



The Institute of
Internal Auditors
Netherlands

IIA NETHERLANDS – PARTNERSHIP OPPORTUNITIES 2023

CREATE AND STRENGTHEN YOUR TIES WITH OUR MEMBERS AND OUR PROFESSION!

WHO ARE WE?

The Institute of Internal Auditors Netherlands (IIA NL) is the professional association of internal auditors in the Netherlands with approximately **3.000** members who work in the field of internal auditing.

IIA Netherlands is part of the worldwide IIA network of **210.000** members in 160 countries

IIA is also affiliated with ECIIA, the European Confederation of Internal Audit Institutes, a European network of **52.000** members.

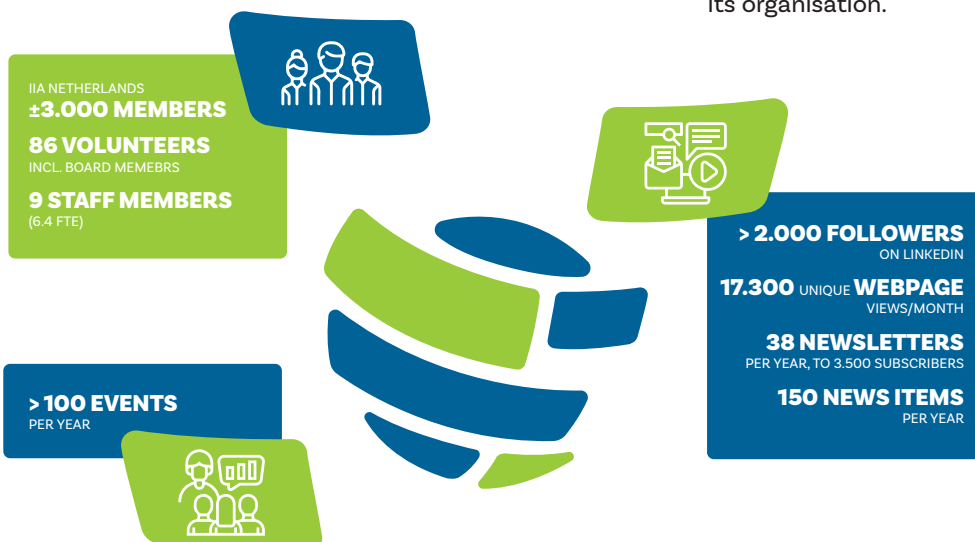


WHAT ARE WE DOING?

Based on the mission that internal audit is considered to be an indispensable element of good governance, the IIA promotes and monitors the quality of the professional practice of internal auditors in the Netherlands. We do this together with our members, volunteers and partners.

We help internal auditors and stakeholders with practical information, professional standards and training to promote and execute the profession of internal auditor. We also support legislators and supervising authorities in setting requirements for governance and the role of the internal audit function (IAF).

Especially in today's dynamics with diverse and complex risks organizations are confronted with, the profession of internal auditing is developing rapidly. By being a knowledge center and organising network meetings, IIA, together with its partners, keeps the internal auditor informed of the latest developments in the field. Enabling the internal auditor to be of permanent added value for its organisation.



THE PARTNERSHIP

Partners endorse the importance of the internal audit profession and the role of the IIA and would like to contribute to this. IIA works together with its partners to further develop the profession and to create added value for internal auditors and its stakeholders. Strengthening the position and role of the IAF through the activities of the IIA, also offers partners more brand awareness and commercial opportunities.

Partners contribute to the objectives of the IIA by:

- Sharing insights, knowledge and capacity
- Promotion of the profession
- A financial contribution.

A partnership with IIA Netherlands results in:

- Reinforcing your image
- Strengthening your brand awareness and visibility with a specified, interesting target group
- Collaboration in innovation, with members and other experts

Partnerships are distinguished on for levels: Bronze, Silver, Gold, Platinum with a matching partnership contribution and exposure. You will find the specific details on the following pages.



2023 IS A SPECIAL YEAR

IIA Netherlands is proud to host the International Conference in Amsterdam in 2023 (IC2023), again after 2007, together with IIA Global. We expect more than 2.000 participants from all over the world.

The annual IIA Netherlands Conference will not be organized in 2023. Instead, new forms of exposure are offered including increased substantive collaboration. We are also pleased to offer our partners one (or more) complimentary ticket(s) for the IC2023.

THE TYPES OF PARTNERSHIP

BRONZE partner

€ 12.500

FIXED ELEMENTS - ADVERTISEMENTS & WEBSITE CASH CONTRIBUTION OF € 7.500

- **Acknowledgement (with logo) as Bronze partner on IIA site and banner at various IIA events**
- URL link to partner page on the IIA site
- Advert in one-time hardcopy Audit Magazine (¼ page) and online throughout the year (300px wide/600 high)
- 1 vlog/blog in the IIA newsletter, to present yourself
- Opportunity for content-driven exposure on the IIA Innovation Platform
- Possibility to act as a blogger on our platforms
- **1 substantive publication** (interview, short contribution) about your views, by IIA
- **2 posts** about your reports and events, on the IIA site and in the newsletter
- **1 complimentary ticket IC2023** (excl. hotel)

