



May 2020 *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. Now in its 40th 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.

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.

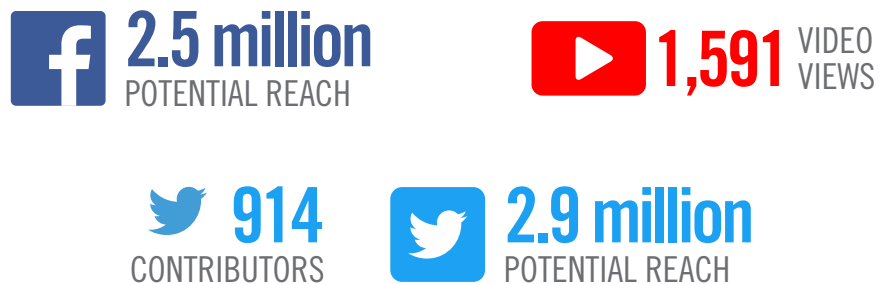
Early sponsorship commitments ensure a high return on investment for sponsors, the Code Council and society at large.



Last year—2019 Building Safety Month in review



Last year—Social Media Numbers



The Building Safety Month campaign grows larger each year, reaching new audiences around the globe. In 2019, we launched a brand new, mobile-friendly website; unveiled a new “Kids Corner” with materials for elementary school children; provided partner engagement resources; and expanded into Australia, Canada and Scotland.



Building Safety Month campaign highlights

The 2020 campaign theme is “Safer Buildings, Safer Communities, Safer World.” Weekly messaging during May 2020 will reinforce and leverage the special topics listed below.

May 1–10, 2020

May 11–17, 2020

May 18–24, 2020

May 25–31, 2020



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.

Now in our 40th year, we expect to receive additional recognition and attention for the importance of building safety by community leaders around the globe.





What can sponsors expect during the 2020 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 58,000 subscribers. For its 40th anniversary, sponsor companies and organizations can expect to be showcased and recognized for their demonstrated commitment to this vitally important social issue.

Eight Levels of Support for 2020 Building Safety Month:

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 (\$10,000)

- 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 four 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 Code Council Annual Conference (Fall 2020) 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 four 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 Code Council Annual Conference (Fall 2020)
- Social media mentions (LinkedIn, Facebook and Twitter)
- Receives all benefits from the Supporter Level

6. 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

7. Regional Event Co-Sponsor (\$2,000)

- 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

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.

**The Code Council is currently updating its overall sponsor program,
and we look forward to sharing more with you as it develops!**

2020 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)** Week: One Two Three Four
- Chapter Kits Sponsor (\$10,000)**
- Theme Week Presenting Sponsor (\$10,000)** Week: One Two Three Four
- D.C. Reception Sponsor (\$10,000)** Week: One Two Three Four
- Theme Week Co-Sponsor (\$5,000)** Week: One Two Three Four
- Brochure Sponsor (\$2,500)**
- Regional Event Co-Sponsor (\$2,000)** Birmingham, AL Brea, CA Country Club Hills, IL Rochester, NY
- Supporter (\$1,500)**
- Other** _____

Remit Signed Form & Payment To:

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

Questions?

Phone: 1-888-422-7233, x6236
email: communications@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