

# **IMUG sponsorship proposal.**

Dear,

In 2009 IMUG (Information Management User Group) was created. IMUG is a non-profit organization based on voluntary work. The goal is to bring Information Management Users together on a regular basis to exchange experiences and to network. It is our believe that this way companies will better see and feel the benefits of transforming their data into information and knowledge, resulting in more efficient business processes and the ability to target currently unknown markets and/or client segments, increasing the company growth.

With your financial aid we are convinced that we can reach our goals and stimulate companies to share knowledge and interest in Information Management resulting in more business and a higher level of IT integration in our market. Our current members clearly stated that a key success factor to IMUG is to be independent of any solution provider/software vendor. This way the focus can be on technology and solutions and not on products and prices.

We've defined several sponsorship levels so that you are able to determine the level of awareness you want to provide to the community. For the moment IMUG already has 96 registered delegates from 54 different companies and on our last event (I have included the invitation) we've welcomed 39 attendees from 24 different companies. In light of this success the planning committee decided to replicate the initiative in Luxemburg, where our first meeting is scheduled on February 9<sup>th</sup>.

The organization has been created by 4 people that are very active in this domain and currently working for the Belgian Government, Euroclear s.a., Hewlet Packard and SuadaSoft.

The planning committee meets every quarter and also includes delegates from : Numinus, Cipal and Arcelor Mittal and our golden sponsors.

Next meeting dates and main topics have been defined by the committee. They will be held in February, March, June and October. More info can be found on the website [www.imug.be](http://www.imug.be) for Belgium and [www.imug.lu](http://www.imug.lu) for Luxemburg.

We hope to welcome you as a sponsor of our user group and build up a relationship that will be mutually beneficial towards the future.

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## Sponsorship levels : Benefits

	<b>Golden</b>	<b>Bronze</b>	<b>Event based</b>
<b>Mailings</b>			
Advertising in event invitation mailings	All events	All events	Specific event
Advertising in event reminders	All events	All events	Specific event
Advertising in email confirmations	All events	All events	Specific event
Sending out a promotion mail to member list	1	No	No
<b>Website:</b>			
<b>Landing page overall Sponsors</b>	yes	yes	no
Company presentation text	yes	yes	no
Company logo with hyperlink	yes	no	no
<b>Event Registration page &amp; download page</b>	yes	no	yes
Advertising logo with specific hyperlink	yes	no	no
<b>Events</b>			
Acknowledgement at each event	yes	yes	event
Entitled to present at the events on certain topics	yes	no	yes
Allowed to bring/distribute specific advertising material	yes	yes	yes
Allowed # persons at event without customers	5	2	5
<b>Planning Committee</b>			
Participation in planning committee	yes	no	no
<b>Databases</b>			
Access to IMUG mailing list	yes	no	no
Access to IMUG registration list	Full	Limited	Limited event
<b>IMUG USB stick</b>			
extra material on the USB give away to attendees	100 MB	5 MB	5 MB / event
<b>Marketing</b>			
Carrying our logo as a sponsor on your website and newsletters	yes	yes	specific event
Price / Country	5.000 €	2.000 €	1.500 €

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