



## Sponsorship Information and Levels

# Sponsorship Program

Welcome to the Puget Sound Project Management Institute Chapter (PSPMI) and thank you for your interest in our chapter.

Please watch our short [90 second overview about our sponsorship package.](#)

The Puget Sound Project Management Institute sponsorship program provides companies:

- Unprecedented access to marketing and sponsorship benefits across chapter activities and events.
- Aligns your organization with Puget Sound Project Management Institute's influential and broad membership.
- Puts your company name, products, and services in front of the area's premier current and future business leaders and companies.
- Establishes your organization as a champion of project management excellence.
- Tells your employees and prospective employees you care about their chosen career and discipline and support it
- Your donations are tax deductible

The chapter one of the strongest and most vibrant chapters of PMI in North America. The upcoming year promises to be even better with aggressive plans to continue growing and evolving our programs, services, and management practices. The PSPMI is the 19th largest chapter worldwide and has almost 3,000 chapter members and 6,000 PMI members representing over 200 companies from small business to Fortune 500 global enterprises across all industries in the Puget Sound.

Sponsorship funds go directly to improving the educational and career advancement of our growing membership and the project management profession. We are also an outreach organization that provides pro bono project management to non-profit organizations in the area. Your sponsorship will help us expand these service(s).

# How we Build Your Brand



## **Website & Electronic Advertisements**

Sponsor's logo will appear on our website, event pages and mobile app.



## **E-mail campaign**

Our annual events and our sponsors will be promoted via a series of email communications sent directly to the inboxes of thousands of industry professionals.



## **Press Release**

Sponsor mentions will be included in press releases.



## **Social Media**

Logos of sponsors will be promoted via the PSPMI Twitter & LinkedIn, Facebook and mobile app accounts.



## **Event Programs**

Every attendee of the PDC Conference, and Golf Classic will receive an event program featuring information about the results of the event.



## **On-Site Displays**

Sponsor logos will be featured on a variety of on-site signage and digital presentation formats (sample picture included below).



## **On-Site Integration of Brand**

Branding of the event venues using décor, signage, and electronic displays to ensure excellent brand recognition and connection with the audience.



## **Verbal Thank You & Recognition at Events**

We will announce a verbal thank you to our sponsors at all events throughout the year.



## **Complimentary Passes to Events**

As a sponsor you will be provided complimentary passes to our events that you can distribute to your staff, clients, and consultants on behalf of your company.



## About our Events

In addition to evolving services and programs for members, the PSPMI has a proven track record of delivering great events that offer our partners a number of marketing and promotional channels.

We strive to add value and ensure return on investment for our partners and this year, we are committed to doing even more.

### **Professional Development Conference**

The PSPMI will begin to offer an annual flagship event focused on providing its membership with valuable education, networking and learning opportunities to enhance their profession. With significant emphasis placed on professional development and growth, the annual PDC offers a unique forum for Project Management Professionals to take in relevant and often leading-edge education to support advanced knowledge and performance in their tool kits.

The opportunity to network at this event fosters many intangible benefits including problem-solving, perspective building, empathy, shared learning, and best practices. Since inception, the format of the event has grown throughout the years to now include a themed annual event which is fully supported by all our sponsors who actively participate in the theme, a sophisticated sponsorship program, and two full days of industry-leading educational and networking opportunities.

