



Project Management Institute
Great Lakes Chapter
2017 Sponsorship Campaign

Mastering Complexity in
Project Management

Sponsor Information Packet

Project Management Institute – Great Lakes Chapter
c/o Meeting Coordinators, Inc.
PO Box 99463, Troy, MI 48099
www.pmiglc.org
sponsor.manager@pmiglc.net

Dear Prospective PMI-GLC Sponsor:

The PMI Great Lakes Chapter (PMI-GLC) invites you to partner with us as we continue to promote and enhance project management knowledge, skills and leadership in Southeast Michigan. PMI-GLC has been serving its members and stakeholders since 1979 and is the Metro Detroit region's largest chapter in terms of membership (roughly 1700) and events offered.

Sponsorship with PMI-GLC offers an excellent opportunity for your company to showcase products and services to an audience that has significant say in business decisions of their organizations. Additionally, PMI members are part of the world's leading not-for-profit professional membership association for the project, program and portfolio management profession. PMI delivers value for more than 2.9million professionals working in nearly every country in the world through global advocacy, collaboration, education and research.

PMI advances careers, improves organizational success and further matures the profession of project management through its globally recognized standards, certifications, resources, tools, academic research, publications, professional development courses, and networking opportunities.

PMI-GLC sponsorship opportunities range from Chapter Sustained sponsorship for those companies who want to create a presence within the project management community to monthly advertising in the Chapter's monthly e-Newsletter Baseline News. The following pages of this Sponsor information packet are intended to provide all the help needed for you to make an informed decision on the option that is best for your company.

Sponsorship openings will be filled on a first-come, first-served basis to the extent of available space. To reserve your place, please notify Anthony Amalraj via email at director.sponsorship@pmiglc.net as soon as possible, and submit the completed Sponsor Agreement included in this packet.

Please feel free to contact Anthony Amalraj or any of the sponsorship team for clarification regarding sponsorship opportunities available to help you to reach influencers and decision makers and move your business forward. We can't wait to hear from you!

Best regards,
Project Management Institute
Great Lakes Chapter (PMI-GLC)



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GREAT LAKES CHAPTER

January 2017–December 2017

CHAPTER SUSTAINED

SPONSORSHIP OPPORTUNITIES

ANNUAL SYMPOSIUM (See column to right)

| | Copper \$500 2 available | Silver \$1,300 Limited | Gold \$2,700 Limited | Platinum \$4,200 3 available |
|---|---------------------------------------|--------------------------------------|------------------------------------|---|
| | NFP \$200 2 available | Exhibitor \$900 Limited | Event \$1,400 Limited | Premier \$1,900 Limited |
| | 1 ticket | 2 tickets | 2 tickets | 2 tickets |
| Event admission | ✓ | ✓ | ✓ | ✓ |
| One (1) 8 ft table, tablecloth and chairs | ✓ | ✓ | ✓ | ✓ |
| Event brochure logo and corporate name | ✗ | ✓ | ✓ | ✓ |
| Event website advertisement | ✗ | ✓ | ✓ | ✓ |
| Event participant bag logo | ✗ | ✓ | ✓ | ✓ |
| Event participant bag insert | ✗ | ✓ | ✓ | ✓ |
| Event attendee list | ✗ | ✗ | with speaker | ✓ |
| Annual Open House and Networking Event (Standard) | ✗ | ✗ | ✗ | ✓ |
| 10% admissions discount for additional attendees | ✗ | ✗ | ✗ | ✓ |

ANNUAL OPEN HOUSE AND NETWORKING EVENT — \$300 (NAMED SPONSOR \$500)

| | | | | |
|--|----|----|----|-----------|
| Event admission | -- | -- | -- | 2 tickets |
| Display table at the event | -- | -- | -- | ✓ |
| Logo displayed in event rotating slide deck | -- | -- | -- | ✓ |
| Named Sponsor (Limit of 1) *NEW* includes meeting invite naming privilege, table marketing space, attendee list | -- | -- | -- | ✗ |

