

*Institute for Credentialing Excellence  
2010 Year-Round  
Sponsorship  
Opportunities*



ICE 2010 Sponsorship Opportunities



# 2010 Year-Round Sponsorship Opportunities

**The Institute for Credentialing Excellence (ICE) invites you to participate as a 2010 Year-Round Sponsor**

## **Generate Maximum Exposure and Return on Your Marketing Investment**

The Institute for Credentialing Excellence (ICE) offers year-round sponsorship opportunities to reach our members and others actively involved in the credentialing industry. Much more than signage, the ICE Year Round Sponsorship items and events give your company the opportunity to sponsor electronic media including E-newsletters, Web seminars, in-person and online courses and extend your reach to ICE meetings and communications throughout the year with a one-stop menu of options.

An ICE high visibility year-round sponsorship will deliver superior return on investment and position your organization as an industry leader.

### **ICE Credentialing Leadership Forum**

The Institute for Credentialing Excellence (ICE) is bringing together leaders in the credentialing community to hold strategic discussions on the future of our industry. Last year ICE held two of these forums, one in Chicago and one in Washington, DC.

We are anticipating at least 50 leaders in the industry including Presidents/CEOs, Executive Directors, Board Directors and Regulatory representatives. Take advantage of this unique opportunity for company visibility to a select targeted audience. Please consider one of the following options to show your support:

#### **Lunch Sponsorship**

**\$3,500**

*Limited one per event, on a first come, first serve basis*

Package includes your organization logo on event notifications, materials, and signage; table top display of your organization literature and/or marketing material; and a five minute presentation during the lunch.

#### **Platinum Sponsorship (Three spots available)**

**\$2,500**

Package includes your organization logo on event notifications, materials, and signage; table top display of your organization literature and/or marketing material; and recognition at the beginning of the event.

#### **Gold Sponsorship**

**\$1,750**

Package includes your organization logo on event notifications, materials and signage; and recognition at the beginning of the event.

### **Certification 101 Online Modules**

The ICE Certification 101 Online Modules are designed as a training tool for new certification staff and on-boarding tool for volunteer leaders, providing the basic knowledge needed to effectively perform in their respective roles. This dynamic training tool allows participants to educate their staff and volunteers in the best practices of administering a certification program based on the NCAA standards.

Sponsor a training Module for a full year and get your Company Name and logo displayed on the Web site!

- **Module Sponsorship** \$250 (each)
- **3 Module Sponsorships** \$600
- **6 Module Sponsorships** \$1200

# 2010 Year-Round Sponsorship Opportunities

## ICE Web Seminars

ICE is pleased to provide the Web Seminar Series annually to the credentialing community. The focus of each web seminar is "hands-on" training on practical subjects relevant to the credentialing professional. Each web seminar offers participants new skills and techniques applicable to credentialing programs in various industries.

As a sponsor, your company logo will be displayed on our Web site leading up to the Web seminar and in e-blasts to potential participants, and your company name will be announced during the Web seminar call. Don't miss out on this great opportunity for visibility for these well-attended online events! (These events are non-exclusive sponsorships).

- **Web Seminar Sponsorship**      **\$1500 (each)**
- **3 Web Seminar Sponsorships**      **\$3500**
- **4 Web Seminar Sponsorships**      **\$5000**
- **6 Web Seminar Sponsorships**      **\$8000**

## ICE News

ICE's quarterly newsletter, *ICE News*, keeps members and subscribers informed of what ICE is doing for them. The newsletter also covers current developments in the credentialing community. Regular features include member news, NCCA updates, legal news, court decisions affecting professional credentials, resources, upcoming events, and more.

As a sponsor, your company logo will be displayed several times in the newsletter and linked directly to your organization's Web site. Additionally the newsletter with your logo will remain on the homepage of the ICE Web site until the next issue is published (approximately 3 months) and then moved to archives.

