



May 2019 Sponsorship Guide

www.buildingsafetymonth.org

What is Building Safety Month?

Building Safety Month is an annual public awareness campaign culminating in May that is celebrated by jurisdictions worldwide to help individuals, families and businesses understand what it takes to create safe and sustainable structures. In its 39th year, the campaign reinforces the need for the adoption of modern, regularly-updated building codes, a strong and efficient system of code enforcement and a well-trained, professional workforce to maintain the system.

All communities need building codes to protect their citizens from disasters like fires, weather-related events and structural collapse. Building codes are society's best way of protecting homes, offices, schools, manufacturing facilities, stores and entertainment venues. Code officials work day in and day out to keep the public safe.

The campaign is presented by the International Code Council and its 64,000 members worldwide along with a diverse partnership of professionals from the building construction, design and safety communities. Corporations, government agencies, professional associations, nonprofits and more come together to support Building Safety Month because they understand the need for safe and sustainable structures where we live, work and learn.

How does the campaign work?

The Code Council uses multiple channels (websites, social media, press releases, advertisements, news articles and more) to promote Building Safety Month. Educational and promotional resources are available online. 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 throughout the United States and abroad.

Who recognizes Building Safety Month?

In the past, U.S. presidents, governors, congressmen, state and local leaders, associations and organizations have issued statements of support for Building Safety Month. This 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.

What can sponsors expect during the 2019 celebration?

Building Safety Month generates widespread news coverage and focus on the importance of building codes, code compliance and resilient, safe and sustainable structures. The campaign leverages print and broadcast media, social media, and letters of support from corporations and other organizations. Sponsor mentions and materials are included in the Building Safety Journal with more than 100,000 subscribers. Sponsor companies and organizations will be showcased and recognized for their demonstrated commitment to this vitally important social issue.

Why your sponsorship matters

Building Safety Month is made possible through the efforts of extraordinary sponsors who receive an unparalleled opportunity to stand out as leaders in building safety. This campaign is a chance for sponsors to reach the Code Council membership, others in the built environment and the public.

Early sponsorship commitments ensure a high return on investment for sponsors, the Code Council and society at large.

Building Safety Month campaign highlights

The annual campaign culminating in May gives sponsors the opportunity to align their company with the International Code Council under the main theme of

“No Code. No Confidence.”

Weekly messaging during May 2019 will reinforce and leverage the special topics listed below.

May 1–5, 2019	May 6–12, 2019	May 13–19, 2019	May 20–26, 2019	May 27–31, 2019
 <p>WEEK 1 PREPARING FOR DISASTERS: BUILD STRONG, BUILD SMART</p>	 <p>WEEK 2 ENSURING A SAFER FUTURE THROUGH TRAINING AND EDUCATION</p>	 <p>WEEK 3 SECURING CLEAN, ABUNDANT WATER FOR ALL COMMUNITIES</p>	 <p>WEEK 4 CONSTRUCTION PROFESSIONALS AND HOMEOWNERS: PARTNERS IN SAFETY</p>	 <p>WEEK 5 INNOVATIONS IN BUILDING SAFETY</p>

Eight Levels of Support for 2019 Building Safety Month:

- 1. Foundation Sponsor (\$15,000)**
- 2. Chapter Kits Sponsor (\$15,000)**
- 3. Theme Week Presenting Sponsor (\$10,000)**
- 4. D.C. Reception Sponsor (\$10,000)**
- 5. Theme Week Co-Sponsor (\$5,000)**
- 6. Regional Event Co-Sponsor (\$5,000)**
- 7. Brochure Sponsor (\$2,500)**
- 8. Supporter (\$1,500)**

1. Foundation Sponsor (\$15,000)

- Listed as the presenting sponsor for Building Safety Month with logo on all distributions
- Opportunity to brand a Building Safety Month product
- Sponsored article in the Building Safety Journal
- Receives all benefits from the Theme Week Presenting Sponsor Level

2. Chapter Kits Sponsor (\$15,000)

- Limited to one sponsor
- Listed as the exclusive sponsor of the Chapter Engagement Kits mailed to over 377 Code Council chapters around the world

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

- Sponsor will choose one of the five weeks to be featured and will have the option to provide a statement on how they impact building safety for that week's press release
- One (1) complimentary ICC Annual Conference (Fall 2019) registration
- Receives all benefits from the Theme Week Co-Sponsor Level

4. D.C. Reception Sponsor (\$10,000)

- Sponsor logo featured on D.C. event invitation
- Sponsor logo on D.C. event signage
- Opportunity to distribute a branded giveaway at the reception
- Podium recognition at D.C. reception
- Receives all benefits from the Theme Week Co-Sponsor Level

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

- One (1) complimentary Code Council membership
- Sponsor will choose one of the five weeks to be featured
- Listed as an overall sponsor of Building Safety Month throughout the campaign
- Sponsor logo shown on the Building Safety Month website homepage
- Sponsor logo featured on promotional flyer used at shows and in Code Council product order shipments
- 100 word profile, logo and link to your corporate website on the sponsor web page
- Sponsor logo and link in the Building Safety Journal
- Recognition on signage at the ICC Annual Conference (Fall 2019)
- Social media mentions (LinkedIn, Facebook and Twitter)
- Receives all benefits from the Supporter Level

6. Regional Event Co-Sponsor (\$5,000)

- One (1) complimentary Code Council membership
- 100 word profile, logo and link to your corporate website on the sponsor web page
- Social media mentions (LinkedIn, Facebook and Twitter)
- Sponsor logo featured on regional event invitation
- Sponsor logo on regional event signage
- Opportunity to distribute a branded giveaway at the regional event
- Podium recognition at the regional event
- Receives all benefits from the Supporter Level

7. Brochure Sponsor (\$2,500)

- Limited to 2 sponsors
- Opportunity to brand one brochure in the Chapter Engagement Kits mailed to over 377 Code Council chapters around the world
- Receives all benefits from the Supporter Level

8. Supporter (\$1,500)

- Invitation to the Washington, D.C., reception
- Company/Individual name listed on the sponsor webpage
- Use of the Building Safety Month logo to promote your involvement and support

Become a Sponsor Today!

Apply online at www.iccsafe.org/bsm-sponsors or mail in the form on page 6.

2019 Building Safety Month Sponsorship Reservation



Sponsoring Company 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 Sponsor (\$15,000)

Chapter Kits Sponsor (\$15,000)

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

Week One (May 1–5)—Preparing for disasters: Build strong, build smart

Week Two (May 6–12)—Ensuring a safer future through training and education

Week Three (May 13–19)—Securing clean, abundant water for all communities

Week Four (May 20–26)—Construction professionals and homeowners: Partners in safety

Week Five (May 27–31)—Innovations in building safety

D.C. Reception Sponsor (\$10,000)

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

Regional Event Co-Sponsor (\$5,000)

Brochure Sponsor (\$2,500)

Supporter (\$1,500)

Remit Signed Form and Payment To:

*Mail to:
International Code Council
25442 Network Place
Chicago, IL 60673-1254*

Questions?

*Phone: 1-888-422-7233, x6279
email: jkarson@iccsafe.org*

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

18-15974