ANNUAL GOLF EVENT — \$100

| | | | | |
|---|----|-----------|-----------|-----------|
| Event admission, including lunch and green fees | -- | 2 tickets | 2 tickets | 2 tickets |
| Event website logo and golf hole sponsorship | -- | ✓ | ✓ | ✓ |
| Event website advertisement | -- | ✓ | ✓ | ✓ |
| Event participant bag logo | -- | ✓ | ✓ | ✓ |
| Event participant bag insert | -- | ✓ | ✓ | ✓ |

FALL ANNUAL PROFESSIONAL DEVELOPMENT DAY — \$1000

| | | | | |
|---|----------|-----------|-----------|-----------|
| Event admission, includes meal plus up to 8 pdu's | 1 ticket | 2 tickets | 2 tickets | 2 tickets |
| One (1) 8 ft table, tablecloth and chairs | ✓ | ✓ | ✓ | ✓ |
| Podium address (2 minutes) | ✗ | Break | Breakfast | Lunch |
| Monthly Dinner Meeting slide deck advertisements | ✗ | ✓ | ✓ | ✓ |
| Event program logo | ✗ | ✓ | ✓ | ✓ |
| Event participant bag logo | ✗ | ✓ | ✓ | ✓ |
| Event attendee list | ✗ | ✗ | ✗ | ✓ |

BASELINE NEWS (Contact your PMI-GLC sponsorship representative for details)

| | | | | |
|---|-----------|----|----------|-----------|
| Full Page (7.25" h x 7" w) | -- | -- | -- | -- |
| Half Page (3.75" h x 7" w or 7" h x 3.75 w) | -- | -- | -- | 10 months |
| Quarter Page (3.75" h x 3" w) | -- | -- | 3 months | -- |
| Business Card (1.75" h x 3.25" w) | 10 months | -- | -- | -- |

MONTHLY DINNER MEETING — \$200 (limit 4 sponsors per meeting)

| | | | | |
|--|----|------------|------------|-------------|
| Dinner Meeting Sponsorship (\$200) | -- | 3 meetings | 6 meetings | 10 meetings |
| Total dinner meeting seats included | -- | 2 tickets | 2 tickets | 2 tickets |
| 6' Skirted display at the meeting location | -- | ✓ | ✓ | ✓ |
| Dinner Meeting & Forum Announcements | -- | ✓ | ✓ | ✓ |
| Dinner Meeting Slide Deck Advertisement | -- | ✓ | ✓ | ✓ |
| Named Sponsor (Limit of 1 per meeting) (\$300) *NEW* includes meeting invite naming privilege, table marketing space, attendee list | -- | ✗ | ✗ | ✗ |

WEBSITE ADVERTISING (Contact your PMI-GLC sponsorship representative for details)

| | | | | |
|---|----|----|----|----|
| Website Advertisement, standard | -- | -- | ✓ | -- |
| Web Advertisement with hyperlinks to up to 3 URLs | -- | -- | -- | ✓ |

*NOTE: Looking for something different? Contact sponsor.manager@pmiglc.net to share your thoughts. All ideas will be considered.

2017 SPONSORSHIP PLANNING CALENDAR

This 2017 Sponsorship Planning Calendar contains the current dates for events offering sponsor opportunities.

January

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

February

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | | | | |

March

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |



16TH Annual
Spring Symposium

April

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

May

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

June

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | |



3RD Annual Professional
Development Day



Annual Open House
& Networking Event



3RD Annual Golf Event

July

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

August

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

September

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |



Annual Business Meeting



Monthly Dinner Meeting



Annual Business Meeting

October

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

November

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | | |

December

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |



Happy Hour

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Introduction

Project Management Institute – Great Lakes Chapter (PMI-GLC) has been serving its members and stakeholders of Metro Detroit since 1979. PMI-GLC is region's largest chapter in terms of membership and number of events offered. It has been universally accepted that advertising is an important tool of marketing of the products. The expenditure on advertising is regarded as a profitable investment. Businesses that continue to advertise, regardless of economic times, have a competitive advantage over businesses that trim their ad budgets.

