

MAY 2017

Building Safety Month

Sponsorship



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 "**Code Officials – Partners in Community Safety and Economic Growth.**"

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

WEEK ONE // May 1–7, 2017

Mentoring the Next Generation of Building Professionals

WEEK TWO // May 8–14, 2017

Building Design Solutions for All Ages

WEEK THREE // May 15–21, 2017

Manage the Damage – Preparing for Natural Disasters

WEEK FOUR // May 22–28, 2017

Investing in Technology for Safety, Energy & Water Efficiency



Who participates in Building Safety Month?

Approximately 63,000 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 63,000 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 six 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.

Building Safety Month *Sponsorship* (cont.)

Last year—2016 Building Safety Month in review

Below is a snapshot of the outcomes from 2016 Building Safety Month:

- A sixth 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.

What can sponsors expect during the 2017 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 100,000 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 1–7)—Mentoring the Next Generation of Building Professionals

Week Two (May 8–14)—Building Design Solutions for All Ages

Week Three (May 15–21)—Manage the Damage – Preparing for Natural Disasters

Week Four (May 22–28)—Investing in Technology for Safety, Energy & Water Efficiency

Major Sponsor Benefits:

- 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)
- Sponsor will choose one of the four 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.
- 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 the ICC Annual Conference (September, 2017)
- Use of the BSM Logo to promote your involvement and support
- Social Media Mentions (LinkedIn, Facebook, Twitter)

Building Safety Month Sponsorship (cont.)

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 the ICC Annual Conference (September, 2017)
- 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 63,000 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.

2017 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.)

Major Sponsor (\$5,000) (Select one of the Building Safety Month Weeks below.)

- Week One (May 1–7)—Mentoring the Next Generation of Building Professionals
- Week Two (May 8–14)—Building Design Solutions for All Ages
- Week Three (May 15–21)—Manage the Damage – Preparing for Natural Disasters
- Week Four (May 22–28)—Investing in Technology for Safety, Energy & Water Efficiency

Supporting Sponsor (\$1,500)

Contributing Sponsor (\$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