

THE INSTITUTE OF INTERNAL AUDITORS
Philadelphia Chapter
SPONSORSHIP PROSPECTUS
2026-2027

In-Person Conferences • Virtual Education Series • Annual Partnerships •
Brand Recognition

A Message from the Chapter President

Dear Prospective Partner,

Supporting the Philadelphia Chapter of the IIA means investing in a non-profit community that is passionate about empowering internal audit professionals and fostering ethical business practices. Our mission thrives through partnerships with organizations like yours, whose generosity enables us to offer high-quality educational events and vital networking opportunities.

In the 2026 – 2027 chapter year, we are elevating how we serve our members and how we partner with sponsors. Beyond our flagship in-person Fall Conference, we are expanding into a full annual program that will provide sponsors brand recognition across all of our events including, virtual CPE education series, leadership roundtables, and targeted career and talent events. This creates year-round visibility for our partners—not just a single event.

By sponsoring the Philadelphia IIA, you will play a pivotal role in:

- **Elevating Your Brand:** Gain visibility and access to decision-makers, thought leaders, and practitioners.
- **Strengthening Our Community:** Your support directly contributes to the professional development and connection of internal auditors throughout Greater Philadelphia.
- **Fostering Thought Leadership:** Share your expertise and insights with an engaged audience eager to learn and grow.
- **Advancing Our Profession:** Help shape the future of the internal audit profession by investing in education and student scholarships.

We invite you to partner with us in strengthening the internal audit profession. Please contact us at president@phillyiia.org to discuss how your organization can get involved.

Sincerely,

Jamie Ohare

President, Philadelphia IIA Chapter

About the Philadelphia IIA Chapter

Established in 1943 — the 5th affiliate chapter of the Institute of Internal Auditors.

With approximately 1,200 active members, including over 130 Internal Audit Executives, the Philadelphia Chapter is recognized by IIA headquarters and throughout the Greater Philadelphia area as a leading provider of high-quality engagement, community involvement and training for professionals in Accounting, Information Technology, and Auditing.

Ruby Level IIA Chapter

Achieved after 10 consecutive years of Platinum status — a milestone reflecting our commitment to excellence. The Philadelphia IIA Chapter holds the Ruby Level designation under The IIA’s North American Chapter Achievement Program, reflecting sustained achievement in chapter operations, member service, professional programming, volunteer engagement, strategic initiatives, governance, and formal reporting. This recognition underscores the Chapter’s long-term commitment to delivering high-quality education, advancing the internal audit profession, supporting volunteers and members, and maintaining disciplined annual planning and performance reporting.

Our Audience

Our members are senior professionals who are actively evaluating solutions, influencing purchasing decisions, and shaping risk and governance strategy at their organizations:

Member Titles	Members Seek Solutions In
- Chief Audit Executives (CAEs) - Risk & Compliance Officers - IT & Cyber Audit Leaders - Emerging & Experienced Audit Professionals	- Cybersecurity Advisory & Auditing - Governance Technology (GRC/AI) - Risk & Audit Analytics - Regulatory Compliance - AI & Automation Tools - Risk Consulting Services - Investigations support - Internal Audit Staff Augmentation, Co-sourcing and Outsourcing
Industry Representation	
- Financial Services - Manufacturing and Distribution - University and Education - Healthcare	

2026-2027 Event Ecosystem

Sponsors gain visibility across an integrated annual partnership — not just a single event.

Conference (In-Person)	Cyber Symposium	Monthly CPE Webinar Series	Leadership Roundtables	Career Night Events
Signature event, CPE credits, vendor expo <i>Expected Attendees: 250-300</i>	Technical cyber risk event, CPE credits <i>Expected Attendees: 75-100</i>	Monthly technical CPE: AI, cyber, ESG, analytics <i>Expected Attendees: 40-60</i>	Invite-only CAE & executive peer discussions <i>Expected Attendees: 15-25</i>	Connect with emerging and experienced audit professionals <i>Expected Attendees: 40-75</i>

Annual Partnership Opportunities

For organizations seeking sustained visibility and deeper community engagement, we offer sponsorship opportunities that extend well beyond a single event. These programs are designed to create ongoing touchpoints with our membership throughout the calendar year.

Annual Chapter Partner (Limited Availability)

An annual chapter partnership provides consistent, multi-touchpoint engagement with the Philadelphia IIA community across the full program year. Partners receive recognition at every chapter event, visibility on all digital communications, and priority access to engagement opportunities as they arise.