How can you deliver your ads to your prospective customers at once? How can you make sure your ad is targeting people who want to buy? Newsletter advertising is a simple method that ensures that your ad will be seen by people interested in what you have to sell. Same for sponsoring events held for your targeted audience.

Project Management Institute, Great Lakes Chapter. (PMI-GLC) communicates to its members and other stakeholders through website, monthly newsletter, dinner meeting email blasts, and various events throughout the year.

Advertising and sponsoring events with PMI-GLC provides a cost effective solution to reaching potential customers in the project management profession. Our members and stakeholders can be fit into one of the three groups – consumers, influencers or buyers of the services and products related to project management.

PMI-GLC offers following means of advertising:

1. Events Sponsorship (i.e., annual Spring symposium, professional development day, golf event, annual open house and/or job fair)
2. Monthly HTML newsletter: Baseline News (10 issues)
3. Monthly dinner meeting and forum email and reminder (twice per month)
4. Dinner meeting sponsorship and slide deck advertising
5. Web advertising

Chapter Sustained Sponsorship

Chapter Sustained Sponsorship is designed to provide companies with the opportunity to build a presence within the project management community and experience maximum exposure through various PMI-GLC opportunities. Sponsorship at the chapter sustained level features multiple event sponsorships and combined advertising packages. Benefits included in the Chapter Sustained Sponsorship are at a discounted rate when compared to individual sponsorship offerings.

EVENTS

ANNUAL SPRING SYMPOSIUM SPONSORSHIP

PMI-GLC's annual Symposium is an educational and networking forum designed to facilitate continued professional development in the latest tools, techniques, and advancements made in the field of Project Management. The annual Symposium is one of the highlight events the Chapter has offered for the last 14 years. As we continue to succeed, it's important to know that companies like yours play such a major role in what we do!

In 2016, our 15th Annual Symposium drew over 500 attendees from Great Lakes Chapter and other PMI chapters in Michigan, Ohio and Canada. Many of these individuals hold influential positions within various local and National companies such as:

◆ GM ◆ Ford ◆ Chrysler ◆ DTE Energy

◆ GE ◆ Comerica Bank ◆ CSC ◆ HP

◆ Johnson Controls ◆ HAP ◆ Accenture

◆ Ascension Health ◆ Compuware

◆ MRM Worldwide ◆ BCBSM ◆ and many more

The PMI-GLC 2017 Spring Symposium offers an excellent opportunity for your company to showcase your products and services to an audience that has significant say in business decisions of their organizations.

The Symposium Sponsorship openings will be filled on a first-come, first-served basis to the extent of available space. Symposium sponsorship packages may include the following benefits, depending on sponsorship level selected:

- ⇒ Complimentary admissions to the Symposium and meals (\$350 value) Company attendees are invited to attend the break-out sessions. Additional admissions may be purchased up to a maximum of 4 people at a discounted rate.
- ⇒ One (1) 8 ft table, tablecloth, and chairs.
- ⇒ Logo and name on the Symposium brochure
- ⇒ Event Website Advertisement for the event month and two months prior. Content limited to the following:
 - ✓ Corporate logo and name of Sponsor
 - ✓ Link to corporate website
 - ✓ Short description of services and products
 - ✓ Contact information including name, phone, and email address
- ⇒ Corporate logo on the Symposium participant tote bag.
- ⇒ Monthly Dinner Meeting Slide Deck Advertisement for 3 months starting February through April (2 months prior to event and the month of the event). Advertisement will include the following:
 - ✓ Corporate logo
 - ✓ Name of Sponsor
 - ✓ Level of Sponsorship
- ⇒ Mention of Sponsor and the level of Sponsorship in the PMI-GLC 2017 marketing campaign. (PMIGLC marketing campaign consists of articles with electronic mailings to membership, mailing to 8 Project Management Institute – Great Lakes Chapter 2017 Sponsorship Campaign Information other PMI chapters, Symposium Sponsor logos printed on promotional items, and other promotional strategies used throughout the year)
- ⇒ 10% Symposium fee discount to all Premier Sponsor employees
- ⇒ Symposium attendee list (See "Attendee List" below)
- ⇒ Complimentary Sponsor table at the PMI-GLC Annual Open House

