Declaration of Sponsorship – Master of Business Communication program
September 2006

Request
The Master of Business Communication program requests approval for its sponsorship of 12 events to be presented by the International Association of Business Communicators (IABC) during the 2006-2007 academic year (September – June.) These events draw anywhere from 25 to 80 participants.

Events
The IABC--Minnesota Chapter annually offers a variety of events for their members and invited guests. They engage speakers for regularly programmed breakfast or lunch events. They will also offer two half-day workshops in 2007 for in-depth discussion of current issues affecting business communicators. In addition, they support programming for special interest groups such as self-employed writers and executive level communicators.

Marketing opportunities
The IABC-MN, with over 400 members, is one of the largest business communication professional organizations in the area. The MBC program, College of Business and the University of St. Thomas will all be visible and accessible to this target market. This promotional opportunity helps us reinforce the MBC name and UST brand in the business community at no direct cost. It also lets us reinforce our ties to the business community. Several MBC alumni serve in active leadership roles within this chapter and actively promote UST as a site for the association programs.

MBC/UST benefits
As a host/sponsor of IABC meetings in 2006-2007, the Master of Business Communication program is listed and described on all event promotional materials, including the chapter Web site. The MBC program and the College of Business are invited to display program materials at each event and to provide promotional introductions to event audiences.

In return for hosting IABC events, the chapter organizers will list the MBC program as a program sponsor for 2006-07.

IABC request for 2006-07
Room reservations will be made through Campus Scheduling Services on a space available basis.

- Four regularly scheduled events (breakfast or lunch meetings) with 25-40 participants
  
  *(October, December, March and June)*
  
  *Four dining rooms at $350.00 each.*

- Six special interest group events (breakfast or lunch meetings) with 15-30 participants (November, December, January, February, March, April)
  
  *Six regular classrooms at $325.00 each*

- Two half-day workshops with 45-65 participants (January and May)
  
  *The Opus Hall Great room used twice,*$650

**Total in-kind donation requested:** $4000.00