



Logo Sponsorship

- Sponsor logo will be layered over 4 videos that BIC Magazine produces for social media and BICMagazine.com
- Video content is an interview with industry influencers, such as owner/operators, association or conference leaders, EPC firm/contractor executives
- Videos promoted through BIC e-newsletters, BIC website and social media. Inquire for current average impressions
- Link to sponsor's website included in the caption of the video
- Videos are selected by BIC's video team
- Videos will run within one year of contract approval
- Podcast: BIC may convert video into podcast with voiceover mention of sponsor's name

Rate: \$4,000 (Logo sponsorship of 4 videos)



Trade Show/Executive Interview

- Conference/trade show booth or virtual interview, up to 3 minutes
- Webpage with descriptive copies and edited video that includes interview, logo, image and B-roll
- Link to sponsor's website included in the caption of the video
- Video complete within 24-48 hours from receipt of sponsor materials
- Limited approval prior to posting
- Videos will be posted to social media and BICMagazine.com

Rate: \$2,100

Industry video marketing is an effective tactic for reaching, educating and nurturing potential customers. Your investment delivers the return you need by partnering with our team of digital marketing and video experts to create video content that resonates with your target audience and performs online and on social media.



Custom Video Package

- Length of finished video: up to 5 minutes
- BIC will provide: Interviewer, video recording, camera and camera operator, and video editing
- Client will provide: Topics for video, visuals and content, company logo and contact information, personnel for interviews
- Site/setting: Virtual or face-to-face in BIC's Houston office, client's office or other agreed-upon location in Houston area
- Topics: Per client input, but generally focusing on new technology, equipment, service offering, etc.
- Distribution of content: BIC will post video on BICMagazine.com and social media channels including LinkedIn, Facebook, YouTube and/or Twitter
- Completion time: 14 working days
- Review: Client will approve videos prior to posting
- Ownership: Client has ownership of video file and raw footage

Rate: \$6,500

Watch Recent Videos:

BICVideos.com