition ribbon on name tag(s) for paid attendees from your organization

\$500 Workshop Booster

- Podium Recognition by IABC/DC Metro president
- Listing on IABC/DC Metro sponsorship web page and events listing page
- Special sponsor recognition ribbon on name tag(s) for paid attendees from your organization

Interested?

Please contact Jayanti Menches or Alvin Hayes, co-vice presidents, sponsorship at sponsorship@iabdcmetro.org, or Shonali Burke, ABC, chapter president, at president@iabdcmetro.org.