## 2017 – 2018 Sponsorship Packages

Sponsorship Level	Copper (\$500)	Bronze (\$2,000)	Silver (\$4,000)	Gold (\$7,500)	Elite (\$15,000)
<b>PSPMI Chapter Annual Benefits</b>					
Elite Designation and competitive category exclusivity (first 2 companies)					Yes
Right to use the PSPMI name and logo in your promotions and communications		Yes	Yes	Yes	Yes
Link from your logo on PSPMI website	Yes	Yes	Yes	Yes	Yes
Opportunity to submit content to the PSPMI bi-weekly social media blasts			Yes	Yes	Yes
Opportunity to submit content to the PSPMI monthly email blasts		Yes	Yes	Yes	Yes
Opportunity to submit content to the PSPMI quarterly newsletter	Yes	Yes	Yes	Yes	Yes
Organizational profile on sponsorship page		Yes	Yes	Yes	Yes
Link and logo on all chapter emails and newsletters as a "PSPMI chapter sponsor"				Yes	Yes
Job advertising on PSPMI Website		2	5	10	Unlimited
Discount on certification exam review classes				10%	15%
Discount on professional development seminars			5%	10%	15%
<b>SPECIAL EVENTS (events are subject to change and may not occur)</b>					
<b>PSPMI Professional Development Conference</b>					
Logo & link on conference website		Y	Y	Y	Y
Logo & link on conference PPT screens		Y	Y	Y	Y
Logo & link on conference signage & collateral		Y	Y	Y	Y
Media with all pictures taken at event		Y	Y	Y	Y

Verbal thank you during plenary sessions	Y	Y	Y	Y
Right to offer discounted conference member rate to clients & affiliates	Y	Y	Y	Y
Tickets to speaker & sponsor dinner at PDC		2	4	10
Opportunity to have a display booth at venue		Y	Y	Y
Advertisement in the conference program distributed to attendees	Y	Y	Y	Y
Opportunity to insert item(s) in PDC delegate bag given to all attendees		Y	Y	Y
Opportunity to donate a door prize (not booth prize)	Y	Y	Y	Y
Right to provide additional signage for display throughout venue	1	1	4	Unlimited
Complimentary passes to the PDC		2	4	6
First right of refusal on same sponsorship level in the following year	Y	Y	Y	Y
Logo in all pre & post conference email and direct communications.		Y	Y	Y
Opportunity to present one hour conference workshop			Y	Y
Contribute questions to delegate post-conference survey & receive results			Y	Y
Right to be the sponsor & exclusive host of a major PDC asset (see table below)	Bronze	Silver or Bronze	All	1 <sup>st</sup> choice
<b>PSPMI Golf event (proposed)</b>				
Opportunity to donate prizes to the golf event	Y	Y	Y	Y
Complimentary spots at the PSPMI golf event (value \$180)		2	4	4
Dedicated hole at the golf event to host activity & prize (value \$750)	+\$750	+\$750	y	y
First right of refusal for Par 3 holes at the golf event			y	Y
<b>PSPMI Dinner Events</b>				

Complimentary dinner meeting tickets			2	5	10
Right to advertise at event	One time	Y	Y	Y	Y
Right to have a booth at event	One time	Y	Y	Y	Y
Right to submit a speaker or topic				Y	Y
Right to offer discounted rates to company	One time	Y	Y	Y	Y
<b>PSPMI Social and Movie Night Events</b>					
Complimentary Social and Movie night meeting tickets	2	2	5	10	20
Right to advertise at event	Y	Y	Y	Y	Y
Right to have a booth at event	Y	Y	Y	Y	Y
Right to submit a speaker or topic			Y	Y	Y
<b>PSPMI 5K run (proposed)</b>					
Right to advertise at event	Y	Y	Y	Y	Y
Right to have a booth at event	Y	Y	Y	Y	Y

PSPMI Major Asset Inventory		Level (current level or higher)	Max Available
<b>PSPMI PDC Asset Inventory</b>			
All day coffee break sponsor		Bronze	2
Award sponsor		Bronze	6
Laptop provider		Silver	1
Mobile App sponsor		Silver	1
Charging station sponsor		Silver	1
Meal and Key Note sponsor		Silver	5

Registration sponsor	Silver	1
Revue sponsor	Gold	1

## Sponsorship- Information

All sponsorship levels:

- All cash and intrinsic donations are allowed as charitable contributions for US federal income tax purposes
- Donor names and addresses are not shared, unless required by law, or sold to any outside organization.
- PSPMI may wish to publicly acknowledge your contribution by various means, such as internal or community publications, event literature, or ads, and on our web properties.
- Your gift supports the operations of the PSPMI and allows us to further the services we offer our members: