



INTERNATIONAL  
LIVE EVENTS ASSOCIATION  
A U S T I N C H A P T E R

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Dear Potential Sponsor,

On behalf of the Austin ILEA (International Live Events Association) Chapter, you are receiving this special invitation to support the local events community as an ILEA-Austin sponsor. With 260 members and growing, Austin's ILEA Chapter is the largest in the world. Our mission is to provide our members with collaborative networking, education and professional development, inspiration, and outward awareness and credibility to ensure a thriving global creative events profession. Sponsorship is open to both members and non-members of the ILEA Austin Chapter.

The attached information presents a wide range of involvement opportunities. Investments range from just \$300 (our Happy Hour Sponsorship) to \$5,000 (a Platinum-level Sponsorship). Sponsor funds go directly to helping our chapter fulfill its mission. For three consecutive years, our Austin chapter has been recognized as the International Chapter of the Year. In addition, we are considered one of the most innovative ILEA chapters and enjoy world-wide recognition for the quality of our interactive educational programs. With your support, we, and the community we serve, can become even stronger.

Attendance at our monthly meetings and happy hours averages 100-125 events industry professionals including planners, caterers and restaurants, venue owners and managers, florists, entertainers, lighting and AV providers, rental companies and others. More than 30% of our members are business owners, and all our members are looking to purchase a wide range of products and services required to build their businesses and serve their clients.

When you support ILEA Austin, you gain intimate access to our membership through our various print and social media platforms. You'll also receive important opportunities to participate with our membership in live settings.

Further information and questions can be addressed to Cathy Northcutt, ILEA Austin Development Chair, at 512-633-1450 or [cathy@epiceventdesign.com](mailto:cathy@epiceventdesign.com)

I hope you will accept this opportunity to support ILEA Austin. Thank you in advance for your consideration.

Sincerely,

*Leslie LaSorsa*

Leslie LaSorsa, CSEP | Chapter President | [president@ileaaustin.com](mailto:president@ileaaustin.com)

ILEA Austin sponsorship opportunities are open to both members and non-members. As a Chapter sponsor, you will have the opportunity to promote your business and increase your company visibility by interacting with members, and non-member attendees, across the event industry. Partnering with our chapter can increase your bottom line by putting you directly in front of professionals that make the buying decisions for their companies.

Our members include planners, caterers, audio/visual and entertainment, florists, photographers and videographers, venues, restaurants and many other specialized professions. They are looking to purchase a wide range of services to further their business, including technology, health and general insurance, banking, bookkeeping, advertising, web design, office supplies, and branded items. Our members also utilize products and services, including personal care (hair, make-up, massage, etc.), alcoholic beverages (wine, beer, and liquor), rentals, event décor, floral, and photography to name a few.


**Our membership is represented in the following industry segments:**

- ◆ Venues/Catering/Bakers/Restaurants – 30%
- ◆ Event Planners – 20%
- ◆ Non-profits/Others – 14%
- ◆ Audio-Visual/Entertainment – 12%
- ◆ Rental Companies 9%
- ◆ Photographers/Video/Floral – 9%

**Our reach is impressive, and includes:**

 Facebook Likes 2,450

 Twitter Followers 1,275

 Instagram Followers 1,528

Cash Sponsor Benefits	Platinum (12 mo.) \$5,000	Gold (6 mo.) \$3,500	Silver (2 mo.) \$1,500
Prominent placement and recognition on all ILEA Austin related marketing	✓	✓	
Company logo on ILEA Austin website with click-through to partner website	✓	✓	✓
Company logo on local ILEA Austin event promotional materials	✓	✓	✓
One (1) dedicated email to ILEA Austin membership	✓	✓	
One (1) dedicated social media post announcing sponsorship on ILEA Austin Facebook page, Instagram, and Twitter at the beginning of your term	✓	Facebook and Instagram	Facebook
Opportunity to showcase company at two (2) ILEA Austin meetings with 60-second pitch, promotional giveaway (in-kind) and/or display	✓	One Meeting	One Meeting
Public recognition during ILEA Austin meetings and events	✓	✓	Monthly Meetings
Two (2) guest passes per monthly meeting	✓	✓	✓
Logo on sponsor advertising at Day of Education	✓		
Opportunity to set up and man a vendor booth at the Day of Education with your company information (6' table and linen provided)	✓		
Two (2) tickets to the ILEA Austin ASE Awards Gala	✓		
Logo recognition in ILEA Austin ASE Award Gala program	✓	✓	✓

To participate as an ILEA Austin Chapter sponsor, contact Cathy Northcutt at 512-633-1450 or [cathy@epiceventdesign.com](mailto:cathy@epiceventdesign.com).

