



Building Safety Month

MAY 2014

**BUILDING SAFETY:
Maximizing Resilience, Minimizing Risks**



WEEK ONE

May 5-11

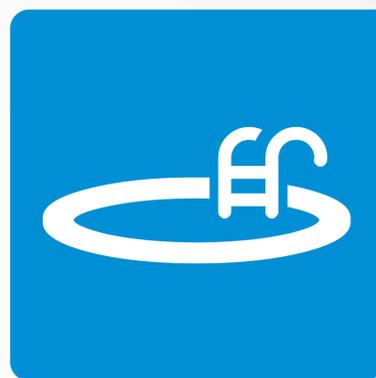
Code Officials:
Keeping Fire in
Its Place



WEEK TWO

May 12-18

Code Officials:
Helping
Homeowners
Weather the
Storm



WEEK THREE

May 19-25

Code Officials:
Surround Your
House with
Safety



WEEK FOUR

May 26-31

Code Officials:
Building a
Brighter,
More Efficient
Tomorrow



**BUILDING SAFETY
MONTH**

Presented by the International Code Council



www.buildingsafetymonth.org



Support
Building Safety Month

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Building Safety Month Sponsorship

2014 Building Safety Month Campaign Highlights

The month-long campaign during May each year gives sponsors the opportunity to align their company with a single focus area or support the month-long campaign under the theme of “BUILDING SAFETY: Maximizing Resilience, Minimizing Risk.” The national kickoff and launch activities will focus on building safe, sustainable, affordable and resilient construction while highlighting specific focused themes.

Weekly messaging will reinforce and leverage the special topics listed below.

LAUNCH WEEK // May 1–4, 2014

WEEK ONE // May 5–11, 2014

Code Officials: Keeping Fire in Its Place

WEEK TWO // May 12–18, 2014

Code Officials: Helping Homeowners Weather the Storm

WEEK THREE // May 19–25, 2014

Code Officials: Surround Your House with Safety

WEEK FOUR // May 26–31, 2014

Code Officials: Building a Brighter, More Efficient Tomorrow



Building Safety Month Sponsorship



Who participates in Building Safety Month?

Approximately 50,000 ICC Members across the United States and globe celebrate Building Safety Month by hosting community events, demonstration projects and educational outreach initiatives that increase public awareness about the importance of building safety and sustainability, and raises the profile of code officials.

ICC Chapters and volunteers organize events and share key messages with the public as well as with critical stakeholders in building trades, conservation, emergency management, meteorology and more.

Local, state and national leaders support the campaign with official proclamations, resolutions, and official ceremonies. ICC Members engage the news media at every level through broadcast, print and online dialogue with Op-Ed's, Letters to the Editor and interviews. Past campaigns have garnered coverage on CNN as well as other national outlets, and home improvement experts like Danny Lipford and Bob Vila added their voices to the cause.

ICC Board members, staff, Members and key external partners support the campaign through engagement with the U.S. Congress and with the Executive Branch during "ICC Advocacy Day." The meetings focus on public policies that support adoption of current model building codes and adequately resourced code enforcement.

How does the campaign work?

The ICC uses multiple channels (websites, magazines, eNews, social media, news releases, etc.) to promote Building Safety Month (BSM). Educational and promotional resources are made available to the 50,000 Members of ICC to participate in the month-long event and promote BSM to their customers and the public. Sponsors are highlighted through various channels commensurate with their level of sponsorship. Presenting sponsors may provide branded content for the website and receive name recognition in media used to promote the campaign to building departments throughout the United States and abroad.

What are the Building Safety Month outcomes?

For the last three years, a Presidential Proclamation has declared May as National Building Safety Month. White House recognition of the critical nature of a resilient, safe, strong and sustainable built environment delivered the highest possible leadership validation of Building Safety Month and the dedicated professionals who have committed their careers to making buildings safe in communities across the globe.

Last year—2013 Building Safety Month in review

Below is a snapshot of the outcomes from 2013 Building Safety Month:

- A third consecutive Presidential Proclamation
- Events such as mayoral meetings, community gatherings, receptions, training events, banquets and awards ceremonies, outreach at retail facilities and city halls, and other events were held all across the United States hosted by ICC Chapters and stakeholders, including our Founding Strategic Partners in the nation's capital.
- The ICC website provided information about BSM sponsors, free downloads of campaign materials, postings of event photos, and more. In addition to the ICC BSM pages, the Campaign was promoted through Facebook, LinkedIn, and Twitter; and we provided promotional items such as posters, brochures and banners in print and in electronic formats.
- All news releases were cross-promoted through ICC communication channels, trade media, consumer media and online news aggregators to maximize frequency and reach, and to achieve the objectives of our BSM campaign.
- Publicity in trade publications and on websites of Chapters, jurisdictions, nonprofits and industry private sector websites expanded reach, increased the frequency of messaging and served as secondary endorsements of the campaign and its key messages.

Building Safety Month Sponsorship



What can sponsors expect during the 2014 celebration of Building Safety Month?

