

Sponsorship Opportunities

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Advertising Options

Advertising with the International Coach Federation - Chicago (ICFC) is easy! Just type an **X** by the options that work best for you and we will take care of the rest!

X	<i>Put an X by your choice(s).</i>	Investment
	<u>Website Advertising</u>	
	Side banner ad (solo advertiser) per year	\$2,500
	Side banner ad (rotating with 2 advertisers*) per year	\$1,500 per advertiser
	Side banner ad (rotating with 3 advertisers*) per year	\$1,100 per advertiser
	<u>Email Blasts (Coaching Classifieds)</u>	
	Email Blast	\$150 per blast
	Email Blasts (4 for the price of 3)	\$450
	<u>Newsletter Ads (All Things Coaching)</u>	
	Newsletter: ad up to 125 words	\$80
	Newsletter: ad up to 250 words	\$120
	3 consecutive Newsletter ads: Same ad up to 125 words	\$140
	3 consecutive Newsletter ads: Same ad up to 250 words	\$160

* Note that there is only one side banner per website page. The names of the advertisers (if more than one) will rotate randomly within the one banner position.

Who to Contact

For more information on advertising options, contact: sales@icf-chicago.org

Payment

Treasurer, treasurer@icf-chicago.org will email you PayPal invoice with detailed instructions. Payment for advertising must be received in advance.

Sponsorship Packages

Sponsoring an ICFC Chapter Meeting or event can give you and your company some very intimate exposure to our coach members who are eager to hear what you have to offer. Not only would there be signage indicating your sponsorship at the event to our attendees, there would also be various emailed communications to all of our membership, as well as a personal overview by our President at the chapter meeting, when you choose the Gold or Platinum package. Finally, as a Platinum Sponsor, you and your crew have the opportunity to host a table to display your offering and answer questions of our members. It's a great way to have a much more intimate conversation with your potential clients/customers! And if that's not enough, let us know your needs! We can customize a sponsorship package to suit your needs!

	Silver Must be used within 3 months	Gold Must be used within 6 months	Platinum Must be used within 9 months
<i>Put an X by your choice(s). --></i>			
Sponsor Package Investment	\$150	\$300	\$500
Cited in monthly <i>All Things Coaching Newsletter</i>	1 newsletter	1 newsletter	1 newsletter
Post signage at registration table at Program meeting	1 meeting	1 meeting	1 meeting
Mentioned as sponsor in the agenda at the meeting	1 meeting	1 meeting	1 meeting
Ad in the <i>All Things Coaching Newsletter</i> 125 words and/or 2" x 3" size graphic. (Graphic: Sent separate from verbiage as a JPE or GIF file {do not embed file please}.)	1 ad	2 ads	3 ads
Overview of your company by the ICFC President during the opening of the monthly meeting which you have sponsored ¹ (5-minute overview can be presented by ICFC President or representative of your company ²)	N/A	1 - 2 Minute Time Slot	1 - 5 Minute Time Slot
Designated table to display your products or services	N/A	N/A	1 Time

¹ A maximum of (2) two-minute overviews from separate sponsors are allowed per meeting.

² If a Platinum sponsor schedules a 5-minute overview, no Silver overviews are allowed at that meeting.

All overviews are scheduled on a first-come, first-served basis.

Note: Custom packages available to fit every advertising need.

Email Blast FAQs

What is an 'Email Blast'?

An 'Email Blast' is an email, dedicated to a single advertiser, sent out to the membership list [currently 850+ subscribers] of the ICFC. We call it our *Coaching Classifieds*.

Criteria for Email Blast Email blast advertisers must be ICF certified organizations. The products and services offered must assist our coaching community to either grow their business or to build their coaching skills.

Timing

ICFC limits the number of email blasts sent out to its membership to TWO per month. This is not two advertisers per email blast; it's TWO separate advertising email blasts sent to the membership per month. We do this so that messages from our fabulous advertisers are not watered-down by the quantity of ads, and therefore, our membership is appreciative of the quality of the messages coming to them.

Email blasts can be reserved and scheduled for delivery for the following two slots:

Position 1: Second (2nd) Thursday of the month

Position 2: Fourth (4th) Thursday of the month

Who to Contact

For more information on advertising options, contact: sales@icf-chicago.org

Investment

X	<i>Put an X by your choice(s).</i>	Investment
	1 email blast	\$ 150
	4 for the price of 3	\$ 450

Payment

Treasurer, treasurer@icf-chicago.org will email you PayPal invoice with detailed instructions. Payment for advertising must be received in advance.

Ad Content Requirements - Advertiser provides the content, images, and format for the email blast.

1. **Word limit** - There is no word limit to an email blast, although we recommend keeping the content length reasonable.
2. **Complex email blasts:** A complex email blast is one that contains custom fonts, images, formatting, color and usually resembles a PDF file.
 - a. ICFC must receive the content of complex ad copy in **HTML** format, ready to be inserted into iContact for mailing.
 - b. Content must be received **1 week** before the scheduled release date.
3. **Simple email blasts:** A simple email blast has ad copy in addition to one, two, or three simply-placed images.
 - a. ICFC must receive an email or Word doc with the text and images arranged in the way the advertiser would like the email blast to look.
 - b. All .GIF or .JPG files must be attached separately. ICFC will format this simple email blast in iContact.
4. Content must be received **1 week** before the scheduled release date.

Advertise in ICFC’s Newsletter - *All Things Coaching*

Our members consistently check out the information included in our monthly newsletter, *All Things Coaching*! After all, we like to make sure there is a variety of information and opportunities available to our members and their interests. Your ad will be sent out to our membership list [currently 850+ subscribers] of the International Coach Federation – Chicago.

Terms and Conditions

ICFC will only place Announcements and Classifieds that directly relate to or support our members and the field of coaching. Decisions regarding the placement of ads are made by the editorial staff with the support of the board. All classified ads are placed by a third party and are not necessarily endorsed by the ICFC or ICF.

Submission and Release Dates

The monthly *All Things Coaching Newsletter* is sent out on the first day of each month. Ad content and payment must be submitted on or before the last Tuesday of the month in order to be released on the 1st of the following month.

Who to Contact

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Investment

X	<i>Put an X by your choice(s).</i>	Investment
	Single <i>All Things Coaching</i> ad (up to 125 words)	\$80
	Double-size <i>All Things Coaching</i> ad (up to 250 words)	\$120
	3 consecutive <i>All Things Coaching</i> ads (same ad, up to 125 words)	\$140
	3 consecutive <i>All Things Coaching</i> double-size ads (same ad, up to 250 words)	\$160

Payment

Treasurer, treasurer@icf-chicago.org will email you PayPal invoice with detailed instructions. Payment for advertising must be received in advance.

Ad Content Requirements

1. The maximum length of the regular ad is 125 words. The maximum length of a double ad is 250 words.
2. One graphic image of up to 200x200 pixels is allowed.
3. If graphic provided, the graphic must be submitted and attached separately in .gif or .jpg format.
4. Ads purchased for the 3-month discount price must be the same ad for all 3 months to qualify for the discount.
5. Payment must be received **1 week** prior to ad running.
(*All Things Coaching* is released on or near 1st of each month).

Sample Ads To see sample ads, visit our Newsletter Archives at <http://www.icf-chicago.org/news.cfm>.