

International Association of
Administrative Professionals®
Michigan Division

10-4000
Michigan Division

Vision

To inspire and equip all office professionals to attain excellence.

Mission

To be the acknowledged, recognized leader of office professionals and to enhance their individual and collective value, image, competence, and influence.

Purpose

To provide education and training, and set standards of excellence recognized by the business community on a global perspective.



Websites:

www.iaap-hq.org
www.iaapmichigan.org
www.iaap-macomb.org

June 21, 2009

To All Chapter Presidents:

Please note – This is an updated package from the one previously issued in November 2008.

The Michigan Division Website Team has been diligently working on a viable Sponsorship Package to be used by all chapters. This package's primary purpose is to help finance your IAAP Chapter Community Based Website.

Any over and above funds up to the diamond level, raised by the use of this package, may be used for additional chapter projects and/or operating funds in accordance with IAAP's Use of Funds policy.

Please note there are four separate documents making up this package. They are numbered to assist you with assembly of the package.

This sponsorship package has been fully approved by the Michigan Division Board of Directors and, in addition to being attached herein, has been posted to the Sponsorship Page in the "Members Only" area on the Michigan Division Website.

Now that we have supplied you with the tools to obtain sponsors, it is up to you to develop a mailing list of possible company's to send the packets off to. We would suggest that you appoint one contact person for questions and/or follow-up from potential interested sponsors and affix that person's information where indicated on the forms

You may want to include a paragraph on the bottom to indicate someone from your chapter will be following up with them within 10 days. There really should be follow-up with a phone call from your contact person. If you are mass mailing these to companies, perhaps through your local Chamber of Commerce, this may be unrealistic unless you have manpower to do so.

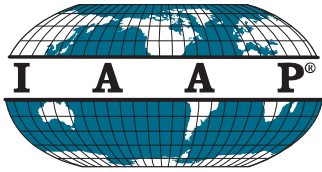
Please note that a Michigan Division "Diamond" level is available for a \$5,000 sponsorship. Should you receive such a sponsor, that amount will be distributed evenly among all participating Community Based Website (CBW) Chapters to assist with Website financing.

Please, if you have any questions or concerns regarding this package, contact me via phone 586-247-5565 or email jmgcps@aol.com

Thanks to Michelle Trosper, Mary Hart and Mary Smolinski for their due diligence, teamwork and brainstorming in formulation and completion of this Sponsorship Package. And thanks to Michelle and the sub-committee of Peggy Boulton, Linda Orlando and Barbara Resseguie for helping to make this a newer, sleeker tool.

Sincerely

Jan Gaulin CPS/CAP
Michigan Division Web Team Leader



International Association of
Administrative Professionals®

Macomb Chapter

Michigan Division

Vision

To inspire and equip all office professionals to attain excellence.

Mission

To enhance the success of career-minded administrative professionals by providing opportunities for growth through education, community building and leadership development.

Purpose

To provide education and training, and set standards of excellence recognized by the business community on a global perspective.



Websites:

www.iaap-hq.org
www.iaapmichigan.org
www.iaap-macomb.org

Proud member of



June 2009

Re: **Advance Company's Presence in the Community – Career Investments**

Dear Macomb County Chamber Colleague,

I am contacting you to offer an opportunity to advance your company's brand and business objectives with the dual benefit of making an investment in the careers of administrative professionals. IAAP partners with key businesses and organizations within the community. Your company was selected because its products or services are often included when Administrative Professionals recommend or purchase same in their workplace.

There are good business reasons for you to invest in IAAP:

- Maximize your brand awareness and provide visibility among IAAP members' employers through local IAAP advertising and recognition at our local activities.
- Introduce new products and services to administrative professionals to increase their job efficiency and effectiveness and help contribute to the company's bottom line.
- IAAP members prefer to do business with IAAP Corporate Partners.
- IAAP members encompass all spectrums of the workplace community - public and private corporations, healthcare, finance, government and non-profit organizations.
- More visibility is now available on the IAAP websites which are part of the New Community Web (NCW). The NCW is done strategically on-line to reach millions of people via the community aspect of the web. Your ad could possibly be viewed on many website pages.
- As Chamber colleagues, this investment enables us to help each other.

Established in 1942, IAAP is the world's largest membership organization comprised entirely of administrative professionals. Locally there are 17 chapters in Michigan with approximately 700 members. We have been in Macomb County since 1953.

Your financial support will enable our local chapter/division to grow our existing programs and add new initiatives in support of our mission for "career-minded" office professionals.

Enclosed are the various Sponsorship levels for your review and consideration. Please feel free to contact Jan Gaulin at 586.247.5565 if you have any immediate questions regarding this program.

Thank you for your time and attention. We look forward to connecting with you.