Building Safety Month generates widespread news coverage and focus on the importance of building codes, strong code compliance and the case for resilient, safe, strong and sustainable structures. The campaign leverages print and broadcast media, social media, letters of support from corporations and other organizations including FEMA, the National League of Cities and more. Sponsor mentions and materials are included in the ICC eNews with more than 225,000 readers and the *Building Safety Journal Online*, which reaches ICC Members. Sponsor companies and organizations will be showcased and recognized for their demonstrated commitment of this vitally important social issue.

Four Levels of Support for 2014 Building Safety Month:

Presenting Sponsor (\$10,000) *Four Opportunities*

Major Sponsor (\$5,000) *Multiple Opportunities*

Supporting Sponsor (\$1,500) *Multiple Opportunities*

Contributor (\$500) *Multiple Opportunities*

Presenting Sponsor (\$10,000) *Four Opportunities*

This premier sponsorship level is ideal for national and international companies, government agencies and organizations as it provides the exclusive opportunity to be highlighted in one of four weekly Building Safety Month's themes. Sponsor will receive high-level exposure throughout the campaign. Select the weekly theme below and receive all the benefits outlined for Presenting Sponsor.

Building Safety Month Weekly Themes

Week One (May 5–11, 2014)

Code Officials: Keeping Fire in Its Place

Week Two (May 12–18, 2014)

Code Officials: Helping Homeowners Weather the Storm

Week Three (May 19–25, 2014)

Code Officials: Surround Your House with Safety

Week Four (May 26–31, 2014)

Sponsored by AGA

Code Officials: Building a Brighter, More Efficient Tomorrow

Presenting Sponsor Benefits:

- Presence throughout campaign from start date through end of year.
- Sponsor logo given prominent recognition on ICC's Building Safety Month website home page (www.buildingsafetymonth.org)
- Sponsor logo and link will go on the Weekly Theme Awareness web page that provides information to the marketplace about the week's safety and awareness tools and resources
- Sponsor mentioned, quoted or footer in ICC news releases about BSM
- 100 word profile, logo and link on ICC sponsors web page www.buildingsafetymonth.org
- Sponsor name and link in ICC eNews (March, April, May)
- Sponsor logo on full-page BSM advertisement in ICC's *Building Safety Journal Online*, April and June issues
- Social Media Mentions (LinkedIn, Facebook, Twitter)
- Recognition on signage at ICC Committee Action Hearing (Memphis, Tenn.)
- Use of BSM Sponsor Logo.

Building Safety Month Sponsorship



Major Sponsor (\$5,000) *Multiple Opportunities*

Major sponsor provides businesses or organizations with opportunities to showcase campaign involvement through recognition on the website and web, advertising and social media outreach and event signage throughout the campaign (from sponsor start date through end of year).

Major Sponsor Benefits:

- 50 word profile, logo and link on ICC sponsors web page www.buildingsafetymonth.org.
- Sponsor name and link in ICC eNews (March, April, May)
- Sponsor logo on full-page BSM advertisement in ICC's *Building Safety Journal Online*, April and June issues
- Social Media Mentions (LinkedIn, Facebook, Twitter)
- Recognition on signage at ICC Committee Action Hearing (Memphis, Tenn.)
- Use of BSM Sponsor Logo.

Supporting Sponsor (\$1,500) *Multiple Opportunities*

Supporting sponsor demonstrates leadership commitment with web presence throughout the campaign through ICC Building Safety Month web pages, social media and event signage.

Supporting Sponsor Benefits:

- Sponsor logo and link on ICC sponsors webpage www.buildingsafetymonth.org
- Social Media Mentions (LinkedIn, Facebook, Twitter)
- Recognition on signage at ICC Committee Action Hearing (Memphis, Tenn.)
- Use of BSM Sponsor Logo

Contributor Sponsor (\$500) *Multiple Opportunities*

Contributing sponsor demonstrates leadership commitment with a web listing and use of the BSM logo throughout the campaign.

Contributor Benefits:

- Sponsor logo and link on ICC sponsors webpage www.buildingsafetymonth.org
- Use of BSM Sponsor Logo

Conclusion

Building Safety Month is made possible through the efforts of 50,000 Members of the ICC and a handful of extraordinary sponsors who receive an unparalleled opportunity to stand out as leaders in building safety and sustainability. Early sponsorship commitment ensures a high return on investment for sponsors, the ICC and society at large.

Contact Information

Washington, DC
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2014 Building Safety Month Sponsorship Reservation

BUILDING SAFETY:
Maximizing Resilience, Minimizing Risks



**BUILDING
SAFETY
MONTH**
MAY 2014

— INTERNATIONAL CODE COUNCIL —

Sponsoring Firm Information (Company name as it should appear in promotional material)

COMPANY NAME	CONTACT TITLE	
ADDRESS		
CITY	STATE/PROVINCE	ZIP/POSTAL CODE
PHONE <small>(SPECIFY COUNTRY AND CITY CODE IF OUTSIDE THE U.S.)</small>	FAX <small>(SPECIFY COUNTRY AND CITY CODE IF OUTSIDE THE U.S.)</small>	
EMAIL	WEBSITE	

Contact Information (All future information about this sponsorship will be sent to the contact listed below.)

