**IRWA Chapter 4**

**Sponsorship and Advertising Policy**

**Approved & Adopted April 10, 2019**

This policy supersedes and replaces all prior Chapter 4 website, email and/or newsletter sponsorship and/or advertising policies in their entirety.

IRWA Chapter 4 is only as strong as its members and its volunteers, and your support helps us share meeting and class information, job announcements, and right-of-way news with our members and other interested parties via the website and weekly e-blasts.

Any company, agency, or organization who offers products or services to the right-of-way profession can advertise with Chapter 4, and the chapter reserves the right to refuse to sell advertising to any entity who does not appear to align with the IRWA’s mission of advancing the right-of-way profession.

We offer sponsorship at the platinum, gold, and silver levels and advertising is available via the website, a banner, weekly e-blasts, the golf tournament, and a special event.

**Sponsorships**

*Platinum ($1,000)**What You Get*

* Company logo advertised on the website
* Company logo advertised on a banner at the golf tournament registration table and luncheon
* Company logo displayed at one special event

*Gold ($500) What You Get*

* Company logo advertised on the website

*Silver ($300) What You Get*

* Company logo advertised on a banner at the golf tournament registration table.

To select and pay for a platinum, gold, or silver sponsorship, click [here](https://irwachapter4.org/Sponsorships).

**Other Advertising Modes**

**E-blasts**

Chapter 4 offers advertising in weekly e-blasts to subscribed e-mail addresses. E-blast advertising will generally be located in a separate section at the end of each e-blast. Placement of an advertisement in the weekly e-blast is the sole discretion of the Chapter 4 Executive Board & Communications-Outreach Chair and does not indicate chapter preference for any certain entity.

Yearly (July 1 – June 30) rates to advertise in the e-blasts is $500.00 for companies not already sponsoring at the platinum, gold, or silver levels and an additional $250.00 for companies who are already sponsoring.

**Golf Tournament**

To sponsor a hole at the annual golf tournament, the rate is $100 per hole.

*What you get*

* A sign with the statement: “IRWA Annual Golf Tournament. This hole sponsored by (Your Company Name or Logo)”

Closest to Pin, Long Drive (Men’s and Women’s) will be assigned on a first come first served basis.

**Use of E-mail Lists**

Chapter 4 e-mail address lists are not available for general advertising or commercial purposes and are only for official Chapter 4 purposes.

Revenue generated from advertising will be used to support chapter operating expenses.

**Questions?**

If you have questions concerning sponsorship and/or advertising, please contact the Chapter 4 Communications-Outreach Chair.