

# Become a BIME Initiative Global Supporter

An opportunity to amplify your contribution  
to digital transformation

BIME  
INITIATIVE 





WE CULTIVATE  
THE BIM  
COMMUNITY  
THROUGH  
THE POWER  
OF RESEARCH

## Contents

What is BIMe Initiative?	4
Connect with the BIMe Initiative Community	6
<b>G1 Package:</b> Corporate Supporter	8
<b>G2 Package:</b> Excellence Seminar Supporter	9
<b>G3 Package:</b> Research Theme Supporter	10
<b>G4 Package:</b> Applied Research Competition Supporter	11
Join us as a Supporter	12

## What is the BIME Initiative?

The BIME Initiative is built upon a clear structure for harvesting and organising knowledge. We are a not-for-profit, knowledge generating and sharing community, led by world leading researchers from both industry and academia. With more than 150 volunteers working in teams across the globe, composed of esteemed professors, students, professionals and experienced educators from across 40+ countries.

We provide a community-based, research-driven alternative to top-down, authority-led, and prescriptive BIM diffusion policies. Supported by clear knowledge structures, our network of international subject matter experts deliver tools and resources that facilitate the adoption of digital transformation practices across the built environment.

### GENERAL PRINCIPLES

The BIME Initiative is built upon a set of key principles:

**Commitment to Openness**

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**Grown around a Knowledge Structure**

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**Peer-sourced and Peer-tested**

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**Open Innovation across boundaries**

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The BIME Initiative aims to improve the performance of individuals, organisations and project teams across the global construction industry through:

Developing a **modular language** for digital transformation across the construction industry. The language will simplify complex topics and weave multiple research efforts into one consistent whole.

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Generating reliable industry-wide **competency benchmarks** and identifying competency gaps to be addressed through continuous performance improvement activities.

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Developing **competency-based learning** methods, tools and materials applicable across tertiary education, vocational training, self-learning and professional development.

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Facilitating the **exchange of knowledge** and experience between academia and industry.

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Developing free-to-use **tools and templates** to simplify decision-making processes and automate repetitive procedures.

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## Connect with the BIME Initiative Community

We drive engagement and action within the digital communities that shape the built environment across the world. Becoming a Supporter of the BIME Initiative offers significant opportunity to become a part of a transformative process what is impacting on the way we design, build and manage our built assets across the globe.

### WHAT IT MEANS TO BE A BIME INITIATIVE SUPPORTER

Positioning your products and services in front of top-ranking digital construction professionals from around the globe

Your company name will become associated with top-level research to establish your position as a thought leader within the construction industry

Making your company, products and services memorable to your ideal target audience

Supercharge your sales efforts by attracting new potential clients and sales leads