NOTE: Benefits are based on package selection at the time of agreement. See Pricing Grid for detail on content for each Symposium package.

ANNUAL OPEN HOUSE SPONSORSHIP

Another way to promote your company's products or services is to sponsor the PMI-GLC Annual Open House. This is a professional networking event typically held in the 3rd quarter of each year. Open House Sponsor applications are filled on a first-come, first-served basis to the extent of available space. To reserve your place, please notify sponsor.Manager@pmiglc.net via email. Up to a maximum of 4 total sponsors with one (1) 'named' sponsor. The sponsorship package includes the following benefits:

- ⇒ Sponsor company name recognition in the Baseline News, text-only email announcement for the Open House and on the PMI-GLC web site.
- ⇒ A six-foot table covered with cloth and skirt where company representatives may display literature and discuss their products and services.
- ⇒ Dinner for 2 company representatives prior to the start of the event.

Named Sponsors ****New for 2017****

Only one (1) named sponsor is allowed for the Annual Open House Sponsorship. As a named sponsor, you will enjoy the following extra benefits:

- ⇒ Named title co-partner on Dinner Meeting & Forum Announcement emails
- ⇒ Dinner Meeting & Forum Announcement Email content including link to company web page
- ⇒ Logo on chapter website with company description

Happy Hour /Social Networking

Another way to promote your company's products or services is to sponsor the PMI-GLC Happy Hour. This is a social networking event typically held twice a year. Happy Hour Sponsor applications are filled on a first-come, first-served basis to the extent of available space. To reserve your place, please notify sponsor.Manager@pmiglc.net via email. The sponsorship package includes the following benefits:

- ⇒ Sponsor company name recognition in the Baseline News, text-only email announcement for the Happy Hour and on the PMI-GLC website.

JOB FAIR SPONSORSHIP

(**Not offered for 2017**)

PMI-GLC periodically conducts a Job Fair Event. This is a professional networking event typically held in the 3rd quarter of each year, and is designed to bring staffing, training, education, and direct-hire companies into contact with PM-skilled candidates. Event sponsorship may include a discount for a limited number of sponsors who: 1) also offer training session(s) during the event and 2) offer rate discounts to PMI-GLC members for post-event professional services. Sponsor applications are filled on a first-come, first-served basis to the extent of available space. To reserve your place, please notify sponsor.manager@pmiglc.net via email. Event sponsorship includes the following benefits.

- ⇒ Sponsor company name recognition in the Baseline News, text-only email announcement for the Job Fair and on the PMI-GLC web site.
- ⇒ A six-foot table covered with cloth and skirt where company representatives may display literature and discuss their products and services.
- ⇒ Dinner for 2 company representatives (3 in the case for sponsor/trainers) prior to the start of the event.

GOLF EVENT SPONSORSHIP

Another way to promote your company's products or services and also enjoy a day outdoors is to sponsor the PMI-GLC Golf Event. This event is designed to be both a fun day outdoors and a professional networking event. Sponsor applications are filled on a first-come, first-served basis to the extent of available space — which is targeted at 20 sponsors in total. To reserve your place, please notify sponsor.manager@pmiglc.net via email. Event sponsorship includes the following benefits:

