



**Building<sup>®</sup>  
Tomorrow's  
Boards**

## **Institute of Directors**

Virtual Online Global  
Programmes

# A Special Opportunity for Marketing to your **Target Audience**



SPONSORSHIP  
OPPORTUNITIES & BENEFITS

## PARTNERSHIP OPTIONS AVAILABLE:

|                 |                      |                     |                    |
|-----------------|----------------------|---------------------|--------------------|
| • Title Partner | • Presenting Partner | • Principal Partner | • Platinum Partner |
| • Gold Partner  | • Silver Partner     |                     |                    |

## MARKETING OPTIONS

COST IN INR / USD

### PRINCIPAL PARTNER

Rs.7,50,000 / \$10,000

#### DIRECT BENEFITS

- Organisation name and logo on the main Opening (**Welcome**) slide of the Programme
- Organisation name and logo to appear on all Promotional materials of the Programme
- Company logo on the IOD website and to be hyperlinked from the Event page
- Acknowledgement/ Announcement of the Sponsor at start and conclusion of the Programme
- A write up about the Sponsoring Company on Event page
- Sponsor logo to appear on the Agenda page of Programme
- Sponsor logo to appear on top of final '**THANK YOU**' slide (with due acknowledgement)
- Sponsor logo on IOD website home page under respective Event Banner
- One Speaker Slot in the Inaugural Session
- Special mention of speaker along with her / his photo & profile in the event website.
- Special welcoming for the Sponsoring Company Guests in the programme (Limited to 25)
- One page profiling ( Special Interview) of your Chairman or CEO suitably in one of the issues of IOD's monthly magazine -'Director Today'
- One Full page write up about the Sponsoring Company in one of the issues of 'Director Today'
- Sponsor logo to appear in recorded version of Programme, which will be uploaded on IOD YouTube
- Sponsor Logo to appear in the post Programme Report in 'Director Today'.
- Complimentary 'Director Today' Subscription – 3 years
- Complimentary 'Director Today' Advertisement – One Full Page Colour in 6 monthly issues
- Sponsor logo to appear on all mailers for promotion of the Programme  
**(IOD Mailers reach around 5,00,000 connections globally)**
- Running Company's promotional film (120 seconds video) to be played during the Session breaks
- Sponsor logo to appear on all Social Media promotion banners @iodglobal  
**(LinkedIn, Twitter, FB & Instagram)**

### PLATINUM PARTNER

Rs.6,25,000 / \$8,500

#### DIRECT BENEFITS

- Organization name and logo on the main Opening (**Welcome**) slide of the Programme
- Organisation name and logo to appear on all Promotional materials of the Programme
- Company logo on the IOD website and to be hyperlinked from the Event page
- Acknowledgement / Announcement of the Sponsor at start and conclusion of the Programme
- A write up about the Sponsoring Company on Event Page
- Sponsor logo to appear on Agenda page for the Programme
- Sponsor logo to appear on top of final '**THANK YOU**' slide (with due acknowledgement)
- Sponsor logo on IOD website home page under respective Event banner
- One Speaker Slot in the Session
- Special mention of speaker along with her / his photo & brief profile in the event website.
- Special welcoming for the Sponsoring Company Guests in the programme (Limited to 20)

## MARKETING OPTIONS

COST IN INR / USD

- (l) One page profiling (Special Interview) of your Chairman or CEO suitably in one of the **issues of IOD's monthly magazine -'Director Today'**
- (m) Sponsor logo to appear in recorded version of Programme, which will be uploaded on IOD YouTube
- (n) Sponsor logo to appear in the post Programme Report in 'Director Today'
- (o) Complimentary 'Director Today' Advertisement – One color page in 4 issues.
- (p) Complimentary 'Director Today' Subscription - 2 years
- (q) Sponsor logo to appear on all mailers for the promotion of Programme **(IOD Mailers reach around 5,00,000 connections globally)**
- (r) Running Company's promotional film (90 seconds video) to be played during the break
- (s) Sponsor logo to appear on all Social Media promotion banners @iodglobal **(LinkedIn, Twitter, FB & Instagram)**

