

## I. Introduction

**BIM Excellence** (BIMe) is a unique *research-based* approach to digital innovation in the construction industry. It provides an integrated methodology and a modular language for performance assessment, learning and process optimisation. The **BIMe Initiative** is *not-for-profit effort* guided by a set of **Principles**<sup>1</sup> undertaken by volunteer researchers from both industry and academia. The BIMe Initiative is supported by in-kind contributions, commercial services, and institutional/corporate [sponsorship](#).

*This document must be read in conjunction with **101in BIMe Initiative Explainer**, **BIMe Initiative Knowledge Structures**, **103in BIMe Initiative Projects** and **104in BIMe Initiative Network** (refer to list of [publications](#)). The BIM Excellence approach and the BIMe Initiative are based on the published research of [Dr. Bilal Succar](#) and a growing cohort of esteemed international collaborators.*

## II. Who is a BIMe Initiative Sponsor

A BIMe Initiative Sponsor is an [organisation](#) committed to supporting the development and open-sharing of structured knowledge across the construction industry. BIMe Initiative Sponsors are either:

- **Educational Institutions** (Tertiary or Vocational);
- **Industry Associations** and **Communities of Practice**; or
- **Corporations** and other commercial enterprises.

The BIMe Initiative promotes the sharing of structured knowledge as widely as possible and thus welcomes the active participation of organisations of all sizes from across the world.

## III. Sponsorship Benefits

A BIMe Initiative Sponsor of any type (refer to Section IV) will receive many General Benefits:

- Sponsor's logo will be prominently displayed on the BIMe Initiative **Sponsors Page** (<http://BIMexcellence.org/sponsors>);
- Sponsor's name and/or logo will be included in relevant public communications; and
- Sponsors can use the BIMe Initiative logo (with a Sponsor Badge) on their website.

In addition to the above General Benefits, a sponsor providing further support to **BIMe Initiative Projects**<sup>2</sup> will receive additional benefits:

- Sponsor's representative will be invited to participate in project-specific discussions;
- Sponsor's logo will be added to relevant project documentation and communications; and
- Sponsor will receive early access to project data, templates and Beta tools (where applicable).

<sup>1</sup> BIMe Initiative Principles (BIMe Principles, or Principles for short) includes both [General Principles](#) and the [Excellence Manifesto](#).

<sup>2</sup> A BIMe Initiative Project is an international concerted effort to deliver *software applications* and *publications* of *direct practical benefit* to individuals, organisations and project teams across the construction industry. The [BIM Dictionary](#) is an example of such a software application developed through a BIMe Initiative Project.

## IV. Sponsorship Types and Categories

There are two BIMe Initiative sponsorship *types*, each including a small number of sponsorship *categories*:

### Type A: General Sponsorship

General Sponsorship covers all BIMe Initiative activities, projects and deliverables. There are three **General Sponsorship Categories**, each with specific *eligibility criteria*, *contribution amounts*, *sponsor benefits*, and *participation opportunities* (Table 1):

General Sponsorship Categories		Eligibility Criteria Category available to:	Contribution Amounts in USD	Publicity Benefits Logo will be shown on	Participation Opportunities
A1	BIMe Initiative Affiliate	Educational Institutions	<b>\$1000/year</b>	The BIMe Initiative's website	N/A
A2	BIMe Initiative Associate	Educational Institutions; Industry Associations and <i>incorporated</i> Communities of Practice	<b>\$3000/year</b>	Website and all relevant BIMe publications	Progress Update Meetings tailored for Sponsors
A3	BIMe Initiative Partner	Educational Institutions; Industry Associations; <i>incorporated</i> Communities of Practice; and Commercial Enterprises	<b>\$5000/year</b>	Website, relevant BIMe publications and presentations	All Meetings intended for Sponsors, Members and Volunteers

Table 1. General Sponsorship Criteria

### Type B: Project Sponsorship

Project Sponsors provide additional contributions to support the development of specific BIMe Initiative Projects. There are two **Project Sponsorship Categories** (Table 2):

