

Corporate Branding & Promotional Opportunity
Differences in three tiers of Corporate Membership

There are three levels of Corporate membership:

- Bronze \$1,000
- Silver \$3,000
- Gold \$5,000

The level of sponsorship depends on the program put together jointly for promotion and branding, detailed below.

#	BENEFIT/PROGRAM	BRONZE \$1000	SILVER \$3000	GOLD \$5000
1	Booth/Table Space at the Event: Provide you with a facility to display your banner, products and promotional material.	Y	Y	Y
2	Introducing the company Offer the opportunity for you to say few words about your company.	Y	Y	Y
3	Offer Complimentary tickets to the event for your customers and staff	Y	Y	Y
4	We will award you with a wall plaque and an official SIP membership pin at a SIP event.	Y	Y	Y
5	Branding: We will also profile you in our Online Directory. Your Company 's description will be listed in the corporate sponsor section of SIP web site and a link to your web site will also be provided.	Y	Y	Y
6	Accreditation: All corporate members abide by SIP's Code of Ethics, which boost confidence and comfort levels for your clients and prospects. A digital seal will be provided which you can proudly display on your website proclaiming that you are an Accredited Corporate Member of SIP.	Y	Y	Y
7	Media Campaign: SIPpost: We will feature a description of your company in the SIPpost, SIP's monthly newsletter. The SIPpost is email-	x	Y	Y





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	broadcasted to 10,000 subscribers. This description will contain your logo and link to your website.			
8	Media Release & Media Invitation We will do a media release of the established Affinity Program / the event you are sponsoring with you.		Y	y
9	Creating Social Media Buzz	X	Y	Y
10	Affinity Program SIP markets results-oriented Affinity programs to its members using successful different methods, such as Sponsored events, trade shows, SIPpost, media campaign, announcement in SIPpost (our newsletter). SIP will also work with you to design a brochure and will distribute these brochures at all of our high-profile events and at professional tradeshow. Review some of our current affinity programs at: http://sipgroup.org/membership/benefits.html	X	Y (only if applicable)	Y (only if applicable)
11	Your Banner Ad: Posted on SIP website (one month)	X	X	y
12	Speaking & Publishing opportunities more branding & enhancing your credibility	X	X	Y
13	Opening a Chapter	X	X	y

Please review the following documents for more details about the Event Sponsorship and creating an Affinity Program:

1. SIP Profile
2. Corp Sponsorship :Event Sponsorship
3. Corp Sponsorship: Affinity Program
4. SIP Professional Code of Ethics

If you have any questions or comments, please do not hesitate to contact SIP

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