- **One Issue**      **\$400**
- **Two Issues**      **\$700**
- **Three Issues**      **\$1000**
- **Four Issues**      **\$1200**

## Top Strategies for Marketing Certification Programs-Online Course

This ICE online strategic course will teach participants what they need to know so they can successfully guide, manage and/or execute the needed marketing activities for their certification programs. Many certification programs do not have dedicated marketing resources, therefore sometimes placing non-marketing professionals in a position where they are responsible for the marketing and communication strategy driving the program. This course will be available for a six month time period and will run twice per year.

Sponsor the Marketing Strategies Course for six months or a full year and get your Company Name and logo displayed on the Web site!

- **6 Month Course**      **\$500**
- **Year Course**      **\$800**

## Virtual Conference

Help us take the 2010 Annual Educational Conference to the homes and offices of those who can't travel to Atlanta! Sponsor our Virtual Conference which will bring six of our conference concurrent sessions to the Web. Sponsor one or all six and your company name and logo will be placed on all E-blasts and on the Web.

- **1 Concurrent Session**      **\$1000 (each)**
- **3 Concurrent Sessions**      **\$2500**
- **4 Concurrent Sessions**      **\$3000**
- **6 Concurrent Sessions**      **\$5000**

# 2010 Year-Round Sponsorship Opportunities

## Association Forum of Chicagoland & ICE Events

The Association Forum of Chicagoland (Forum) and the Institute for Credentialing Excellence (ICE, formerly NOCA) have come together to offer exciting events to the association and credentialing communities in 2010. These events are a tremendous opportunity for you to spotlight your company and services with exposure to over 350 certification organizations who are members of ICE and the over 47,000 association professionals who belong to the Forum. **These three events are being held at the Forum facilities in Chicago.** This is a fantastic opportunity for you to obtain exposure to your market; your participation will make these exciting new events a success! The events are as follows:

### Social Media and Its Value to the Credentialing Community- May 12, 2010

This one-day event focuses on providing CEOs/Executive Directors with the knowledge and tools to assist them in developing a sound social media strategy for their organizations. We anticipate leaders of certification organizations as well as leaders of associations considering new certification programs will be in attendance.

#### **Lunch Sponsorship \$3,500**

*Limited one per event, on a first come, first serve basis*

Package includes your organization logo on event notifications, materials, and napkins.

#### **Platinum Sponsorship (Three spots available) \$2,500**

Package includes your organization logo on event notifications, materials, and signage; display of your organization literature and/or marketing material; and, recognition at the beginning of the event.

#### **Gold Sponsorship \$1,750**

Package includes your organization logo on event notifications, materials and signage; and, recognition at the beginning of the event.

### Governance Workshop: Governance Excellence for Certifying Organizations-May 13, 2010

This one-day workshop is available for certification committee and governing board members as well as certification staff members. This one day event focuses on governance principles for members of a certification governing body or committee. ICE experienced great success with this program in 2009 and those attending were truly decision makers of the organizations – CEOs/Executive Directors and Board members.

#### **Lunch Sponsorship (Your logo will be placed on materials, napkins and all Web signage and E-blasts) \$2,500**

**Workshop Sponsorship** (Package includes your organization logo on event notifications, materials, and signage; display of your organization literature and/or marketing material; and, recognition at the beginning of the event.) **\$1,750**

### The Future of the Credentialing Assessment Model- September 28, 2010

This one-day event is designed to attract leaders in the credentialing community to address assessment models used in credentialing and how those models may need to be adjusted or completely re-tooled in the future to stay current with client demands for timeliness, flexibility and efficiencies while still maintaining a high level of quality.

The following sponsorships are available for these two events:

#### **Lunch Sponsorship \$3,500**

*Limited one per event, on a first come, first serve basis*

Package includes your organization logo on event notifications, materials, and napkins.

#### **Platinum Sponsorship (Three spots available) \$2,500**

Package includes your organization logo on event notifications, materials, and signage; display of your organization literature and/or marketing material; and, recognition at the beginning of the event.

#### **Gold Sponsorship \$1,750**

Package includes your organization logo on event notifications, materials and signage; and, recognition at the beginning of the event.