Annual partner benefits may include:

- Premier logo placement on the Philadelphia IIA website throughout the year
- Recognition in all member email communications
- Priority sponsorship selection for all 2026-2027 events
- Opportunity to host one educational webinar or roundtable (subject to chapter approval)
- Dedicated social media spotlight (quarterly)
- Preferred pricing on event sponsorships
- Participation in a panel discussion or industry trends session
- Opportunity to submit one annual thought leadership article for chapter newsletter
- Opportunity to participate in career development or mentorship programs

Price: \$5,500 standalone or **+\$3,000** as upgrade to Platinum Partner Conference package

Contact president@phillyia.org to discuss annual partner pricing and customization.

In-Person Conference Sponsorship Packages

The Conference is our signature event — the premier gathering for internal audit professionals in Greater Philadelphia. 250-300 attendees, full-day CPE programming, a vendor expo, and networking opportunities make this the highest-visibility sponsorship opportunity we offer.

PLATINUM PARTNER (2 available) | \$4,750

Best For: Firms seeking category leadership, executive-level visibility, and premium engagement with conference attendees.

Visibility & Branding

- Premier logo placement on all event materials
- Company logo on registration signage as Platinum Sponsor
- Banner ad on conference web pages
- Company logo on mobile app with website link
- Full-page digital program ad
- Dedicated LinkedIn spotlight post
- Featured sponsor spotlight email

Access & Engagement

- Choice of exhibit table location
- Exhibitor registration for 2 table personnel
- 5 full conference registrations
- 20-hour Event Passes
- 5-minute main stage address
- Opportunity to host a breakout session
- Acknowledgment during opening & closing remarks
- Attendee list (opt-in compliant, provided one week before the event, as well as after event)

GOLD PARTNER (4 available) | \$3,250

Best For: Firms expanding regional visibility, generating leads, and strengthening relationships within the internal audit community.

Visibility & Branding

- Prominent logo placement on all materials
- Banner ad on conference web pages
- Company logo on mobile app with website link
- Half-page digital program ad
- Logo in email promotions
- Social media recognition
- Podium acknowledgment
- Priority table selection after Platinum

Access & Engagement

- Standard exhibit table at expo
- Exhibitor registration for 2 table personnel
- 3 full conference registrations
- 10-hour Event Passes
- Acknowledgment during general session
- Attendee list (opt-in compliant, provided one week before the event, as well as after event)

SILVER PARTNER (Up to 8) | \$2,000

Best For: Firms building awareness and establishing connections within the internal audit and risk profession.

Visibility & Branding • Logo on website and event materials • Included on sponsor list on mobile app • Quarter-page digital program ad • Verbal recognition at event	Access & Engagement • Exhibit table at expo • Exhibitor registration for 2 table personnel • 1 full conference registration
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In-Person Conference Package Comparison

Benefit	Platinum (2) \$4,750	Gold (4) \$3,250	Silver \$2,000
Exhibit Table	Prime Location	Standard	Standard
Conference Registrations	5	3 (+ 2 staff)	1 (+ 2 staff)
Event Passes	20 Hours	10 Hours	—
Stage / Speaking Time	✓ Main Stage (5 min) + Breakout	—	—
Digital Program Ad	Full Page	Half Page	Quarter Page
Email Feature	Dedicated Spotlight	Shared	—
Attendee List (opt-in)	✓	✓	—
Social Media Spotlight	Dedicated Post	Mention	—
Logo on Registration Signage	✓ Platinum-Branded	✓	—

In-Person Conference Add-On Sponsorships

Enhance your conference presence with targeted add-on sponsorships. These can be purchased alongside any package or independently. Contact president@phillyiia.org to discuss pricing and availability for add-ons marked TBD.

Add-On Sponsorship	Price	What You Get
Lunch Sponsor	\$3,000	Exclusive lunch sponsor recognition; recognition from podium before lunch