### GOLD PARTNER

Rs. 5,00,000 / \$7,000

#### DIRECT BENEFITS

- (a) Organization name and logo on the main Opening (**Welcome**) slide of the online Programme
- (b) Organisation name and logo to appear on all Promotional materials for the Programme
- (c) Company logo on the IOD website and to be hyperlinked from the Event page
- (d) Acknowledgement / Announcement of the Sponsor at start and conclusion of the Programme
- (e) A write up about the Sponsoring Company on Programme Page
- (f) Sponsor logo to appear on Agenda page for the Programme
- (g) Sponsor logo to appear on top of final '**THANK YOU**' slide (with due acknowledgement)
- (h) Sponsor logo on IOD website home page under respective Programme Banner
- (i) One Speaker Slot in the Session
- (j) Special mention of speaker along with her / his photo & brief profile in the event website.
- (k) Special welcoming for the Sponsoring Company Guests in the programme (Limited to 15)
- (l) Sponsor logo to appear in the post Programme Report in 'Director Today'
- (m) Complimentary 'Director Today' Advertisement – One color page in 3 issues
- (n) Complimentary 'Director Today' Subscription – 1 year
- (o) Running Company's promotional film (60 seconds video) to be played during the break
- (p) Sponsor logo to appear on all Social Media promotion banners @iodglobal **(LinkedIn, Twitter, FB & Instagram)**

### SILVER PARTNER

Rs 3,50,000 / \$5,000

#### DIRECT BENEFITS

- (a) Organisation name and logo on the main Opening (**Welcome**) slide of the online Program
- (b) Organisation name and logo on to appear in all Promotional materials for the Programme
- (c) Company logo on the IOD website and to be hyperlinked from the Event page
- (d) Acknowledgement / Announcement of the Sponsor at start and conclusion of the Programme
- (e) A write up about the Sponsoring Company on Event page
- (f) Sponsor logo to appear on top of final '**THANK YOU**' slide (with due acknowledgement)
- (g) Sponsor logo on IOD website home page under respective Event banner
- (h) Special welcoming for the Sponsoring Company Guests in the programme (Limited to 10)
- (i) Sponsor logo to appear in the post Programme Report in 'Director Today'
- (j) Complimentary 'Director Today' Advertisement – One color page in 2 issues
- (k) Complimentary 'Director Today' Subscription – 6 months
- (l) Sponsor logo to appear on all Social Media promotion banners @iodglobal **(LinkedIn, Twitter, FB & Instagram)**



ALL SPONSORS WILL RECEIVE THE FOLLOWING:-

Your logo will be placed on all promotional collaterals relating to the event including:

Website

Webinar Agenda Booklet

Newsletter

An opportunity to apply for speaking slots, if suitable (For Gold and above category).

The Organisers will provide a one-off email blast to our contacts prior to the event, referencing our sponsorship partnership. Alternatively, the organisers will provide you with programmes for you to mail to your target audience directly. Please note that the Sponsor must advise the organisers of the timings of their mailing to ensure that recipients do not receive multiple mailings.

Write to us: [info@iodglobal.com](mailto:info@iodglobal.com)

## SPONSORSHIP OPPORTUNITIES

### ▶ INCREASE YOUR BRAND EXPOSURE AND REACH

Highlight your brand visibility amongst the crème-de-la-crème of business and industry. Drive exposure and get noticed our members, global associates and network include policy makers, board members, industry leaders, senior executives, promoters and subject specialists, from across sectors and geographies. Our team works closely with all our sponsors to understand their objectives.

### ▶ DEMONSTRATE YOUR PRODUCTS & SERVICES

Our webinar platforms will be the ideal way to showcase your products and services by way of evincing thought leadership, exemplifying through your corporate show reel to your target audience

### ▶ 360° APPROACH

Harness our all-round approach to highlighting and presenting your organisation through all of IOD's platforms. More details may be viewed in the category-wise partnership options explained above.