- ⇒ Sponsor name recognition in the Baseline News and logo recognition on the Golf Outing website for 3 months prior to the event.
 - ⇒ Golf Hole Sponsorship including a holder for 8.5" x 11" cardboard stock provided to you by PMIGLC. PMI will print and display your logo, if provided before the registration deadline, with your sponsor agreement.
 - ⇒ A six-foot table covered with cloth and skirt on the golf course where your company literature can be open for golfers to pick up.
 - ⇒ * A six-foot table covered with cloth skirt and 2 chairs within the clubhouse where company representatives may display literature and discuss their products and services with golfers.
 - ⇒ * Lunch and Dinner for 2 company representatives.
- * This benefit is not available for Exhibitors.
- Additional green fees and/or meals per sponsor representative, if desired, are available upon request for an additional fee.
 - Sponsors are encouraged to provide items for awards. Prizes will be handed-out at the event dinner by a PMI-GLC representative.

Our Spring Symposium event has enjoyed several consecutive years of registration growth and some interesting, recent feedback from participants and sponsors alike. Several have asked PMI-GLC to hold more events like Spring Symposium throughout the year with quality speakers, a comfortable venue, and great networking opportunities. PMI-GLC listens to participant and sponsor feedback, and added Professional Development Day (PD Day). PD Day is a Fall-Season (typically October) event with the same high-quality speakers, top-notch venue, and attractive PDU level as the Spring Symposium event.

PROFESSIONAL DEVELOPMENT DAY ("PD DAY")

As a Sponsor of our PD Day, you will be putting your company name, products, and services in front of the area's premier current and future business leaders. Our membership consists of a wide array of 10 Project Management Institute – Great Lakes Chapter 2017 Sponsorship Campaign Information project management professionals and executives that represent a broad base of industries. Sponsor applications are filled on a first-come, first-served basis to the extent of available space. To reserve your place, please notify sponsor.manager@pmiglc.net via email. Event sponsorship features the following benefits:

- ⇒ Two (2) complimentary admissions to the event and meals (\$590 value). Additional admissions up to a maximum of 4 people may be added to a sponsorship at a discounted rate.
- ⇒ One (1) 8 ft table, tablecloth, and chairs Logo and name on the event brochure
- ⇒ Event Website Advertisement for the event month and two months prior. Content limited to the following: Corporate logo and name of Sponsor
 - ✓ Link to corporate website
 - ✓ Short description of services and products Contact information including name, phone, and email address,
 - ✓ Corporate logo on the Symposium participant tote bag, Monthly Dinner Meeting Slide Deck Advertisement for the up to 3 months prior to event. Content for this advertisement is limited to the following: Corporate logo, Name of Sponsor, Level of Sponsorship
- ⇒ Mention of Sponsor name, logo, and the level of Sponsorship in the PMI-GLC event marketing campaign.
- ⇒ Event attendee list. Attendee list consists of those attendees who grant permission during registration to share their contact information.

NEWSLETTER ADVERTISING

Chapter currently publishes an electronic newsletter, *Baseline News* each month. It is published for the benefit of roughly 1700 chapter members and stakeholders. It brings to the notice of the component membership educational opportunities, and events that will enhance their professional development. It is posted and available

for download from the PMI-GLC website (<http://www.pmiglc.org/>).

A historical archive of newsletters is maintained on this web site. *Baseline News* publication months are: Jan, Feb, March, April, May, June, Sept, Oct, Nov & Dec.

DINNER MEETING

Named Sponsors ****New for 2017****

Only one (1) named sponsor is allowed for each dinner meeting. As a named sponsor, you will enjoy the following extra benefits:

DINNER MEETING & FORUM ANNOUNCEMENT EMAILS

An HTML email is sent every month to the membership announcing the Dinner Meeting topic and presenter along with Forum information. Generally, the first email is sent two weeks before the date of the Dinner Meeting and then a follow-up email is sent a week before the Dinner Meeting.

