



# BCI Corporate Sponsorship

Reach your audience and expand your brand.



# BCI Corporate Sponsorship

## What is BCI Corporate Sponsorship?

BCI Corporate Sponsorship supports you in reaching your audience and expanding your brand visibility.

If you provide products, services, or solutions related to resilience, then the BCI will expose your brand to a highly engaged global community of business continuity and resilience professionals.



By becoming a Sponsor we will put your brand, products & services in front of...

**39,700+**

reach combined on social media

**9,000+**

members of the BCI

**45+**

Chapters, SIGs, and SIFs

**25,000+**

unique monthly visitors to the award-winning website

**35,000+**

number of industry professional contacts

**125+**

countries with BCI Members

## Professionals from:



Business Continuity



IT Security



Emergency Planning



Resilience



Operations



Risk Management



Security



Consultants



Civil Response



Directors/CEO's



HR



Disaster Recovery

# Benefits of becoming a BCI Corporate Sponsor

## Ignite your reach.

Amplify your content to our vibrant social media community across the BCI's LinkedIn, X (formerly Twitter), and Facebook channels.



## Boost your brand.

Showcase your products, services, and solutions on the BCI's website with prime ad banner slots.



## Global spotlight.

Connect with your audience by disseminating news and captivating content through the BCI's monthly global eNewsletter.



## Generate leads.

Host captivating webinars on the BCI platform. Share your insights and receive leads from your session (all GDPR compliant).



## Spotlight your content.

Feature your content in the BCI website's dynamic news section including compelling PR stories, insightful case studies, groundbreaking research, and thought-provoking analyses.



# Sponsorship Case Studies



Our Gold corporate sponsorship ensures we regularly work on important initiatives such as BCAW+R, sponsored reports, panels, newsletter articles, webinars and exhibiting at BCI World.

We have been able to gather crucial insights and significant thought leadership through a partnership which is well placed within the business continuity community. This powerful link has meant we can promote our solutions, best practice, and actionable ideas to complex industry challenges as part of an overarching focus on resilience success.

Thanks to the unrivalled dedication, and support of the partnership team, we consistently meet our objectives, increase brand recognition, and deliver results.

**Andrea Brody**  
Chief Marketing Officer,  
Riskconnect.



Our partnership with the BCI as a Corporate Sponsor has been invaluable. Through The BCI, we've connected with global business continuity and resilience leaders, attended exceptional events, accessed top-notch education and training for our staff, and unlocked new business opportunities. The BCI's platform has enhanced our networking, expanded our knowledge base, and elevated our brand visibility - driving tangible growth and success for our company. We are immensely grateful for our partnership and look forward to continued collaboration in advancing excellence in business continuity and resilience.

**Britt Lincoln**  
Marketing Manager,  
Noggin



At Conducttr, we value the knowledge and expertise provided by BCI. As industry leaders in software for realistic crisis exercises, staying informed on BC and resilience best practices is essential to our success.

Our +5 year Corporate Sponsorship with BCI underscores our commitment to excellence. We're honoured to collaborate with an organization dedicated to professional development and industry advancement, enhancing our practices and contributing to the industry's progress.