## Annual Educational Conference Sponsorships

Our Annual Educational Conference Sponsorships are separate from our Year-Round Opportunities. For information about 2010 Annual Educational Conference Sponsorship Opportunities, please see the 2010 Exhibitor Sponsorship Prospectus

[www.credentialingexcellence.org/annualconference](http://www.credentialingexcellence.org/annualconference)

### **Don't see a sponsorship item that fits the needs of your company?**

Contact ICE! We invite you to contact us with your input and creative ideas.

Please call Alex Aaron at (202) 367-1172 or email [aaaron@credentialingexcellence.org](mailto:aaaron@credentialingexcellence.org) to discuss your ideas for sponsorships. All sponsorships must be pre-approved by ICE.

Mail completed form and payment to ICE:  
Att: Alex Aaron  
Department 3032  
Washington, DC 20042-3032 or  
Fax to (202) 367-2172

# ICE 2010 Year-Round Sponsorship Application

## CONTACT INFORMATION

Company Name: \_\_\_\_\_

Company Contact (person who will receive all sponsor information): \_\_\_\_\_

Address (location where all information will be sent): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_ Contact Fax Number: \_\_\_\_\_

Contact E-mail Address: \_\_\_\_\_

### ICE Credentialing Leadership Forum

- Lunch Sponsorship \$3,500
- Platinum Sponsorship \$2,500
- Gold Sponsorship \$1,750

### ICE Webinars

- Web Seminar #\_\_ \$1,500 (each)
- 3 Web Seminar Sponsorship \$3,500
- 4 Web Seminar Sponsorship \$5,000
- 6 Web Seminar Sponsorships \$8,000

### ICE News

- One Issue \$400
- Two Issues \$700
- Three Issues \$1,000
- Four Issues \$1,200

### Top Strategies for Marketing Online Course

- 6 Month Course \$500
- Year Course \$800

### Certification 101 Online Modules

- Module Sponsorship #\_\_ \$250(each)
- 3 Module Sponsorships \$600
- 6 Module Sponsorships \$1200

### Virtual Conference

- 1 Concurrent Session #\_\_ \$1,000(each)
- 3 Concurrent Sessions \$2,500
- 4 Concurrent Sessions \$3,000
- 6 Concurrent Sessions \$5,000

### Association Forum of Chicagoland / ICE Events

\*Social Media and Its Value to the Credentialing Community  
May 12th, 2010

- Lunch Sponsorship \$3,500
- Platinum Sponsorship \$2,500
- Gold Sponsorship \$1,750

\*Governance Excellence for Certifying Organizations  
May 13th, 2010

- Lunch Sponsorship \$2,500
- Workshop Sponsorship \$1,750

The Future of the Credentialing Assessment Model

September 28th, 2010

- Lunch Sponsorship \$3,500
- Platinum Sponsorship \$2,500
- Gold Sponsorship \$1,750

Sponsorship Total: \$ \_\_\_\_\_

Company Listing as it should be listed in all printed and/or online materials: \_\_\_\_\_

Sponsorship opportunities are confirmed on a first-come, first-assigned basis. Application to provide sponsorship support for 2010 dated this \_\_\_\_\_ day of \_\_\_\_\_, by and between \_\_\_\_\_ (company name) herein after called "Sponsor", and Institute for Credentialing Excellence (ICE).

Signature of Authorized Sponsor Representative: \_\_\_\_\_ Date: \_\_\_\_\_

## PAYMENT

Payment required with this contract.

Total Amount: \_\_\_\_\_

Check # \_\_\_\_\_ Check enclosed, made payable to ICE. (Mail to: ICE, Department 3032, Washington, DC 20042-3032)

Credit Card Payment:  VISA  American Express  Mastercard

Card #: \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on Credit Card \_\_\_\_\_ (please print)

I authorize ICE to charge my credit card \$ \_\_\_\_\_ my total Year-Round Sponsorship Balance.

Signature \_\_\_\_\_

### Cancellation Policy

**PAYMENT is due with contract.** Should full payment or written cancellation not be received with contract, 100% of your payment is due.