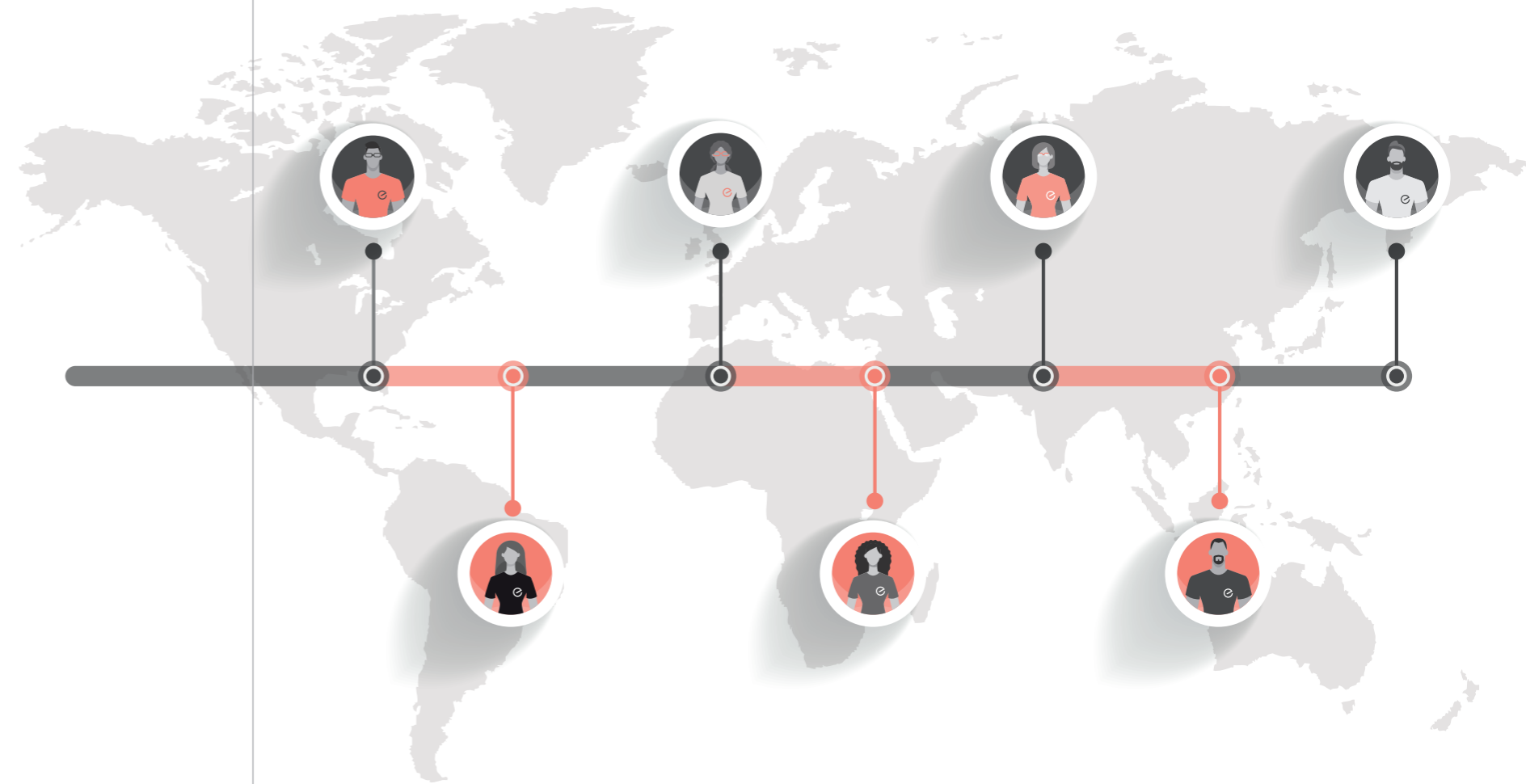
Enhance visibility of your company name and logo by leveraging BIME Initiatives contacts and global reach

### BE VISIBLE TO OUR GLOBAL COMMUNITY

At the BIME Initiative we bring together many practitioners and researchers to jointly make a positive and lasting impact on our built environment.

Our world-class knowledge and research inspire new ways of working, to achieve digital collaboration and connectivity. As a Supporter you will be directly involved in what we do, how we do it and be directly visible to our whole community and their networks.

You will connect with decision makers as well as the people behind the best ideas. Your support will allow the BIME Initiative to continue to produce informative research that is driving change.



More than 150 volunteers from across 40+ countries working in small and micro teams across the globe, composed of esteemed professors, students, professionals and experienced educators

There are four Supporter Packages offering varying levels of engagement and involvement in our Community and Research initiatives.

## Package G1

### Corporate Supporter

This General Support package covers all projects and resources generated by the BIME Initiative. It offers recognition of the Supporter through a wide variety of activities and communication engagement. The BIME Initiative Corporate Supporter package is most suited for organisations wishing to improve their brand recognition as leaders in the digital transformation space.

