



The Institute of  
**Internal Auditors**

*Central Jersey*

# sponsorship

# PROSPECTUS

2023-2024

## Thank you for your interest in supporting the Central Jersey Chapter of the IIA.

There are many ways for you to support the Chapter as well as get your business out in front of our members. Our goal is to offer affordable opportunities that are mutually beneficial.

### We offer:

- Annual Sponsorships
- Annual Fraud Conference Sponsorships
- Monthly Event Sponsorships

Sponsorships go directly towards the various educational programs that the Chapter offers. While we have several different options and various price levels, we welcome any other suggestions. We want you to have the sponsorship package that is the right fit for your organization.

If you have any questions, please reach out to:

### Liz Calamatio

President

Elizabeth.Calamito@GBG.com

Or

### Caroline Sulc

Event Manager

CNJIIA@eventiumLLC.com

Sincerely,

Liz Calamito  
President



# annual sponsorships

The Central Jersey Chapter offers annual sponsorships that are maintained for the chapter year, June 1 – May 31. Benefits take effect once the signed sponsorship agreement and payment are received.

	gold	silver	bronze
	\$1,500	\$1,000	\$750
5-minute LIVE commercial during 1 virtual event	X		
Logo in Chapter Logo Garden that is included in most Chapter emails.	X	X	X
Logo in Chapter Logo Garden that resides on Chapter Website.	X	X	X
Logo in Chapter Logo Garden that will be displayed during a break for virtual events, and on the presentation screen during live events.	X	X	X
Comped Registrations to Chapter webinars	6	4	2
Listing in the Service Provider Directory on the Chapter Website	X	X	X

# monthly event sponsorships

The Central Jersey Chapter currently hosts multiple virtual events per Chapter year. Only one sponsorship per event will be offered and not all events are available for sponsorship.

event sponsorship	
	\$1,500
5-minute LIVE commercial during virtual event	X
Listed as "Sponsored in Part" on event invitation emails	X
Listed as "Sponsored in Part" on event ad on Linked In	X
Listed as "sponsored in Part" on event ad on Chapter Website	X
Verbal acknowledgement during webinar as event sponsor	X
Comped registrations to the webinar	5
Option to supply speaker for one 50-minute session during webinar	X

# annual fraud conference sponsorships

The Central Jersey Chapter of the Institute of Internal Auditors have successfully hosted the Annual Fraud Conference for over 15 years. We anticipate around 100 attendees.

This year the conference will take place **May 2, 2024** at Rider University.

The Chapter offers different sponsorship options that give your organization an opportunity to “get in front of” our diverse audience. We thank you in advance for your support of the IIA.

## elite conference sponsor

**\$2,000 Investment** *payment is due no later than 4/1/24*

- 1 vendor table in the expo area
- Exhibitor Registrations for 2 table personnel\*
- Opportunity to address the attendees from the main stage during live event for 3 minutes.
- Email Ad: 750w x 250h pixel ad (you provide) will be placed on all outgoing email invitations
- Website Ad: 750w x 250h pixel ad (you provide) will be placed on registration site and can be linked to the URL of your choosing
- Verbal acknowledgement as “Elite Sponsor” during the live event
- Company logo will appear on presentation screen as “Elite Sponsor”
- Company logo will appear on registration site as “Elite Sponsor”
- Company logo will appear on onsite signage
- Conference registrations (full access) (3 - registrations)

## partner conference sponsor

**\$1,500 Investment** *payment is due no later than 4/1/24*

- 1 vendor table in the expo area
- Exhibitor Registrations for 2 table personnel\*
- Email Ad: 750w x 250h pixel ad (you provide) will be placed on all outgoing email invitations
- Email Ad: 750w x 250h pixel ad (you provide) will be placed on registration site and can be linked to the URL of your choosing
- Verbal acknowledgement as “Partner Sponsor” during the live event
- Company logo will appear on presentation screen as “Partner Sponsor”
- Company logo will appear on registration site as “Partner Sponsor”
- Company logo will appear on onsite signage
- Conference registrations (full access) (2 - registrations)

## supporter conference sponsor

**\$1,000 Investment** *payment is due no later than 4/1/24*

- 1 vendor table in the expo area
- Exhibitor Registrations for 2 table personnel\*
- Email Ad: 325w x 250h pixel ad (you provide) will be placed on all outgoing email invitations
- Website Ad: 325w x 250h pixel ad (you provide) will be placed on registration site and can be linked to the URL of your choosing
- Verbal acknowledgement as “Supporter Sponsor” during the live event
- Company logo will appear on registration site as “Supporter Sponsor”
- Company logo will appear on onsite signage
- Conference registration (full access) (1 - registration)

# friend

**\$750 Investment (non-exhibiting)** *payment is due no later than 4/1/24*

- Email Ad: 325w x 250h pixel ad (you provide) will be placed on all outgoing email invitations
- Website Ad: 325w x 250h pixel ad (you provide) will be placed on registration site and can be linked to the URL of your choosing
- Company logo will appear on registration site as “Friend Sponsor”
- Company logo will appear on onsite signage

\*Table personnel registrations include continental breakfast and buffet lunch. These registrations are limited to the expo area and do not include conference sessions. Table personnel are limited to the number of passes in your sponsorship packages. Passes for additional table personnel can be purchased at the cost of \$75 per person. Table personnel do not earn CPE. Speakers and program are subject to change without notice.

## digital assets + logo

**Logo:** Please send **high res** JPEG or PNG format of your logo.

**Ads:** Ads should be submitted in a PNG and JPG format.

**Links:** Please supply the URL that you want your ad to link to (where applicable).

Email this information to: [cnjiia@eventiumllc.com](mailto:cnjiia@eventiumllc.com) no later than **April 1, 2024**.

## attendee registration details

Sponsorship packages include comped attendee registrations (3 for Elite, 2 for Partner and 1 for Supporter). A comp code and instructions will be sent to you once your sponsorship has been confirmed.

The conference is already being marketed. Marketing related benefits will start to take effect once signed contract and payment are received.

For more information,  
please contact:  
Caroline Sulc  
Conference Manager  
Eventium LLC  
[cnjiia@eventiumLLC.com](mailto:cnjiia@eventiumLLC.com)

# sponsorship form

2023-2024



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

(NOTE: This is how the company name will be listed on all Marketing Materials)

Contact Person's

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Office #: \_\_\_\_\_ Mobile #: \_\_\_\_\_

Email: \_\_\_\_\_

## Annual Sponsorship Levels:

- |                          |                |         |
|--------------------------|----------------|---------|
| <input type="checkbox"/> | Gold Sponsor   | \$1,500 |
| <input type="checkbox"/> | Silver Sponsor | \$1,000 |
| <input type="checkbox"/> | Bronze Sponsor | \$750   |

## Conference Sponsorship Levels:

- |                          |               |         |
|--------------------------|---------------|---------|
| <input type="checkbox"/> | Elite Sponsor | \$2,000 |
| <input type="checkbox"/> | Partner       | \$1,500 |
| <input type="checkbox"/> | Supporter     | \$1,000 |
| <input type="checkbox"/> | Friend        | \$750   |

Send Completed Form:  
via email to: [cnjiaa@eventiumLLC.com](mailto:cnjiaa@eventiumLLC.com)

Once this form is received, we will send you a sponsorship agreement to review and sign as well as payment instructions.