The ILEA Austin Chapter holds monthly educational meetings and happy hours. These events are attended by an average of 100 – 125 members. Sponsorship opportunities in support of these important chapter activities are listed below.

Cash Sponsor Benefits	Meeting Sponsor \$500	Happy Hour Sponsor \$300
Company logo on ILEA Austin website with click-through to partner website during sponsored meeting month	✓	
Company logo on your ILEA Austin Happy Hour promotional materials if you choose to provide		✓
Opportunity to showcase your company with display at your sponsored Happy Hour		✓
Public recognition at start of meeting during sponsored month	✓	Recognition during HH
Two (2) guest passes to monthly meeting during your sponsored month	✓	
Company name written and tagged on Facebook event photo album acknowledging sponsorship	✓	✓
Company name listing in ILEA Austin ASE Award Gala program	✓	

\* Can be multiple, non-competing sponsors per event

**Website Sponsor Opportunities**

Sponsored Blog Post \$500	Website Banner Ads \$50 - \$100 Per Month
<ul style="list-style-type: none"> <li>➤ We offer a limited number of sponsored posts per month on our website. A post must be approved and of interest to our readers. Posts should be sized at 72 DPI at a minimum of 620 pixels wide.</li> <li>➤ In addition, your post will be linked to our newsletter that is sent to the ILEA Austin membership.</li> </ul> <p>* Payment is required in full prior to launch date.</p>	<ul style="list-style-type: none"> <li>➤ Our banner ads are placed strategically on our blog page of our website (<a href="http://www.ileaustin.com/blog/">http://www.ileaustin.com/blog/</a>)</li> <li>➤ We offer three different ad space options at the rates below. All ad space is purchased in 3, 6, 9, and 12 month increments.</li> <li>➤ We have a tracker built into the site in order to provide feedback on the number of clicks generated from the advertisement.</li> </ul> <p><u>Size Options &amp; Pricing Structure:</u></p> <ul style="list-style-type: none"> <li>○ 150 x 150: \$50/month</li> <li>○ 100 X 300: \$75/month</li> <li>○ 300 X 300: \$100/month</li> </ul> <p>* Payment is required in full prior to launch date.</p>

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Throughout the year, the ILEA Austin Chapter holds monthly educational meetings, happy hours, power hours, and special events. Producing these events and keeping them affordable for our members requires chapter member support and cooperation. Our member venues, catering professionals, rental providers, florists, photographers, lighting designers, entertainers and others are invited, or may volunteer, to showcase their products and/or services through donated vendor support. We're grateful to our vendor partners, and offer the following benefits in appreciation.

**Listed below are the benefits of our vendor support partners.**

- ◆ Professional photos of the event, if available
- ◆ Name recognition in the ILEA Austin newsletter leading up to the event
- ◆ Name recognition at monthly meeting during the month of the event
- ◆ Name recognition on print materials for event, if applicable
- ◆ Opportunity to showcase your business among peers through participation at the event
- ◆ Ticket(s) to the sponsored event for in-kind donation;
  - ◆ Two (2) free tickets for donation valued at \$2,500 or more
  - ◆ One (1) free ticket for donation valued at \$1,000 - \$2,499
  - ◆ Two (2) half priced tickets for donation valued at \$999 or below

**To further the value of your sponsorship, you may:**

- ◆ Showcase your work, photos, etc. via social media
- ◆ Be entered to be a part of the ASE Awards
- ◆ Use the event to apply for Texas Star Awards and/or the ESPRIT awards
- ◆ Earn points towards scholarships to attend ILEA Live and The Special Event

We appreciate and value the support of our ILEA Austin members. Without your participation, our chapter would not be able to provide inspiring educational and networking opportunities to our membership.

To participate as an ILEA Austin Vendor Support Sponsor, contact  
Jessica Dickman, CSEP, VP Programs & Education  
[Jessica@clinkevents.com](mailto:Jessica@clinkevents.com)