Add-On Sponsorship	Price	What You Get
Snack Sponsor	\$1,500	Branding at snack stations and break areas; recognition at conference
Wi-Fi Sponsor	\$1,250	Choose Wi-Fi password; name on table cards & signage
Name Badge / Lanyard Sponsor	\$1,500 + production cost	Company name on badge lanyards & registration table signage
Wi-Fi + Name Badge Bundle	\$2,500 + production cost	Both of the above at a discounted price
Giveaway Tote Sponsor	\$2,000 + production cost	Company name on conference giveaway tote bags
Giveaway Item Donation	\$1,000 + prize cost	Your branded items inside the conference tote (provide items or use our vendor)
Networking Reception Sponsor	Sponsorship fee (Platinum/Gold/Silver) + actual cost	Recognition as reception sponsor; prime networking visibility
Coffee Bar Sponsor	Sponsorship fee (Platinum/Gold/Silver) + actual cost	Branded coffee station with signage throughout event
Headshot Lounge Sponsor	\$2,000 + actual photographer/lounge cost	Branded professional headshot station; high-value member perk
Electronic Charging Station Sponsor	Sponsorship fee (Platinum/Gold/Silver)+ actual cost	Branded charging station; consistent visibility throughout day
Additional Table Personnel	\$300/person	Register additional exhibit staff beyond package allotment
Newsletter Feature Sponsor	\$1,000	Company name on conference newsletter

Pre-Event CAE / Board / Speaker Dinner Sponsor (1 available, exclusive)

Sponsor the most senior networking event of the Conference. This invitation-only dinner brings together Chief Audit Executives, chapter board members, conference speakers, and other senior leaders the evening before the conference. In an intimate, relationship-focused setting, sponsors gain unique access to influential decision-makers and industry thought leaders before the broader conference begins.

Sponsorship includes:

- Exclusive sponsorship for the dinner
- Welcome remarks and dinner host recognition
- Preferred seating among CAEs, board members, and conference speakers

- Company logo displayed on menu cards and dinner signage

Pricing: Premium sponsorship fee plus the actual cost of the dinner venue, food, and beverage service. Limited to one sponsor.

Virtual Education Series Sponsorship Packages

Our Virtual Education Series brings monthly CPE programming, to include the flagship Cyber Symposium Event, to internal audit professionals across the region and beyond. These packages deliver digital visibility, thought leadership positioning, and direct engagement with an engaged online audience.

PLATINUM VIRTUAL PARTNER (2 Available) | \$2,500

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| <ul style="list-style-type: none"> • Exclusive webinar sponsor for a designated session • 3-minute opening remarks at sponsored event • Branded slide recognition (opening and closing) • Dedicated LinkedIn promotion post | <ul style="list-style-type: none"> • Logo on registration and confirmation emails • Dedicated sponsor feature email to full member list • Attendee list (opt-in compliant shared prior and post the event) |
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GOLD VIRTUAL PARTNER (4 Available) | \$1,500

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| <ul style="list-style-type: none"> • Logo on event registration page and webinar slides • Social media feature post • Verbal recognition during event | <ul style="list-style-type: none"> • Logo on event promotional emails • Attendee list (opt-in compliant shared prior and post the event) |
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SILVER VIRTUAL PARTNER | \$750

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| <ul style="list-style-type: none"> • Logo on event webpage • Closing slide recognition • Verbal acknowledgment during event |
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Virtual Add-On Experiences

Virtual Add-On	Price	Description
Interactive Poll Sponsor	\$250	Brand your live audience polls during the event
Breakout Room Sponsor	\$500	Sponsored topic-focused breakout discussion room
Digital Gift Card Giveaway Sponsor	\$300 + gift card cost	Branded prize drawing for registered attendees

Leadership Roundtable Sponsor

Our Leadership Roundtables are invite-only, facilitated peer discussions designed for CAEs and senior audit leaders. These intimate formats — typically 15–25 participants — carry a high perceived value and are difficult to replicate elsewhere.

Roundtable sponsorship includes:

- Recognition as the presenting sponsor for the roundtable
- Brief sponsor introduction at the opening of the session
- Opportunity to submit one discussion question for facilitated dialogue
- Name and logo in the event invitation and follow-up communications
- Connection with senior-level attendees in a high-trust, peer environment

Price: \$1,500 per roundtable; **\$2,000** for two

Roundtables are among the most valued memberships we offer.

For sponsors, they represent direct access to the most senior decision-makers in our chapter.

Cyber Symposium

Our Cyber Symposium brings together internal audit leaders, cybersecurity professionals, risk practitioners, and technology experts to explore the most pressing cyber risks facing organizations today. Through expert presentations, panel discussions, and practical case studies, attendees gain actionable insights into emerging threats, regulatory developments, cyber risk management, AI-driven security capabilities, and leading practices for building resilient cybersecurity programs. The symposium typically attracts **75-100 cybersecurity, risk, and audit professionals**, creating a highly targeted audience for sponsors seeking visibility among decision-makers and influencers.