#### BENEFITS

Company logo featured on the BIME Initiative website

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Company logo featured on the BIME Initiative email communications

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Guest speaker at the BIME Initiative Excellence Seminar

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Host 3 x 1 hour BIME Initiative virtual events per year (will include social media and email marketing from BIME Initiative channels)

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Publish 4 x guest blog per year on the BIME Initiative website

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Publish 1 x interview per year covering the supporters business/ product via the BIME Initiative website

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Unique email x 2 per year to BIME Initiative mailing list

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#### SUPPORT FEES

\$600 (USD) per month/\$7,200 (USD) per year

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## Package G2

### Excellence Seminar Supporter

The BIME Initiative Excellence Seminar is held virtually once a year with international participation from industry and academia. The event is widely publicised and attracts a large, global audience interested in digital transformation and the latest research from the 150+ BIME Initiative researchers. The BIME Initiative Excellence Seminar Supporter package is most suited for organisations who wish to place their products and services in front of Seminar attendees of highly informed practitioners and organisational leaders.

#### BENEFITS

Sponsorship of the two-day event

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Speaker session to deliver 30 minute talk on either day one or day two

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Company logo on events pages on the BIME Initiative website

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Company logo featured on all event email communications and social media posts for the sponsorship of the event

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Company logo featured on the virtual seminar platform at the event

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#### SUPPORT FEES

\$2,500 (USD)

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## Package G3

### Research Theme Supporter

The BIME Initiative Research Theme Supporter package provides an opportunity to support the development of new BIME Initiative resources and tools for a priority research theme. The theme is then transformed into a micro project with clear deliverables, research team and delivery schedule. If the Supporter wishes, the theme investigated will be exclusive with all publications, presentation and knowledge resources generated to carry an acknowledgement of the Supporter. This package is most suited for organisations who are seeking to research a topic – underserved by academic researchers – and is of high relevance to their R&D business interests.

#### BENEFITS

Acknowledgement on published material and web pages

Quarterly blog posts covering research updates/progress

Quarterly emails covering research updates/progress to mailing list

Provide input to the research findings report

Participation in promotional activity related to research finding

Company logo featured on the BIME Initiative website

Company logo featured on the BIME email communication

#### SUPPORT FEES

**Option 1:** exclusive at \$15,000 (USD) per year (2 year minimum term)

**Option 2:** non-exclusive at \$8,000 (USD) per year

## Package G4

### Applied Research Competition Supporter

The BIME Initiative will launch a yearly open competition covering a specific topic of heightened interest across the construction industry. Participants in the competition will be asked to deliver an infographic and an accompanying video/short document explaining the infographic. The BIME Initiative Community will then vote to identify the winner(s) based on their innovation/uniqueness, usability of materials delivered, and graphical/communication quality.

#### BENEFITS

Headline sponsor for the 3-day event, 30 minute presentation on day 1

Community logo on the events pages on the BIME Initiative website.

Company logo featured on all event email communications Social Media posts on the sponsorship of the event

Social Media posts on the sponsorship of the event

#### SUPPORT FEES

\$5,000 (USD)



## Join us as a Supporter

At BIMe Initiative we are true partners with our supporters, connecting you with our audience, sparking innovation that leads the world forward and creating new pathways for economic and environmental growth.

Investment in the BIMe Initiative will secure measured tangible returns.  
To engage with us as a **Supporter** and discuss these four opportunities contact:

[supporters@bimexcellence.org](mailto:supporters@bimexcellence.org)

This brochure is also available in other languages  
to download these versions please go to:  
[bimexcellence.org/supporters/](https://bimexcellence.org/supporters/)

# AMPLIFYING GLOBAL DIGITAL VOICES PURSUING SUCCESS IN THE WORLD OF DIGITAL CONSTRUCTION





The BIMe Initiative delivers an innovative, coherent and timely response to the opportunities and challenges caused by digital transformation across the built environment.

To find out more check out our website  
[bimexcellence.org](https://bimexcellence.org)