

MAY 2018

# BUILDING SAFETY MONTH

## *Sponsorship Guide*



### Building Safety Month Campaign Highlights

The month-long campaign during May gives sponsors the opportunity to align their company with the International Code Council under this year's main theme of

**“Building Codes Save Lives.”**

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

### Schedule

#### **WEEK ONE // May 1–5**

Partnering with Code Officials to Build Stronger, Safer Communities

#### **WEEK TWO // May 6–12**

Advancing Resilient Communities Through Science & Technology

#### **WEEK THREE // May 13–19**

Protecting Communities from Disasters

#### **WEEK FOUR // May 20–26**

Safeguarding Our Water

#### **WEEK FIVE // May 27–31**

Improving Education & Training Standards for a Safer Tomorrow

## Who participates in Building Safety Month?

Approximately 64,000 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 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 available for the 64,000 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?

In previous 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—2017 Building Safety Month in review

Below is a snapshot of the outcomes from 2017 Building Safety Month (BSM):

- Over a dozen events including mayoral meetings, community gatherings, receptions, training events, banquets and awards ceremonies, outreach at retail facilities and city halls 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.

## What can sponsors expect during the 2018 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 87,000 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.

## Five Levels of Support for 2018 Building Safety Month:

1. Foundation (\$15,000)
2. Capitol Hill Rooftop Reception (\$10,000)
3. Theme Week Presenting Sponsor (\$10,000)
4. Theme Week Co-Sponsor (\$5,000)
5. Supporter (\$1,500)

## 1. Foundation (\$15,000)

All benefits listed below **plus:**

- Listed as the presenting sponsor for Building Safety Month (BSM) with logo on all distributions
- Opportunity to brand a BSM product
- Feature in Building Safety Journal Online
- Invitation to Capitol Hill Reception on the ICC rooftop

## 2. Capitol Hill Rooftop Reception (\$10,000)

All benefits listed below **plus:**

- Sponsor logo featured on invitation
- Sponsor logo on event signage
- Opportunity to distribute a branded giveaway at the reception
- Invitation to Reception
- Podium recognition at Reception

## 3. Theme Week Presenting Sponsor (\$10,000)

All benefits listed below **plus:**

- Opportunity to post sponsorship at job sites
- Invitation to Capitol Hill Reception on the ICC rooftop
- Sponsor will choose one of the five weeks to be featured and will have the option to provide a 30-word statement on how they impact building safety for that week's theme.

## 4. Theme Week Co-Sponsor (\$5,000)

All benefits listed below:

- One (1) complimentary ICC Annual Conference (Fall 2018) registration
- One (1) complimentary membership into ICC
- Invitation to Capitol Hill Reception on the ICC rooftop
- Sponsor will choose one of the five weeks to be featured
- Listed as an overall sponsor of Building Safety Month (BSM) throughout the campaign
- Sponsor logo shown on ICC's BSM website home page ([www.buildingsafetymonth.org](http://www.buildingsafetymonth.org))
- Sponsor logo featured on promotional flyer used at shows and 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 the ICC Annual Conference (Fall 2018)
- Use of the BSM Logo to promote your involvement and support
- Social Media Mentions (LinkedIn, Facebook and Twitter)

## 5. Supporter (\$1,500)

All benefits listed below:

- Invitation to Capitol Hill Reception on the ICC rooftop
- 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 64,000 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.

## Become a Sponsor Today!

Download the Building Safety Month Sponsorship Brochure and form here:  
[www.buildingsafetymonth.org/form](http://www.buildingsafetymonth.org/form).

# 2018 Building Safety Month Sponsorship Reservation



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

COMPANY NAME

ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

PHONE (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.)

EMAIL

## Sponsorship Levels (Select your sponsorship of choice from the list below.)

**Foundation (\$15,000)**

**Capitol Hill Rooftop Reception (\$10,000)**

**Major Sponsor (\$10,000)** (Select one of the Building Safety Month Weeks below.)

Week One (May 1–5)—Partnering with Code Officials to Build Stronger, Safer Communities

Week Two (May 6–12)—Advancing Resilient Communities Through Science & Technology

Week Three (May 13–19)—Protecting Communities from Disasters

Week Four (May 20–26)—Safeguarding Our Water

Week Five (May 27–31)—Improving Education & Training Standards for a Safer Tomorrow

**Theme Week Co-Sponsor (\$5,000)** Week:  One  Two  Three  Four  Five

**Supporter (\$1,500)**

Notes:

## 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)

*The undersigned understands this application becomes a Binding Contract when accepted by the International Code Council. Reservations will be held upon completion of payment.*

PRINTED NAME

TITLE

SIGNATURE

DATE

## Remit Signed Form and Payment To:

*Mail to: Jacob Karson, Sponsor Liaison  
International Code Council  
500 New Jersey Avenue, NW  
6th Floor, Washington, DC 20001*

*Phone: 1-888-422-7233, x6279*

*Fax: 202-783-2348*

*email: jkarson@iccsafe.org*