Project Sponsorship Categories		Contribution Amount	Publicity Benefits Logo will be shown on	Access provided to Sponsors at specific BIMe Initiative Project Phases <sup>3</sup>
B1	Project Friend	Any monetary amount or <i>approved</i> in-kind contribution	Project's webpage	Early access to key project information and Beta tools – access provided at <b>Experimentation Phase</b> (B3)
B2	Project Participant	<b>Minimum Recommended Support Amount<sup>4</sup> of \$5000/year</b> or its <i>approved in-kind equivalent</i>	Project's webpage, publications and interim deliverables until project completion	Early access to key project information and deliverables. Invitation to participate in project meetings and - if applicable - academic publications and Beta tools – access provided at <b>Exploration Phase</b> (B1)

Table 2. Project Sponsorship Categories

<sup>3</sup> BIMe Initiative Project Phases are explained in **103in BIMe Initiative Projects** (publicly available)

<sup>4</sup> Minimum Recommended Support Amount can either be cash payments and/or as approved in-kind contributions. Approved in-kind contributions will vary from one project to another and will be negotiated with potential Project Participants.

## V. Sponsorship Duration

Sponsorship Agreements are yearly with discounts available for multi-year commitments:

- **1 Calendar Year** + (Pro-rata back to July 30th of the same year - discounted at 50%)
- **2 Calendar Years** or more invites a 20% discount on total sponsorship amount
- Sponsorship Agreements are renewed on July 1<sup>st</sup>

Sponsors located in markets where [BIM Adoption](#) is still relatively low<sup>5</sup> will be offered a further 20% discount on monetary contributions.

## VI. Sponsorship Funds – Intended Use

For clarity, sponsors' contributions will be used to conduct the following BIMe Initiative activities:

- Developing, testing and maintaining BIMe Initiative tools;
- Developing, hosting and maintaining BIMe Initiative website(s);
- Developing BIMe Initiative publications and learning materials; or
- Organising BIMe Initiative Events to capture or share structured knowledge.

## VII. Sponsorship Application Form

To apply and become a BIMe Initiative Sponsor, kindly complete the below form and email to [info@changeagents.com.au](mailto:info@changeagents.com.au). We will then review the application and send you a formal offer for your approval and payment.

### A. Sponsor Information

Please provide information about your organisation:

Organisation Name

Organisation Address

Organisation Website

<sup>5</sup> A list of *maturing BIM Adoption markets* is currently under preparation and will reflect evidence-based research by BIMe Initiative Members. If a sponsorship application is lodged before July 1, 2017, countries located within the following regions will receive a 20% additional discount: Central America, South America (Except Brazil and Chile), Africa (except South Africa), the Middle East (except UAE), South East Asia (except Singapore), and Central Asia.

## B. General Support

Please select the General Support Category (according to eligibility criteria discussed in Section IV):

	A1 BIMe Initiative Affiliate	A2 BIMe Initiative Associate	A3 BIMe Initiative Partner
<b>1 YEAR</b> (in USD)	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$3000	<input type="checkbox"/> \$5000
<b>2 YEARS</b> (with 20% Discount)	<input type="checkbox"/> \$1600	<input type="checkbox"/> \$5400	<input type="checkbox"/> \$8000

## C. Project Support

Please identify the [BIMe Initiative Project\(s\)](#) you'd like to support and indicate the level and type of support you'd like to provide for each:

**BIMe Initiative Project 1**

Describe Your Contribution

**BIMe Initiative Project 2**

Describe Your Contribution

**BIMe Initiative Project 3**

Describe Your Contribution

## D. Contact Information

Please provide the applicant's contact information::

Applicant's  
Full Name

Position at the  
Organisation

Email Address  
*Invoice will be sent  
to this address*

Phone Number

Please send the completed for to [info@changeagents.com.au](mailto:info@changeagents.com.au); thank you.

## VIII. More Info

To join the BIMe Initiative, please complete the online [Membership Application Form](#). Alternatively, to stay informed of the Initiative's main activities, new tools and publications, please subscribe to the [Mailing List](#) and/or follow [@BIMeInitiative](#) on Twitter. To request more information, suggest an improvement or simply get in touch, please [Contact Us](#); thank you.

## IX. License to use

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## X. Change Log

VERSION	DATE	DESCRIPTION
0.1	Nov 28, 2016	Initial draft
0.2-0.3	Dec 4-11, 2016	Minor changes – fixed wrong table heading
0.4	Jan 10, 2017	Aligned with 100 Series Documents
1.0	Jan 18, 2017	First Official Version for release through BIMexcellence.org