MONTHLY DINNER MEETING SPONSORSHIP

Another way to promote your company's products or services is to sponsor a PMI-GLC dinner meeting! Sponsorship includes a 6-foot skirted display table at the meeting location during the pre-meeting reception and your meal (for a maximum of two vendor representatives, pre-registration required). Sponsorship will also include recognition in the Monthly Dinner Meeting text-only e-mail announcement and on the PMI-GLC web site.

If you are interested in sponsoring a dinner meeting, please notify sponsor.manager@pmiglc.net via email no later than three weeks before the desired sponsorship month.

- ⇒ Named title co-partner on Dinner Meeting & Forum Announcement emails
- ⇒ Dinner Meeting & Forum Announcement Email content including link to company web page
- ⇒ Logo on chapter website with company description

MONTHLY DINNER MEETING SLIDE DECK ADVERTISEMENT

PMI-GLC uses an endless-loop slide deck during the seated dinner portion of each Monthly Dinner Meeting to convey information to membership. Sponsors who cannot justify attending each month, but want to promote new or special information to GLC membership can opt to display a 1-pager slide in this deck.

PMI-GLC provides a standard slide template for use, and updated content may be provided each month.

If you are interested in advertising in the dinner meeting slide deck, please notify PMI-GLC no later than three weeks before the desired sponsorship month, per the schedule deadlines stated below for each month.

PMI-GLC provides prime chapter website homepage space to exhibit logos of our advertising sponsors. In addition, there are event-specific website pages that highlight sponsor products, goods, and services

Website advertisements without hyperlinks are also available upon request.

WEBSITE ADVERTISEMENT

HOW TO RESERVE SPONSORSHIP OPPORTUNITY

Simple and easy three-step process to reserve your spot at the symposium:

1. Complete Sponsor Agreement Form.
2. Email your completed agreement form to sponsor.manager@pmiglc.net along with the information required for marketing and publicity campaigns. An event invoice can be provided for the Sponsorship package upon request.



3. Send a check made payable to PMI-GLC to the following address.

PMI-GLC
c/o Meeting Coordinators, Inc.
PO Box 99463
Troy, MI 48099

Upon receipt of your completed form(s), a PMI-GLC Sponsor team member will contact you and confirm your registration. If all Sponsorship slots are filled by the time we receive your completed agreement form, then your payment will be refunded to you.

PAYMENT TERMS

All Sponsorship openings will be filled on a first-come, first-served basis to the extent of available space. Payment is due at the time of agreement unless other arrangements have been agreed to with PMI-GLC. For event specific sponsorships, a minimum of 50% of the balance is due 60 days prior to the event date with the remaining balance paid in full 30 days prior to the event date.

LIABILITIES

PMI-GLC assumes no liability and will be held harmless for any liability posed by the content of Speakers presentations and Sponsors display materials. This includes intellectual property rights infringement or other claims against the Speaker, presentation content, Sponsor, or display materials.

PMI-GLC claims no duty to review the content of any advertisement, and the Advertiser remains solely responsible for any and all content of the advertisement at all times.

1. PMI-GLC reserves the right to change its advertising rates and policy at any time without notice.
2. PMI-GLC assumes no liability and will be held harmless for any liability posed by the content of Speaker's presentations and Sponsor's display materials. This includes intellectual property rights infringement or other claims against the Speaker, presentation content, Sponsor, or display materials.

CANCELLATION POLICY

PMI-GLC reserves the right in the unlikely event it is required to cancel an event and/or the Speaker's or Sponsor's participation at any time by notifying the Speaker or Sponsor in writing as soon as possible. If notification is made at least 4 weeks prior to the scheduled event, no payment of expense reimbursements will be made by PMI-GLC other than Sponsorship package fees. If cancellation notification is not made at least 2 weeks in advance of the scheduled event, additional reasonable and customary, non-refundable expenses, such as airfare ticket transfer fees, incurred by the Speaker or Sponsor will be paid by PMI-GLC.

