The Lighting Authority

IES Sponsorship & Community Engagement Framework

Prepared by: IES Chicago Sponsorship Committee
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The Lighting Authority

Our Goal at IES is building a stronger, more connected community of lighting professionals by creating meaningful opportunities for individuals to engage with the industry around them. A healthy professional community depends on a strong relationship between the people who shape the industry and the professionals who practice within it. Our goal is to create a clear, sustainable structure that brings these groups together—while delivering meaningful value to sponsors, agencies, and design professionals alike. The IES sponsorship model is designed around the way the lighting industry already operates and supports local sections

Manufacturer sponsorship fuels the community.
Manufacturer sponsorship provides the financial foundation for local IES programming and outreach. When a manufacturer sponsors through a representative agency, the agency receives visible "Represented by" recognition, creating an additional benefit and making the relationship between the manufacturer, agency, and IES community clear.

The Agency Track turns relationships into engagement.
Lighting representatives are often the strongest bridge between manufacturers and the local design community. The Agency Track gives reps an active role in growing sponsorship by directly rewarding them for bringing their manufacturers into the IES community. The referral-based discount creates a simple, tangible incentive for agencies to introduce and grow sponsor relationships.

The Design Firm Track strengthens professional participation.
Design professionals are essential to the health and credibility of the IES community. The Design Firm Track provides an accessible way for firms to participate and support their local section at a level that aligns with their professional development.

The Opportunity for Sponsors
Together, these three tracks create a more connected sponsorship ecosystem—one where manufacturers gain visibility and access, agencies are empowered to build relationships, and design professionals remain engaged with the industry. The result is more than sponsorship: it is a structured partnership that invests in the local lighting community and creates value across the industry.

For Manufacturers
Brand visibility

3 levels
$1500-$6000

- Logo Appearance
- Event Tickets
- Awards table and golf outing benefits

For Agencies
Rep incentive

3 levels
$Free-$1500

- Referral Discounts
- Co-branded Recognition
- Benefits towards Golf, Awards, and Education courses

For Design Firms
Professional Community

1 level
$300

- Logo recognition
- Monthly Event Tickets
- Awards Video Opportunity

EVENTS SPONSORS

Track 1: Manufacturer

Level	Price	Logo Option	Monthly Event Tickets	Company Submission	Awards	Golf Benefit
Champion	$1500	Name Printed without Logo	2	-	-	-
Visionary	$4000	Large	4	Yes	-	Golf Eagle Foursome
Luminary	$6000	Large	4	Yes	10-person table Company Short	Golf Eagle Foursome

Sponsorship notes:

- Logos will be posted on our website & posted and recognized at each event (including the printed Awards program) only after the section receives payment.
- Free Monthly tickets exclude Awards & Golf Outing.
- Golfing Eagle includes foursome($950 value) including a hole sign and raffle tickets.
- Awards Table includes full 10-person table at $3000 in value.
- Company Short is a 30-second video played at the Awards $300 value. Company short must follow the section guidelines and will be sent upon registration fro luminary-level sponsorship.

All manufacturer sponsors receive a "Represented locally by [Agency Name]" credit line wherever their logo appears — at no extra cost, as long as their representation is an agency partner. It is the manufacturer's responsibility to notify the section regarding any change in representation.

Track 2: Agency Partner

Level	Requirement	Price	Co-Branded Recognition	CEU Event	Awards	Golf Benefit
Agency Associate	Self-pay, no referral required	$1500	Agency Name Listed on Section Materials	-	-	-
Agency Advocate	2 Manufacturers become annual Sponsors of Visionary or above	$250 credit per vendor signup	Agency Name + Manufacturers Sponsored	-	-	-
Agency Partner	4 Manufacturers become annual Sponsors of Visionary or above	$250 credit per vendor signup	Top-Tier co-branding named on program inside cover	Host a CEU event	½ page advertisement & Company Short	Agency Sponsor Signage

Notes on delivery:

- Host a single IES monthly event by providing a CEU to the membership.
- Awards 1/2 page advertisement is $500 value, Company Short is $300 Value. Company short must follow the section guidelines and will be sent upon Agency Partner status has been achieved.
- Credits are applicable for other sponsorship opportunities at the Golf outing, Awards or local education courses with a written request to the section Treasurer after registering.

Track 3: Design Firms

Level	Requirement	Co-Branded Recognition
Design Contributor	$300	Logo & 2 Free Monthly Event Tickets
		Company Video created by firm, and to be played at the awards event.

Redesigned Poster Style

Our sponsorship poster has evolved to give greater visibility to the companies whose support helps make IES Chicago what it is. The new format highlights partnership levels while recognizing the shared value between manufacturers and their agency partners. By bringing these relationships into the spotlight, we hope to create a more inclusive and connected sponsorship program that better reflects the lighting industry we serve.



Existing Signage Example:
Golf Outing



New Proposed Signage

Chicago Illumination Awards Sponsorship Options

Sponsorship Type	Price	Description
Guest Table	$3,000	One 10- Person table, complete with company logo
Bar Package	$6,500	Cocktail Hour and After Party includes guest table, and Program Full-Page ad
Emerging Professionals Competition package	$5,000	Covers for Luminare Competitions. Includes a 10 person table at the awards;full page advertisement,prize money for EP competition - Must include source for luminaries.
Company Short Video Submission	$300	30 second video submission to be displayed at the event
Program Full-Page Ad	$900	Full-Page Advertisement in the printed program
Program Half-Page Ad	$500	Half-Page Advertisement in the printed program
Guest Seat	TBD	Single Seat at a table - Availability TBD.

Seating at this event is sold by sponsor table, individual seats are limited if offered at all.

Golf Outing Sponsorship Options 2027

Sponsorship Type	Price	Description
Eagle Package	$1,500	Includes Golfing Foursome, Hole, and $100 in raffle tickets
Golfing Foursome	$950	Four Individual Golfers with Two Carts
Specialized Golfing Prizes	$1,000	Three Options Available: Longest Drive, Closest to the Pin, and Longest Putt - Includes a Hole on EACH Course for BOTH Men's and Women's Competitions - That's FOUR total Holes. Also includes the chance to contribute branded swag.
Lunch Stop	$750	Two sign with your company name at the Lunch Stop. All Golfers will see your sign. GREAT VISIBILITY
Outdoor Patio Bar	$750	One sign with your company name at the Outdoor Patio Bar at the clubhouse. All Golfers will see your sign. GREAT VISIBILITY
Roaming Beverage Cart	$750	Two sign with your company name on the roaming beverage carts. All Golfers will have an opportunity to see your sign.
Driving Range	$800	One sign with your company name at the practice driving range. Every Golfer Practicing the morning of will see your sign.
Individual Hole	$500	One sign with your company name near the tee. Every Golfer on that course will see your sign.