



BRMA

BUSINESS RECOVERY MANAGERS ASSOCIATION

PO Box 2184, San Francisco, CA 94126



# BRMA

## Sponsorship Packages -2024

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# Who We Are

BRMA was founded circa 1994. We are committed to the advancement and practice of business continuity, disaster recovery, organizational resilience, and risk management.

## Mission, Vision & Values

BRMA's mission is to educate, inform and inspire people working in disciplines related to business continuity, organizational resiliency, and risk.

## Our History

BRMA was founded in 1994. BRMA became incorporated under the California Non-Profit Corporations Act in April 1996. While our association is one of the oldest, we continually strive to enhance our offerings to improve our members' benefits.

Through our programs, we encourage knowledge sharing at all levels of expertise. BRMA strives to provide members with useful tools that they can apply to their jobs and to their professional growth. The Board of Directors develops the organization's activities based on feedback received from the membership.

## Who does BRMA benefit?

BRMA helps professionals from all industries. Most of our members have years and years of experience, and many having over 20 years of experience in many disciplines, including: business continuity, disaster recovery, crisis management, emergency management, organization and operational resilience. Our members also hold positions in compliance or GRC, information security, physical security, sales, consulting, project and program management. Regardless of whether you are new to the industry, a generalist, or an experienced professional, BRMA can help you connect with our community of practitioners to network, to share tools and processes with colleagues, to acquire solutions to the challenges you may be facing.

## Who are BRMA members?

BRMA's members past and present are 275 strong representing organizations from Fortune 500 companies, nonprofit, government, and industries ranging the gamut from Finance, Healthcare, to Technology. The roles of our members range from VP to individual contributor. Most of our members are active contributors on LinkedIn, bloggers, and active in other organizations, and generally engaged in relevant discussions in the resiliency space.



Bakers Beach Cleanup Day partnered with Recycle for Veterans

## **BRMA Gives Back**

*"It is an amazing network of resiliency professionals. I learn so much from this network and this is a fun group of people" - Kevin Low*

Aside from webinars and in person events, many of our members present at conferences, and participate in various other associations. Most recently, we participated in a beach cleanup day in partnership with the Recycle for Veterans Association.

# Why Be a Sponsor?

## I. Networking and partnerships

Becoming a BRMA sponsor presents an opportunity for companies to engage in networking and develop strategic partnerships within our diverse community of industry experts spanning both public and private sectors. By supporting BRMA initiatives, your organization not only gains visibility but also contributes significantly to our shared goals of resilience, collaboration, and sustainability.

## II. Tailored Marketing

Sponsoring BRMA gives you opportunities to tailor your marketing efforts toward a specific target audience that aligns with BRMA values. By doing so, you can reach potential customers who share similar ideas and seek opportunities in an evolving industry. This sponsorship presents an exceptional platform to connect with like-minded businesses, amplifying your brand's impact and fostering meaningful relationships within the community.

## III. Learn about BC, DR, Crisis, Risk from experienced professionals

As a sponsor, you will have access to members from various professional backgrounds. These members can provide you with insights and expertise, knowledge, and valuable feedback that can immensely benefit your solutions teams.

## IV. Corporate Social Responsibility

Many businesses are increasingly focused on their CSR efforts. Sponsoring BRMA is a way to demonstrate your commitment to ethical business practices and give back to the community in a meaningful way. By aligning with BRMA's mission and initiatives, your sponsorship not only enhances your brand's reputation but also solidifies your position as a socially responsible corporate citizen, fostering goodwill and trust among stakeholders.

## V. Tax Benefits

Depending on the region and relevant tax laws, your sponsorship contributions may qualify for a tax-deduction\*. This eligibility can provide financial benefits to your business while supporting a good cause.

\*Note: Please consult your tax advisor to determine whether this qualifies under applicable tax regulations.

# Sponsorship Levels

Sponsorships are for a period of 12 months.

	<b>Bronze \$500</b>	<b>Silver \$750</b>	<b>Gold \$1000</b>
<b>Announcements and News Postings</b> <i>We will post announcements and news on LinkedIn, website and/or newsletter to our members.</i>	Yes	Yes	Yes
<b>Sponsorship acknowledgements</b> <i>Your company and sponsorship will be mentioned during our webinars and events throughout the calendar year.</i>	1 event	2 events	5 events
<b>Sponsor logo on our website</b> <i>Add sponsor's logo to our sponsor banner on the website.</i>	Yes	Yes	Yes
<b>Event registrations</b> <i>We will post your event on our calendar of events to be shared with all our members redirecting to your sign-up page.</i>	15d	30d	60d
<b>Main website banner</b> <i>We will post your announcement on our main page for up to xx days</i>	1 events 15d	1 events 20d	2 events 45d
<b>Membership</b> <i>Your sponsorship will provide you with a complimentary membership (based on your package).</i>	1	2	3
<b>Sponsor presentation</b> <i>As a sponsor, you may present on any topic that has been approved by our Board of Directors.                      * Note: Not intended as an opportunity to solicit sales</i>	1	2	3
<b>Display of sponsor signage and branding</b> <i>We will display your marketing signage at our membership table and registration area for any in-person events.</i>	Yes	Yes	Yes
<b>Zoom background with your logo</b> <i>Your logo displayed by our host in our zoom background</i>			Yes

## Add Ons

While we've used a tiered model in this sponsorship package template, we understand that each organization is unique. To provide flexibility we have included add ons tailored to your specific needs and objectives. These add ons are designed to enhance the value of sponsorship for all levels, ensuring that each sponsor can customize their package to maximize their value.

- ★ BRMA merchandise (based on specific use case)
  - Your sponsorship for merchandise (i.e. collaborative designs - BRMA and sponsor logos)
  - Some examples may include: Apparel, bags, blankets, safety kits, mugs, pens, notepads.
- ★ Event specific sponsorship
  - Catering
  - Exhibition or Event space
  - Flat fee
- ★ Other offers or suggestions
  - We are flexible, if you have some ideas and want to discuss, reach out to our sponsor liaison.

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***Ready to join the excitement and benefits of sponsorship! Apply now to become a sponsor by clicking [here](#), or simply drop us an email at [sponsor@brma.com](mailto:sponsor@brma.com). We can't wait to welcome you!***