

**An International Celebration
of Safe and Sensible Structures**



BUILDING SAFETY MONTH

— INTERNATIONAL CODE COUNCIL FOUNDATION —

MAY 2011

Sponsorship Opportunity Overview



Building Safety Month Campaign Highlights

During 2010, the International Code Council (ICC) and International Code Council Foundation (ICCF) expanded *Building Safety Week* into the month-long *Building Safety Month* campaign. This change enhanced opportunities and increased awareness about the critical importance of building and designing safe, sustainable and green structures in the United States and worldwide.

Becoming a 2011 Building Safety Month sponsor provides the opportunity to associate your company with the area that best fits its priorities, or to support the entire month's initiative. The national kickoff and launch activities will focus on all topics. The month-long activities will sustain the message effectiveness throughout the entire year. Throughout the course of the month-long program, four core themes will be highlighted, including:

WEEK ONE // May 1 - 8, 2011

Energy + Green Building Week

This week spotlights the latest advancements and products in sustainable design and building.

WEEK TWO // May 9 -15, 2011

Disaster Safety + Mitigation Week

Raising awareness about how to prepare for a disaster and take action when one strikes.

WEEK THREE // May 16 - 22, 2011

Fire Awareness & Safety Week

Providing education to protect our homes and workplaces with essential fire safety precaution measures.

WEEK FOUR // May 23 - 31, 2011

Backyard Safety Week

Keeping kids at play with the backyard at bay.

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Your Sponsorship is Key

When you sponsor this campaign, you will:

- Increase your organization's presence with code officials
- Reach a diverse audience through local events, advertising, online and media outreach
- Network with significant figures from academia, government, nonprofits and private industry
- Demonstrate your organization's commitment to the building code movement

Four Ways to Support Building Safety Month:

Platinum Sponsorship (Limit Four)

This premier sponsorship level for major retailers, service providers, product manufacturers and government agencies provides the exclusive opportunity to lead one of Building Safety Month's weekly themes with high-level exposure throughout campaign. A personalized communications program provides Platinum Sponsors their own customized logo affiliated with the campaign. Your company's leadership will be demonstrated in all communications materials including press releases, advertising, video, web, social media, collateral and premier coverage in the Building Safety Month Guide. Your team will participate in the "Day on the Hill" Campaign kick-off with a speaking opportunity and exhibit space. In addition, Platinum Sponsors will be featured in the Building Safety Month booth at the International Builders Show in Orlando.

Boilerplate on News Releases
Customized Building Safety Month Logo
Exclusive "Week-long" Sponsor Rights
Extended Homepage web presence on www.buildingsafetymonth.org
Executive leadership quotes in News Release
Feature in Media Partner Publications
Logo Placement in the Building Safety Month Guide
Placement in ICCF ENews blasts / Building Safety Journal
Targeted Speaking Opportunities
Your product information on www.buildingsafetymonth.org

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Gold Sponsorship

Leadership recognition of regional retailers, service providers, associations and government agencies who have a significant commitment to building safety and are willing to share their expertise as part of the campaign. From news, advertising, video, web, social media, collateral and placement in the Building Safety Month Guide, a Gold sponsor will make their mark in supporting safe and sensible structures. Participation in ICCF programs and exhibit space at the “Day on the Hill” Campaign Kick-off in Washington D.C. sets this level apart for a Gold participant.

Executive leadership quotes and presence in News Release and Marketing Communications Collateral
Extended Placement on Website
Feature in Media Partner Publications
ICCF ENews Blasts / Building Safety Journal
Logo Placement in the Building Safety Month Guide
Targeted Speaking Opportunities
Use of ICCF logo

Silver Sponsorship

Silver sponsorship demonstrates commitment from all types of businesses or organizations with opportunities to be part of the campaign -- including news, web, advertising and social media outreach.

ICCF ENews Blasts / Building Safety Journal
Logo Placement in the Building Safety Month Guide
Month Long Placement on www.buildingsafetymonth.org
News Releases
Social Media Campaign
Use of ICCF Logo

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Bronze Sponsorship

Chapter sponsorship demonstrates leadership commitment with web presence as part of the campaign.

Use of ICCF Logo
Month Long Placement on www.buildingsafetymonth.org
News Releases / Building Safety Month Guide
Social Media Campaign

Sponsor Opportunities & Benefits

Sponsorship of the 2011 International Code Council Foundation's Building Safety Month provides an exceptional opportunity to demonstrate your organization's commitment to the green building, energy and conservation conscious construction, disaster safety and mitigation, fire safety, home safety and more. Individuals and organizations in building code development, catastrophe management, green and energy construction, emergency management, government, home improvement, home inspection, insurance, manufacturing, fire safety, real estate, recreational safety and many more will benefit with a highly influential group of experts from across the United States. Your sponsorship will further the work of the International Code Council Foundation in community outreach, professional education and development programs.

For more information about the successes of Building Safety Month 2010, or to find out more about this worthy cause, visit the links below.

[2010 Building Safety Month Outcomes](#)

www.buildingsafetymonth.org

www.icc-foundation.org

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Sponsorship *	Platinum	Gold	Silver	Bronze
<i>Affiliated Brand Identity, Marketing Communications & News Coverage</i>				
Boilerplate in News Release	Yes	Yes		
Case Study on Specific Topic	Yes			
Customized BUILDING SAFETY MONTH Logo	Yes			
Exclusive "Week" long Sponsor Rights	Yes			
Executive leadership quotes in News Release	Yes	Yes		
Feature in Media Partner Publications	Yes	Yes		
Inclusion in Building Safety Month News Releases	Yes	Yes	Yes	Yes
Media Interviews will be pitched and coordinated for executive participation	Yes	Yes		
Targeted Speaking Opportunities will be pitched and coordinated for executive participation	Yes	Yes		
<i>Website and Social Media Presence</i>				
Dedicated Web page Describing Company/Organization	Yes			
Email logo placement	Yes			
Extended Logo Placement on Website	Yes	Yes		
Featured Article in Building Safety Month Journal	Yes			
Homepage Placement on Website	Yes			
ICC news E blasts / Building Safety Journal	Yes	Yes	Yes	
Logo Placement on Online Building Safety Month Materials	Yes			
Month Long Logo Placement on Website	Yes	Yes	Yes	Yes
Social Media	Yes	Yes	Yes	Yes
Use of ICCF Logo	Yes	Yes	Yes	Yes
<i>Inclusion in Advertising Opportunities</i>				
Building Safety Month Guide	Yes	Yes	Yes	Yes
Inclusion in all Print materials	Yes	Yes		
News Releases	Yes	Yes	Yes	Yes
Press Materials	Yes	Yes		
<i>Participation in Special Events</i>				
Attendance	Yes	Yes		
Reception Sponsor	Yes			
Recognition Only	Yes	Yes	Yes	Yes
Remarks	Yes	Yes		
Signage	Yes	Yes		
<i>Cost</i>	\$25,000	\$10,000	\$5,000	\$2,500
*Please contact us for information regarding individual or specialized sponsorship.				

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