**Belén Santa-Olalla**  
Chief Creative Officer,  
Conducttr Crisis  
Exercise Platform

# Sponsorship Benefits

	<b>GOLD:</b> <b>£5,500 /</b> <b>£4,500*</b> (*price for BCI Corporate Members)	<b>SILVER:</b> <b>£3,500 /</b> <b>£3,000*</b> (*price for BCI Corporate Members)
A formal announcement on sponsorship/renewal on BCI's communications channels (global eNewsletter and social media, including LinkedIn, X, and Facebook). This will include company logo and a 50-word company bio:	Global eNewsletter + social media platforms	Global eNewsletter
Formal announcement of new sponsorship on BCI website with meet the sponsor feature/interview:	✓	✗
Web banners on BCI website with quarterly reports on clicks and views:	Option to update banners monthly	Option to update banners quarterly
Original content (white papers, articles, and PRs) published on the BCI website and shared on social media channels:	1 per month	1 per quarter
Feature on BCI global monthly eNewsletter:	1 per month	1 per quarter
Event listing on BCI website event page (no social media sharing):	1 per month	1 per quarter
Webinars per year hosted on the BCI's Zoom Events platform:	4	2
Product demos per year hosted on the BCI's Zoom Events platform:	2	1
Discount on the exhibition booth at BCI World Hybrid Conference & Exhibition:	15%	10%
Delegate and visitor bag insert at a BCI global virtual event:	✓	✗
Discount on BCI Regional Awards and/or BCI Global Awards sponsorship opportunities:	15%	10%
Listing on the corporate directory on the BCI's website:	✓	✓
Dedicated account manager:	✓	✓

Email [corporate@thebci.org](mailto:corporate@thebci.org) or call +44 (0) 118-947 8215

# Other BCI Sponsorship opportunities



**Consider sponsoring one of the BCI's annual research reports.** These yearly reports delve into current topics and pressing issues within the business continuity and resilience industry. They serve as invaluable resources for professionals and organizations worldwide, often being referenced in major publications and conferences. By sponsoring a report, your organization can demonstrate its commitment to thought leadership and gain global visibility. Aligning your brand with these highly respected assets enhances your organization's reputation and positions it at the forefront of industry discussions. This sponsorship is an investment in the future of business continuity and resilience. It's an opportunity to shape the conversation and drive the industry forward.



**Consider showcasing your organization at BCI World Hybrid,** the most prestigious event in the business continuity and resilience industry. This global conference offers a unique platform to exhibit your products and services to a highly engaged audience. Your organization will have the opportunity to connect with industry professionals from around the globe. Exhibiting at BCI World is not just about promoting your products or services; it's about positioning your organization as a key player in the industry. It's about demonstrating your commitment to business continuity and resilience and aligning your brand with the values that this premier event represents.



**Consider sponsoring Business Continuity Awareness Week (BCAR+R),** a premier global campaign dedicated to elevating awareness of business continuity and resilience. This week-long campaign offers an array of resources, including webinars, reports, events, and more, catering to everyone from industry newcomers to seasoned BCI members seeking to refresh their knowledge and skills. By sponsoring BCAR+R, your organization will have an unparalleled opportunity for branding and lead generation on a global scale. This sought-after sponsorship allows your organization to align itself with a cause that is at the heart of the industry, demonstrating your commitment to the advancement of business continuity and resilience.

# that you can get involved in...



**Consider sponsoring the BCI Global Awards.**

Presented at BCI World Hybrid, the BCI Global Awards showcase the most outstanding professionals and organizations in the business continuity and resilience industry. Be the sole sponsor and get your name up in lights for this fantastic evening that sees the winners of the BCI Global Awards announced. Your brand will be displayed throughout the event on the big screens, banners, signage, tablecloths, photo walls, and just about everywhere else!



**Consider sponsoring an event organized by one of the BCI's Chapters or Special Interest Groups (SIGs).**

This is a great opportunity to connect and support the regional resilience communities and align with key topics relevant to your organization (e.g. operational resilience, cyber resilience, etc.). This sponsorship opportunity is a great way to expand your brand visibility and demonstrate your organization's commitment to supporting the professional community.



**Consider sponsoring content such as a white paper, an article and/or a webinar.**

This sponsorship option offers your organization a unique opportunity to enhance brand exposure, establish thought leadership, and reach a targeted audience of industry professionals. It allows your organization to share its expertise, contribute to the industry's knowledge base, and demonstrate a commitment to the professional community.

For more information about any of these activities please speak to one of the team.

Email [corporate@thebci.org](mailto:corporate@thebci.org)  
or call **+44 (0) 118-947 8215**



For more information and to discuss  
the best solution for your organization  
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**bci** Leading the way  
to resilience