INFORMED PHOTOGRAPHIC, AUDIO, AND VIDEO RECORDING CONSENT & RELEASE AGREEMENT

PMI-GLC may photograph or otherwise record the image and/or voice of Sponsor or any Sponsor representative at any event. The intent of photography and recording by PMI-GLC includes, but is not limited to, incorporation into post-event publicity and archiving for members, participants, and other purposes. Therefore, I permit PMI-GLC, at its discretion, the royalty-free use of these photographs and/or recordings any time during or after the event.

PMI-GLC shall not record a speaker's presentation in its entirety. Speakers at PMI-GLC events may photograph or otherwise record their own presentations and thereby assume all risks associated with that activity. PMI-GLC shall not be involved or liable whatsoever in that activity.

PRIVACY

PMI-GLC will never allow its members' information, such as email addresses, member ID, without member consent, to be used for any direct marketing or solicitation purposes.

RESTRICTIONS

Following types of advertisements on any medium related to PMI-GLC are unacceptable, including any URL submitted by advertiser that may forward visitor to external website serving content that is unacceptable as:

1. Advertisements for alcohol or tobacco
2. Advertisements for weapons, firearms, ammunition and fireworks
3. Gambling and lottery advertisements
4. Advertisements for pornography and related materials and services
5. Political and religious advertisements
6. Advertisements that claim to offer a "miracle" cure or method
7. Advertisements that make unsubstantiated health claims for the products advertised
8. Advertisements directed at children
9. Advertisements that are in direct conflict with specific dates of other, already planned GLC chapter events.
10. Targeted e-blasts that are specific to only one outside group to GLC membership.
11. No advertising shall be permitted which may injure the good names and reputations of PMI Global or the PMI-GLC.

ACCEPTANCE

All advertisements submitted are subject to the acceptance and approval of PMI-GLC. Advertisements that are deceptive or misleading (by either statement or omission), make unsupported claims, are detrimental to the public interest, or are otherwise incompatible with the character of PMI-GLC and its publications will not be accepted.

1. Advertisements that PMI-GLC considers to undermine the professionalism of the project management profession and/or PMI-GLC also will not be accepted.
2. PMI-GLC, in its sole discretion, reserves the right to decline to accept any proposed advertising and this right shall not be deemed to be waived by prior acceptance or actual use of any advertising matter. PMI will consider the overall impression or tone of the advertisement and its impact on the audience for this advertising in determining whether such an advertisement will be accepted.
3. PMI-GLC may include the word "advertisement" or otherwise add or delete text to or from advertisements that, in PMI-GLC's opinion, may resemble editorial matter.
4. Publishing or acceptance of an advertisement is neither a guarantee nor endorsement of the Advertiser's product or service.

INDEMNIFICATION

In consideration for PMI-GLC's agreeing to publish an advertisement, Advertisers agree to the following:

1. Advertisers are fully authorized and licensed to use all intellectual property contained in the advertisement and that the use of the name of any individual or entity in a testimonial or other matter is authorized, not libelous, and does not constitute an invasion of privacy.
2. Advertisers will defend, indemnify, and hold PMI-GLC harmless from and against any loss, expense or other liability resulting from claims or suits for libel, slander, violation of rights of privacy or publicity, plagiarism, copyright or trademark infringement and any other claims or suits that may arise out of publication of such advertisements.

LIMITATION OF LIABILITY

PMI-GLC claims no duty to review the content of any advertisement, and the Advertiser remains solely responsible for any and all content of the advertisement at all times.

1. PMI-GLC reserves the right to change its advertising rates and policy at any time without notice.
2. PMI-GLC assumes no liability and will be held harmless for any liability posed by the content of Speaker's presentations and Sponsor's display materials. This includes intellectual property rights infringement or other claims against the Speaker, presentation content, Sponsor, or display materials.



