

IIBA Bulgaria Chapter Sponsorship Program 2020

IIBA

[International Institute of Business Analysis](#) (IIBA) is an independent non-profit professional association serving the growing field of business analysis. IIBA helps individuals working in a broad range of roles - business analysis, system analysis, requirements management, consulting, process improvement and more - to improve their skills and enhance their professional life.

Established in 2003, IIBA is now the leading association for business analysis around the globe.

IIBA Bulgaria

[IIBA Bulgaria](#) is the local chapter of the International Institute of Business Analysis.

IIBA Bulgaria mission is to raise awareness of the value of the business analyst role; to build a community of business analysis professionals and to help them improve their skills and competencies.

IIBA Bulgaria vision is to become a leading non-profit organization in Bulgarian IT community and to promote the best practices and standards for business analysis among other organizations.

We claim for collaboration with other chapters, professional institutions and organizations by sharing knowledge and leveraging a network of highly motivated experts.

IIBA Bulgaria Key Figures

- Founded: January 2009
- Members by January 2020: ~50
- CBAP® certified experts: ~15
- Board members: 7
- Average events per year: ~7
- Average events attendees: ~40
- Interacts with vast BA community: 300+

Sponsorship Opportunities

Why sponsor?

- Put your business in the spotlight: having a presence at IIBA Sofia events positions you and your business as an authority in the industry
- Get in front of your target market: IIBA Bulgaria is responsible for creating the audience and you will have the opportunity to expose yourself to the right crowd
- Connect to your future employees
- Leverage lead generation: the majority of people who attend IIBA Bulgaria events know others with similar interests. They may recommend you to their connections as well
- Receive all benefits provided by our sponsorship packages

Sponsorship packages

Chapter Sponsors

Premier Chapter Sponsor The Premier sponsor is chapter primary sponsor for all chapter activities. The Premier Chapter Sponsors benefit an array of opportunities to maximize their presence at the IIBA Bulgaria events, with the highest priority of branding in all documentation and on-site signage.

Chapter Sponsors Chapter Sponsors take advantage of exposure opportunities and access to leaders in the Business Analysis profession to maximize their brand value.

Package	Benefits	Contribution
Premier Chapter Sponsor	<ul style="list-style-type: none"> ❖ Logo on the homepage of IIBA Bulgaria website (Premier Chapter Sponsor slot) ❖ Visibility on the sponsorship page of IIBA Bulgaria website with a link to the company's website and 500 words company description in Premier Chapter Sponsor section ❖ Recognition of the sponsor from the podium of IIBA Bulgaria events with a brief mention of the company 	2 500 BGN/ year

	<ul style="list-style-type: none"> ❖ Mention of the sponsorship in IIBA Bulgaria social media channels (LinkedIn, Facebook, Twitter) ❖ Single corporate roll-up exposure during IIBA Bulgaria events (roll-up must be provided by the sponsor) ❖ Use IIBA Bulgaria Chapter Logos for marketing purposes ❖ Opportunity to distribute company marketing materials ❖ Recognition on marketing materials provided by the Chapter ❖ Logo in the footer of IIBA Bulgaria newsletter template used for IIBA Bulgaria communications 	
Chapter Sponsor	<ul style="list-style-type: none"> ❖ Logo on the homepage of IIBA Bulgaria website (Chapter sponsor slot) ❖ Visibility on the sponsorship page of IIBA Bulgaria website with a link to the company's website and 200 words company description in Chapter Sponsor section ❖ Mention of the sponsorship in IIBA Bulgaria social media channels (LinkedIn, Facebook, Twitter) ❖ Single corporate roll-up exposure during IIBA Bulgaria events (roll-up must be provided by the sponsor) ❖ Use IIBA Bulgaria Chapter Logos for marketing purposes ❖ Logo in the footer of IIBA Sofia newsletter template used for IIBA Sofia communications 	1 500 BGN/year

Event Sponsors

Sponsor of the “BA project of the year”	Sponsor of the “BA project of the year” plays a key role in advancing the Business Analysis profession by bringing people together and inspiring them to improve sector outcomes.
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Event Patron

Event Patron is acknowledged as the premium supporter of an event, enjoying maximized exposure before and during the event.

Event Patron contribution could be financial or in-kind:

- ❖ Venue
- ❖ Audio/video equipment
- ❖ Materials
- ❖ Beverages.

Package	Benefits	Contribution
Sponsor of the “BA project of the year”	<ul style="list-style-type: none"> ❖ Logo on the event page of IIBA Sofia website ❖ Visibility in all publications about the event ❖ Recognition of the sponsor from the podium of the event with a brief mention of the company ❖ Mention of the sponsorship in IIBA Bulgaria social media channels (LinkedIn, Facebook, Twitter) for the sponsored event ❖ Single corporate roll-up exposure during IIBA Bulgaria during the sponsored events (roll-up must be provided by the sponsor) ❖ Opportunity to distribute company marketing materials during the sponsored event ❖ Use IIBA Bulgaria Chapter Logos for marketing purposes (<i>The sponsorship type should be mentioning along with the logo</i>) ❖ Logo on the homepage of IIBA Sofia website ❖ Visibility on the sponsorship page of IIBA Bulgaria website with a link to the company’s website and 500 words company description in Sponsor of the “BA project of the year” section 	1 600 BGN or ensuring the prize

Event Patron	❖ Logo on the event page of IIBA Sofia website	350 BGN or
	❖ Visibility in all publications about the event	in-kind support
	❖ Recognition of the sponsor from the podium of the event with a brief mention of the company	
	❖ Mention of the sponsorship in IIBA Bulgaria social media channels (LinkedIn, Facebook, Twitter) for the sponsored event	
	❖ Single corporate roll-up exposure during IIBA Bulgaria during the sponsored events (roll-up must be provided by the sponsor)	
	❖ Opportunity to distribute company marketing materials during the sponsored event	
	❖ Use IIBA Bulgaria Chapter Logos for marketing purposes (<i>The sponsorship type should be mentioning along with the logo</i>)	

Sponsorship Policy

IIBA Chapters cannot enter into an exclusive sponsorship deal with any particular sponsor. The chapter or the sponsor cannot dictate that no other companies can sponsor the chapter.

Existing sponsors are given first right of acceptance for their chosen branch and category on release of the new financial year sponsorship offer.

Contacts

IIBA Bulgaria Chapter

Board of Directors
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