

# 2016 Building Safety Month—May

## *Sponsorship*

### **Building Safety Month Campaign Highlights**

The month-long campaign during May each year gives sponsors the opportunity to align their company with the International Code Council in a month-long campaign under the theme of “***Building Codes: Driving Growth through Innovation, Resilience and Safety.***” The national kickoff and launch activities will focus on building safe, sustainable, affordable and resilient construction while highlighting specific focused themes.

Weekly messaging will reinforce and leverage the special topics listed below.

#### **WEEK ONE // May 2–8, 2016**

Building Solutions for All Ages

#### **WEEK TWO // May 9–15, 2016**

The Science Behind the Codes

#### **WEEK THREE // May 16–22, 2016**

Learn from the Past, Build for Tomorrow

#### **WEEK FOUR // May 23–29, 2016**

Building Codes: A Smart Investment





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## Who participates in Building Safety Month?

Approximately 58,000 ICC Members across the United States and globe celebrate Building Safety Month by hosting community events, demonstration projects and educational outreach initiatives that increase public awareness about the importance of building safety and sustainability, and raises the profile of code officials.

ICC Chapters and volunteers organize events and share key messages with the public as well as with critical stakeholders in building trades, conservation, emergency management, meteorology and more.

Local, state and national leaders support the campaign with official proclamations, resolutions, and official ceremonies. ICC Members engage the news media at every level through broadcast, print and online dialogue with Op-Ed's, Letters to the Editor and interviews. Past campaigns have garnered coverage on CNN as well as other national outlets, and home improvement experts like Danny Lipford and Bob Vila added their voices to the cause.

ICC Board members, staff, Members and key external partners support the campaign through engagement with the U.S. Congress and with the Executive Branch during "ICC Advocacy Day." The meetings focus on public policies that support adoption of current model building codes and adequately resourced code enforcement.

## How does the campaign work?

The ICC uses multiple channels (websites, magazines, *ICC eNews*, social media, news releases, etc.) to promote Building Safety Month (BSM). Educational and promotional resources are made available to the 58,000 Members of ICC to participate in the month-long event and promote BSM to their customers and the public. Sponsors are highlighted through various channels commensurate with their level of sponsorship. Major sponsors may provide branded content for the website and receive name recognition in media used to promote the campaign to building departments throughout the United States and abroad.

## What are the Building Safety Month outcomes?

For the last five years, a Presidential Proclamation has declared May as National Building Safety Month. White House recognition of the critical nature of a resilient, safe, strong and sustainable built environment delivered the highest possible leadership validation of Building Safety Month and the dedicated professionals who have committed their careers to making buildings safe in communities across the globe.

## Last year—2015 Building Safety Month in review

Below is a snapshot of the outcomes from 2015 Building Safety Month:

- A fifth consecutive Presidential Proclamation
- Events such as mayoral meetings, community gatherings, receptions, training events, banquets and awards ceremonies, outreach at retail facilities and city halls, and other events were held all across the United States hosted by ICC Chapters and stakeholders, including our Founding Strategic Partners in the nation's capital.
- The ICC website provided information about BSM sponsors, free downloads of campaign materials, postings of event photos, and more. In addition to the ICC BSM pages, the Campaign was promoted through Facebook, LinkedIn, and Twitter; and we provided promotional items such as posters, brochures and banners in print and in electronic formats.
- All news releases were cross-promoted through ICC communication channels, trade media, consumer media and online news aggregators to maximize frequency and reach, and to achieve the objectives of our BSM campaign.
- Publicity in trade publications and on websites of Chapters, jurisdictions, nonprofits and industry private sector websites expanded reach, increased the frequency of messaging and served as secondary endorsements of the campaign and its key messages.



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## What can sponsors expect during the 2016 celebration of Building Safety Month?

Building Safety Month generates widespread news coverage and focus on the importance of building codes, strong code compliance and the case for resilient, safe, strong and sustainable structures. The campaign leverages print and broadcast media, social media, letters of support from corporations and other organizations including FEMA, the National League of Cities and more. Sponsor mentions and materials are included in the ICC *eNews* with more than 190,000 readers and the *Building Safety Journal Online*, which reaches ICC Members. Sponsor companies and organizations will be showcased and recognized for their demonstrated commitment of this vitally important social issue.

## Three Levels of Support for 2016 Building Safety Month:

### 1. Major Sponsor (\$5,000)

### 2. Supporting Sponsor (\$1,500)

### 3. Contributing Sponsor (\$500)

### 1. Major Sponsor (\$5,000)

This premier sponsorship level is ideal for national and international companies, government agencies and organizations. As a Major Sponsor, organizations will receive high-level exposure throughout the entire campaign, and an opportunity to align itself with one of the four weekly themes.