**GREAT LAKES CHAPTER
PMI-GLC SPONSORSHIP
AGREEMENT**

Mastering Complexity in Project Management

Instructions: Print this form and complete all sections. Scan the completed form and email to sponsor.manager@pmiglc.net. Upon receipt of payment, PMI-GLC will send you a confirmation. Logos must be submitted by within two weeks of signing this contract to maximize benefit of package advertising.

¹Contact Name: _____ **⁵Date:** _____ mm/dd/yy

²Organization Name: _____ **⁶Phone:** _____

³Street Address: _____ **⁷Website:** _____

⁴City, State, Zip: _____ **⁸Email Address:** _____

| | | |
|---|--|--|
| <p>⁹ Sustained Corporate Sponsorship</p> <p><input type="checkbox"/> \$4,200 — Platinum Sustained Sponsor</p> <p><input type="checkbox"/> \$2,700 — Gold Sustained Sponsor</p> <p><input type="checkbox"/> \$1,300 — Silver Sustained Sponsor</p> <p><input type="checkbox"/> \$500 — Copper Sustained Sponsor (NFP Only)</p> | <p>¹¹ Other Advertising Website</p> <p><input type="checkbox"/> \$100/mo. Standard (months)</p> <p><input type="checkbox"/> \$125/mo. With Links (months)</p> <p>Baseline News</p> <p><input type="checkbox"/> \$275/mo. Full Page (months)</p> <p><input type="checkbox"/> \$140/mo. Half Page (months)</p> <p><input type="checkbox"/> \$75/mo. Quarter Page (months)</p> <p><input type="checkbox"/> \$20/mo. Business Card (months)</p> | <p>¹² Other Event Sponsorship</p> <p><input type="checkbox"/> \$1,000 — Professional Development Day (PD Day)</p> <p><input type="checkbox"/> \$ 500 — PD Day — Exhibitor Only</p> <p><input type="checkbox"/> \$ 300 — Dinner Meeting — Standard (Month: month)</p> <p><input type="checkbox"/> \$ 500 — Dinner Meeting — Named (Month: month)</p> <p><input type="checkbox"/> \$ 100 — Golf Event Sponsor</p> <p><input type="checkbox"/> \$ 50 — Golf Event — Exhibitor Only</p> <p><input type="checkbox"/> \$ 50 — Happy Hour</p> |
| <p>¹⁰ Symposium Sponsorship</p> <p><input type="checkbox"/> \$1,900 — Premier Sponsor</p> <p><input type="checkbox"/> \$1,750 — Event Sponsor</p> <p><input type="checkbox"/> \$900 — Exhibitor</p> <p><input type="checkbox"/> \$200 — Not for Profit</p> | | |

Advertising Release Waiver: The Advertiser is solely responsible for any liability arising out of or relating to the advertisement. References in the Project Management Institute-Great Lakes Chapter (PMI-GLC) Baseline News Newsletter, Dinner Meeting Announcement, or other publication (Web site, E-mail Trailer) to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise, does not necessarily constitute or imply endorsement, recommendation, or favoring by the PMI-GLC. Advertiser has read the advertising policy document and agrees with the terms and conditions. Subject to the discretion of PMI-GLC, the start date of advertisements in the newsletter shall be on a first-come, first-served basis, following the receipt of this agreement.

I/We, the undersigned, as company representative(s) agree to terms contained in this agreement and the above Advertising Release statement.

¹³TOTAL DUE **¹⁴ENCLOSED** **¹⁵BALANCE***

¹⁶ Payment Information

We have enclosed a Check (payable to PMI-GLC and mail to: PMI Great Lakes Chapter, c/o Meeting Coordinators, Inc., PO Box 99463, Troy, 48099)

We would like to pay by Credit Card. (Please contact Meeting Coordinators directly at: 248.643.6590 to make your secure payment.) Please provide an invoice for payment.

| | | |
|------------------------------------|------------------------------|--------------|
| ¹⁷ Authorization | COMPANY NAME | DATE |
| | AUTHORIZING SIGNATURE | PHONE |
| | PRINTED NAME | EMAIL |