CONTACT	TITLE	
ADDRESS		
CITY	STATE/PROVINCE	ZIP/POSTAL CODE
PHONE <small>(SPECIFY COUNTRY AND CITY CODE IF OUTSIDE THE U.S.)</small>	FAX <small>(SPECIFY COUNTRY AND CITY CODE IF OUTSIDE THE U.S.)</small>	
EMAIL		

Sponsorship Levels (Select your sponsorship of choice from the list below. Sponsorship is assigned on a first-paid, first-served basis.)

Presenting Sponsor (\$10,000) Four Opportunities

Presenting sponsors select from one of the Building Safety Month Weekly Themes below (subject to availability).

- Week One (May 5–11, 2014) — Code Officials: Keeping Fire in Its Place Sponsor
- Week Two (May 12–18, 2014) — Code Officials: Helping Homeowners Weather the Storm
- Week Three (May 19–25, 2014) — Code Officials: Surround Your House with Safety
- ~~Week Four (May 26–31, 2014) — Code Officials: Building a Brighter, More Efficient Tomorrow~~ **SPONSORED BY AGA**

Major Sponsor (\$5,000) Multiple Opportunities

Supporting Sponsor (\$1,500) Multiple Opportunities

Contributor Sponsor (\$500) Multiple Opportunities

Method of Payment:

- CHECK (PAYABLE TO ICC) VISA
 MASTERCARD AMERICAN EXPRESS

SIGNATURE

CREDIT CARD NUMBER EXP. DATE

CVV# (3- OR 4-DIGIT SECURITY CODE PRINTED ON CARD)

The undersigned understands this application becomes a Binding Contract when accepted by the International Code Council. Reservations will be held upon completion of payment.

PRINTED NAME TITLE

SIGNATURE DATE

Remit Signed Form and Payment To:

Mail to: Robert Sale, GR Program Liaison
International Code Council
500 New Jersey Avenue, NW
6th Floor, Washington, DC 20001

Phone: 1-888-422-7233, x6234

Fax: 202-783-2348

email: rsale@iccsafe.org



Who Needs Building Codes

All communities need building codes to protect their citizens from every day disasters like fires, weather-related events like floods and structural collapse that follows deterioration over time of buildings of all kinds. Model building codes, adopted and enforced by well-trained professional code officials are society's best way of protecting homes, offices, schools, manufacturing facilities, stores and places of entertainment.

Building Safety Month is a month-long celebration of all aspects of building safety that helps families, employers and leaders understand and appreciate the best practices that keep the places where we live, work and play, safe.

- VISIT -

www.buildingsafetymonth.org
www.iccsafe.org



Support Building Safety

For more information about building safety codes and local requirements, contact the International Code Council or your local building department below:

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BUILDING SAFETY MONTH

INTERNATIONAL CODE COUNCIL

MAY 2014

Presented by the
International Code Council



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Building Safety Month 2014

International Code Council

Building Safety Month is presented by the International Code Council (ICC), a member-focused association dedicated to helping the building safety community and construction industry provide safe, sustainable and resilient construction through the development of codes and standards used in the design, build and compliance process.

ICC's codes are used to construct residential and commercial buildings, including homes and schools. Most U.S. communities and many global markets choose the International Codes.



www.buildingsafetymonth.org

A Milestone Year

is highly anticipated for Building Safety Month 2014. The main theme "BUILDING SAFETY: Maximizing Resilience, Minimizing Risks" is supported by four core themes that will be highlighted throughout May of 2014, including,



Week One // May 5-11, 2014

Code Officials: Keeping Fire in Its Place

Protecting our homes and workplaces with essential safety precaution measures.



Week Two // May 12-18, 2014

Code Officials:

Helping Homeowners Weather the Storm

Raising awareness about how to prepare for a natural disaster and take action when one strikes.



Week Three // May 19-25, 2014

Code Officials: Surround Your House with Safety

Creating a safer environment for families to enjoy activities in and around the home.



Week Four // May 26-31, 2014

Code Officials:

Building a Brighter, More Efficient Tomorrow

Spotlighting the latest advancements in sustainable design and building.



About Building Safety Month

For the last 33 years the 50,000 members of the ICC have celebrated advances in building safety and widespread interest in the campaign has grown significantly. The support from the President, governors, city mayors, county executives and other officials demonstrated widespread interest and focus on the issue of building safety.

Why is Building Safety Month important today?

Building Safety Month provides education for the public about solutions that improve the safety, sustainability and resiliency of buildings, infrastructure and communities. Properly administered and up-to-date safety codes reduce loss of life and property damage. Contemporary planning, building materials, design and construction can make our communities more resilient to weatherization and natural disasters. Building Safety Month unites industries, associations, academia and government under a common goal to protect the public by creating a safe and resilient built environment.