Select one week below and receive all the benefits for Major Sponsor.

### Building Safety Month Weekly Sponsorship Opportunities

Week One (May 2–8)—Building Solutions for All Ages

Week Two (May 9–15)—The Science Behind the Codes

Week Three (May 16–22)—Learn from the Past, Build for Tomorrow

Week Four (May 23–29)—Building Codes: A Smart Investment

### Major Sponsor Benefits:

- Listed as an overall sponsor of Building Safety Month throughout the campaign
- Sponsor logo shown on ICC's Building Safety Month website home page ([www.buildingsafetymonth.org](http://www.buildingsafetymonth.org))
- Sponsor will choose one of the four weeks to be featured and will have the option to provide a quote on how they impact building safety for that week's theme.
- Sponsor logo featured on promotional flyer used at shows and placed in ICC product order shipments
- 100 word profile, logo and link to your corporate website on the BSM Sponsor web page
- Sponsor logo and link in the ICC *eNews* BSM articles
- Sponsor logo and link featured in BSM ads appearing in *Building Safety Journal Online* magazine promoting BSM
- Recognition on signage at ICC Committee Action Hearing (April, 2016) and ICC Annual Conference (October, 2016)
- Use of the BSM Logo to promote your involvement and support
- Social Media Mentions (LinkedIn, Facebook, Twitter)



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## 2. Supporting Sponsor (\$1,500)

Supporting sponsor demonstrates leadership commitment with web presence throughout the campaign through ICC Building Safety Month web pages, social media and event signage.

### **Supporting Sponsor Benefits:**

- Sponsor logo and link listed on the BSM sponsors webpage
- Recognition on signage at ICC Committee Action Hearing (April, 2016) and ICC Annual Conference (October, 2016)
- Use of the BSM Logo to promote your involvement and support
- Social Media Mentions (LinkedIn, Facebook, Twitter)

## 3. Contributing Sponsor (\$500)

Contributing sponsor demonstrates leadership commitment with a web listing and use of the BSM logo throughout the campaign.

### **Contributing Sponsor Benefits:**

- Company/Individual name listed on the BSM sponsor webpage
- Use of the BSM logo to promote your involvement and support

## Conclusion

Building Safety Month is made possible through the efforts of more than 58,000 Members of the ICC and a handful of extraordinary sponsors who receive an unparalleled opportunity to stand out as leaders in building safety and sustainability. Early sponsorship commitment ensures a high return on investment for sponsors, the ICC and society at large.

## Contact Information

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# 2016 Building Safety Month Sponsorship Reservation



## Sponsoring Firm Information (Company name as it should appear in promotional material)

COMPANY NAME	CONTACT TITLE	
ADDRESS		
CITY	STATE/PROVINCE	ZIP/POSTAL CODE
PHONE (SPECIFY COUNTRY AND CITY CODE IF OUTSIDE THE U.S.)	FAX (SPECIFY COUNTRY AND CITY CODE IF OUTSIDE THE U.S.)	
EMAIL	WEBSITE	

## Contact Information (All future information about this sponsorship will be sent to the contact listed below.)

CONTACT	TITLE	
ADDRESS		
CITY	STATE/PROVINCE	ZIP/POSTAL CODE
PHONE (SPECIFY COUNTRY AND CITY CODE IF OUTSIDE THE U.S.)	FAX (SPECIFY COUNTRY AND CITY CODE IF OUTSIDE THE U.S.)	
EMAIL		

## Sponsorship Levels (Select your sponsorship of choice from the list below. Sponsorship is assigned on a first-paid, first-served basis.)

- Major Sponsor (\$5,000)
- Supporting Sponsor (\$1,500)
- Contributing Sponsor (\$500)

## Method of Payment:

- CHECK (PAYABLE TO ICC)     VISA  
 MASTERCARD     AMERICAN EXPRESS

SIGNATURE	
CREDIT CARD NUMBER	EXP. DATE
CVV# (3- OR 4-DIGIT SECURITY CODE PRINTED ON CARD)	
<i>The undersigned understands this application becomes a Binding Contract when accepted by the International Code Council. Reservations will be held upon completion of payment.</i>	
PRINTED NAME	TITLE
SIGNATURE	DATE

## Remit Signed Form and Payment To:

*Mail to: Robert Sale, GR Program Liaison  
International Code Council  
500 New Jersey Avenue, NW  
6th Floor, Washington, DC 20001*

*Phone: 1-888-422-7233, x6234*

*Fax: 202-783-2348*

*email: rsale@iccsafe.org*