Cyber Symposium sponsorship includes:

- Recognition as the presenting sponsor of the Cyber Symposium
- Brief sponsor introduction during opening remarks
- Opportunity to introduce a keynote speaker or panel discussion

- Company logo featured on event registration page and promotional materials
- Recognition in attendee communications before and after the event
- Dedicated exhibit or networking table (if in-person)
- Access to attendee contact list (opt-in compliant)

Price: \$2,000

Career & Talent Night Sponsor

The internal audit talent market is competitive. Our Career Night events connect member organizations and employers with emerging and experienced audit professionals. Sponsoring a Career Night gives your firm direct visibility as a destination employer in the Greater Philadelphia market.

Career Night sponsorship includes:

- Recruiter or employer table at the event
- Company profile in event communications
- Speaking opportunity or panel participation (where available)
- Access to attendee contact list (opt-in compliant)
- Recognition as a sponsor in pre- and post-event promotions

Price: \$1,500

Newsletter & Digital Advertising

The Philadelphia IIA distributes regular email communications to our full member list. Digital advertising placements offer consistent visibility between events.

Placement	Frequency	Price
Newsletter Feature (Banner Ad)	Per Issue	\$500 per issue
Featured Article / Thought Leadership	Per Issue	\$750 per issue
Website Banner (Chapter Homepage)	Monthly	\$500/month or \$2,500 for 6 months
LinkedIn Chapter Post (Sponsored)	Per Post	\$500 shared / \$750 dedicated spotlight
Member Email Blast (Solo Send)	As Available	\$1,000

Why Partner with the Philadelphia IIA?

We believe sponsorship should generate real business value — not just a logo placement.

✓ Highly Qualified Niche Audience 1,200+ active members who are buyers, evaluators, and influencers of audit technology, risk solutions, and professional services.	✓ Thought Leadership Platform Speaking slots, breakout sessions, and roundtable contributions position your firm as a credible voice in the profession.
✓ Brand Alignment with Ethical Leadership The IIA brand stands for integrity, governance, and professional excellence. Association with the chapter reinforces your firm’s positioning in that space.	✓ Year-Round Touchpoints Our 2026-2027 program creates multiple engagement opportunities per year — in-person, virtual, digital, and community-based — giving your brand consistent presence, not just a single appearance.

2026-2027 Growth Vision

The Philadelphia Chapter is actively investing in its next phase of growth. As a partner, you will be aligned with a chapter that is:

- Expanding membership engagement and executive-level participation
- Growing its virtual programming reach and digital presence
- Elevating the in-person conference experience
- Building new programming in emerging audit areas: AI governance, data analytics, ESG, and cybersecurity

We are investing in innovation — and we invite you to grow with us.
This is a relationship, not just a logo placement.

Terms and Conditions

Sponsorship Commitment & Payment

A sponsorship level will not be reserved until payment is received. Full payment must be received by the deadline communicated with each event to be included in sponsor listings and materials. The Philadelphia IIA cannot guarantee inclusion in printed or digital conference materials if registration or payment is received after the stated deadline.

Cancellation Policy

Once the sponsorship agreement is signed, there are no refunds. Subletting or division of exhibit table space is not permitted. If the Chapter cancels, sponsor gets a credit or pro-rata refund.

Exhibit Setup and Breakdown

Sponsors agree to keep exhibit tables fully set up, staffed, and operational through all expo hours. Sponsors are responsible for removing all property and materials at the conclusion of the expo.

Exhibitor Table Assignments

Platinum sponsors receive first selection of exhibit table locations from the venue layout. Gold sponsors select after Platinum assignments are confirmed. Silver sponsors are assigned table locations by the Programs Committee. All assignments are finalized for each event individually.

Electrical & Internet Access

Wi-Fi access is provided to all exhibitors at no additional charge. Access to electrical outlets is based on venue availability and may carry an additional cost. Please coordinate electrical needs with the Programs Chair in advance, as same-day electrical service cannot be guaranteed.

Liability

Sponsors agree that the Philadelphia Chapter of the Institute of Internal Auditors and their agents are held harmless from any claims for damage, theft, fire, water, liabilities, or loss to any person or property arising from the sponsor's operations in connection with any chapter event.

Photo & Media Disclosure

By attending chapter events, all attendees and sponsor representatives agree that their image or likeness may be captured in one or more forms of media, and that such images may be reproduced by the Philadelphia Chapter of the Institute of Internal Auditors for its reasonable business purposes.

Sponsorship Agreement Execution

A digital version of the sponsorship agreement will be completed as part of the sign-up process through the Philadelphia IIA's event management platform. By completing that process, the sponsor accepts the terms defined in this document.