ELEMENTS OF YOUR CHOICE WORTH € 5.000

To be selected from the partner options, to be paid in cash or in kind

SILVER partner

€ 17.500

FIXED ELEMENTS - ADVERTISEMENTS & WEBSITE CASH CONTRIBUTION OF € 10.000

- **Acknowledgement (with logo) as Silver partner on IIA site and banner at various IIA events**
- URL link to partner page on the IIA site
- Advert in one-time hardcopy Audit Magazine (½ page) and online throughout the year (300px wide/600 high)
- 1 vlog/blog in the IIA newsletter, to present yourself
- Opportunity for content-driven exposure on the IIA Innovation Platform
- Possibility to act as a blogger on our platforms
- **2 substantive publication** (interview, short contribution) about your views, by IIA
- **4 posts** about your reports and events, on the IIA site and in the newsletter
- **2 complimentary tickets IC2023** (excl. hotel)

ELEMENTS OF YOUR CHOICE WORTH € 7.500

To be selected from the partner options, to be paid in cash or in kind

GOLD partner

€ 22.500

FIXED ELEMENTS - ADVERTISEMENTS & WEBSITE CASH CONTRIBUTION OF € 12.500

- **Acknowledgement (with logo) as Gold partner on IIA site and banner at various IIA events**
- URL link to partner page on the IIA site
- Advert in one-time hardcopy Audit Magazine (1 page) and online throughout the year (300px wide/900 high)
- **2 vlog/blog** in the IIA newsletter, to present yourself
- **Opportunity to speak at IIA event**
- Opportunity for content-driven exposure on the IIA Innovation Platform
- Possibility to act as a blogger on our platforms
- **3 substantive publication** (interview, short contribution) about your views, by IIA
- **4 posts** about your reports and events, on the IIA site and in the newsletter
- **3 complimentary tickets IC2023** (excl. hotel)

ELEMENTS OF YOUR CHOICE WORTH € 10.000

To be selected from the partner options, to be paid in cash or in kind

PLATINUM partner

€ 27.500

FIXED ELEMENTS - ADVERTISEMENTS & WEBSITE CASH CONTRIBUTION OF € 15.000

- **Acknowledgement (with logo) as Platinum partner on IIA site and banner at various IIA events**
- URL link to partner page on the IIA site
- Advert in one-time hardcopy Audit Magazine (1 page) and online throughout the year (300px wide/900 high)
- **2 vlog/blog** in the IIA newsletter, to present yourself
- **Opportunity to speak at IIA event**
- Opportunity for content-driven exposure on the IIA Innovation Platform
- Possibility to act as a blogger on our platforms
- **4 substantive publication** (interview, short contribution) about your views, by IIA
- **6 posts** about your reports and events, on the IIA site and in the newsletter
- **4 complimentary tickets IC2023** (excl. hotel)

ELEMENTS OF YOUR CHOICE WORTH € 12.500

To be selected from the partner options, to be paid in cash or in kind

ELEMENTS OF YOUR CHOICE

The possibilities are numerous. The most commonly used forms are listed below. However, other contributions tailored to your needs are also possible.

ADVERTISEMENTS (CONTRIBUTION IN CASH)

• AuditMagazine online	per month	big resp. small	€ 160	resp. € 105	
• AuditMagazine online	per quarter	big resp. small	€ 450	resp. € 300	
• AuditMagazine online	per year	big resp. small	€ 1.750	resp. € 1.150	
• AuditMagazine hardcopy	one-time	1 page/½ page/¼ page	€ 1.750	resp. € 1.250	resp. € 775
• Newsletter	one time		€ 475		
• Newsletter	per month		€ 650		
• Newsletter	per year		€ 7.500		
• Vacancy on website and newsletter			€ 650		

TECHNICAL RESEARCH (CONTRIBUTION IN KIND)

- Support IIA research/publication with deployment capacity (40 hours) (with logo on front and back) € 5.000

EVENTS (CONTRIBUTION IN CASH OR IN KIND)

• President's dinner	€ 12.500
• Supervisory Board Members Symposium	€ 10.000
• IIA Preconference CAE's	€ 7.500
• RO Masterclass (incl. 2 tickets)	€ 7.500
• Day of the Internal Auditor (new)	€ 7.500
• PAS Conference (+/- 100p)	€ 7.500
• Young Professional Conference (+/- 50p)	€ 5.000
• IA Innovation Award	€ 2.500
• CAE's event incl. dinner	€ 5.000
• CAE's Round Table (max 20p)	€ 3.000
• Round table (max. 20p)	€ 2.500
• Webinar (online) 1 hour	€ 2.500
• Webinar (online) 2 hour	€ 3.000

Conditions:

- *With the exception of the RO Masterclass and the Supervisory Board Symposium, the name of the partner can be associated with the event, with the name of IIA mentioned first as it is an IIA event in collaboration with the partner.*
- *Registration is through the regular IIA Academy route.*
- *Participant data can be provided with prior consent of the participant.*



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ARE YOU INTERESTED OR DO YOU HAVE ANY QUESTIONS?

For more information, please contact Jeroen van Tol, Event Manager IIA Netherlands:
Jeroen.vanTol@iia.nl of 088-0037100.
He will be happy to assist you.