Sincerely,

Dorrie Frontera

Dorrie Frontera
Macomb Chapter President
Tel: 248.204.4102
Email: Frontera@ltu.edu

Enclosures
Sponsor Levels
Application

"Bringing Macomb County Businesses & Administrative Professionals Together"



Sponsor Levels



MICHIGAN DIVISION CATEGORY		
Level	Dollar Amount	Benefits
Diamond	\$5,000	<ul style="list-style-type: none"> Company Name, Logo and Website Link on all Michigan Division CBW chapter <u>website</u> pages for <u>one year</u> in both the “Sponsor” window (See attached example) and on the “Useful Business Resources” page <u>One year</u> Associate* IAAP Membership at Division Level
LOCAL CHAPTER CATEGORY		
Level	Dollar Amount	Benefits
Platinum	\$400	Below plus: <ul style="list-style-type: none"> <u>One year</u> Professional** IAAP membership for one individual in your company
Gold	\$100	Below plus: <ul style="list-style-type: none"> Company Name, Logo and Website Link on local chapter <u>website</u> pages in “Sponsor” window for <u>one year</u> (See attached example) Company Name, Logo and Website Link in local chapter <u>Newsletter</u> for <u>one year</u>
Silver	\$50	Below plus: <ul style="list-style-type: none"> Company Name, Logo and Website Link on local chapter <u>website</u> “Useful Business Resources” page for <u>one year</u>
Bronze	\$25	<ul style="list-style-type: none"> Company Name, Logo and Website Link for <u>three (3) months</u> in chapter <u>newsletter</u>

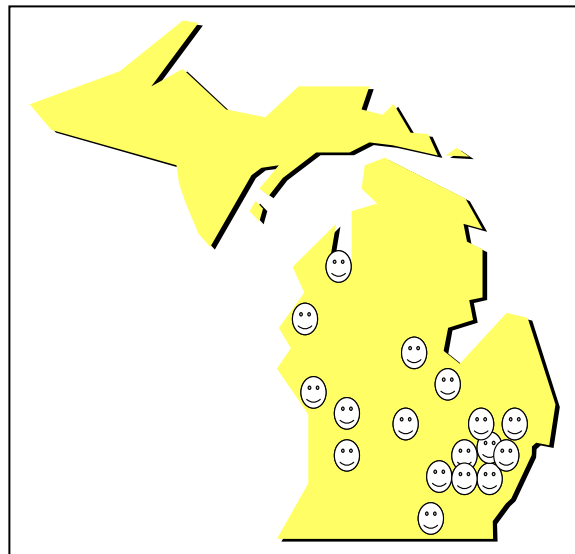
* **Associate** member – an individual, firm, or educational institution that shares the objectives of IAAP and wishes to support IAAP. An Associate member has all the benefits of a Professional member. You will name an individual to represent your company. This individual will have the opportunity to obtain quality leadership training and be kept up to date on the latest trends and technology in the workplace. He or she will also have the opportunity to interact with professionals who can enhance or supplement your own business interests. Associate Membership is transferable within IAAP. Please call for more information and a list of the many companies that support their Admins in IAAP.

** **Professional** member – A currently employed (or within the last two years) administrative professional, or a holder of the CPS® and/or CAP® rating, or an employed teacher of business education. Benefits: personal and professional development resources, professional certification, professional education, local and international networking opportunities, access to current business research trends, subscription to award-winning OfficePro Magazine, IAAP World-Class website, affinity programs and services.

SAMPLE IAAP WEBSITE AD SPACE FOR GOLD LEVEL (\$100) AND ABOVE

An IAAP site page with area for sponsors ... **on the right.**
Site sponsor ad will appear on multiple pages of the website.

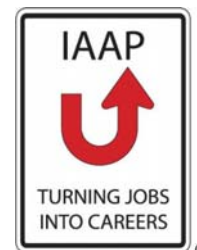
The screenshot shows the IAAP website homepage. At the top, there is a navigation bar with links for 'iaap-hq home', 'bookstore', 'login', and 'logout'. Below this is the IAAP logo and the text 'International Association of Administrative Professionals'. A large blue banner reads 'Welcome to the IAAP Web Community' next to a photo of three women. Below the banner is a horizontal menu with links: 'Home', 'Member Resources', 'Network', 'Chapters and Divisions', 'Professional Resources', 'IAAPedia', and 'eGroups'. The main content area is divided into three columns. The left column has a 'Welcome' section with a question mark icon and a 'Headquarters News' section with a list of updates. The middle column has a 'Community News' section with a list of recent blog posts. The right column contains three advertisements: 'Online CPS®/CAP® Review Courses', '15 Years of Trusted Quality', and 'Professional Certification'.



Location of IAAP chapters in Michigan



Sponsorship Application



COMPANY / INDIVIDUAL NAME: _____

LIST COMPANY NAME ON ABOVE LINE AS IT SHOULD APPEAR ON WEBSITE

CONTACT NAME: _____

ADDRESS: _____

CITY, STATE, ZIP _____

PHONE NUMBER: _____

FAX NUMBER: _____

E-MAIL ADDRESS: _____

MACOMB CHAPTER SPONSORSHIP LEVELS

Platinum (\$400)

Silver (\$50)

Gold (\$100)

Bronze (\$25)

Check payable to **Macomb Chapter IAAP** in the amount of: \$_____

Please send check and application to:

Jennifer Nasto
UHY Advisors MI, Inc.
12900 Hall Road, Suite 500
Sterling Heights MI 48313-1153

For additional information contact:

Jan Gaulin CPS/CAP
41408 Harvard Drive
Sterling Heights MI 48313
Phone: 586.247.5565
Email: jmgcps@aol.com

MICHIGAN DIVISION SPONSORSHIP LEVEL

Diamond (\$5,000)

Check payable to **Michigan Division IAAP** in the amount of: \$_____

Please send check and application to:

Ruth Sorensen
Baker College
1903 Marquette Ave
Muskegon MI 49442

For additional information contact:

Jan Gaulin CPS/CAP
41408 Harvard Drive
Sterling Heights MI 48313
Phone: 586.247.5565
Email: jmgcps@aol.com

*Thank you for your support of the
International Association of Administrative Professionals*