

# Sponsorship Information



GREAT LAKES CHAPTER

**Packet**

Prepared for

**Contact Name, Title**

**at**

**Company Name**

**Company Logo**

Greetings!

Welcome to your partnership with the PMI Great Lakes Chapter (PMIGLC)! Let me start by saying thank you for your consideration and potential commitment to sponsor PMIGLC.

The PMI Great Lakes Chapter (PMIGLC) invites you to partner with us as we continue to promote and enhance project management knowledge, skills and leadership in Southeast Michigan. PMIGLC has been serving its members and stakeholders since 1979 and is the Metro Detroit region's largest chapter in terms of membership (over 2,000) and events offered. We celebrated our 40th anniversary this year.

Sponsorship with PMIGLC 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 2.9 million professionals working in nearly every country in the world through global advocacy, collaboration, education and research.

We would like to introduce our sponsorship format, which was created in support of our chapter and to ensure our sponsors achieve their goals as well. The model for the 2020 sponsorship is a one-time commitment to partner with you and promote your involvement with PMIGLC for the full program year at whichever funding level you prefer. Your sponsorship will run through December 31, 2020. Additional details about levels and value are available in this packet.

Your generous support will allow us to continue funding our popular professional development programs, monthly dinner and breakfast meetings, our new military and community outreach as well as a Symposium and Golf outing for 2020. This support provides your organization with prominent visibility in the PMI Great Lakes Chapter community as a key supporter of the project management profession.

Please feel free to contact Anthony Amalraj, LeighAnne Martin 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!**



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# Introduction

**Vision:** Provide dynamic opportunities for growth

**Mission:** Deliver inspirational education, networking, professional service and volunteer opportunities.

Change is inevitable. Organizations constantly wrestle with changes in markets, customer needs, technology, and other forces. Change also breeds projects designed to fulfill the need to innovate and adapt to change. Bringing these projects in on time, within budget, and meeting requirements equates to an effective use of capital. This is the essence of project management and the creed of professional project managers everywhere.

PMIGLC provides its 2,000+ members with

- Monthly education and networking meetings
- Certification
- Education and Training
- Publications
- Professional Development
- Outreach program for academic, military, community academia and businesses
- Opportunities to earn professional development units for maintaining credentials
- Opportunities to give back and share the passion

Project managers drive the changes and innovation that strengthens organizations. We invite your organization to join those who currently sponsor PMIGLC and take a prominent position in the community as a key supporter of the project management profession.

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. (PMIGLC) 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 PMIGLC 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.

## **PMIGLC offers following means of advertising:**

- Events Sponsorship (i.e. annual Spring symposium, professional development day, golf event, monthly dinner and happy hour events)
- Monthly Baseline News (10 issues)
- Monthly dinner meeting and forum email and reminder (twice per month)
- Dinner meeting sponsorship and slide deck advertising
- 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 PMIGLC 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.

## Event Calendar

<b>19<sup>TH</sup> ANNUAL SPRING SYMPOSIUM</b>	April 17, 2020
<b>GOLF OUTING</b>	August 22, 2020
<b>PROFESSIONAL DEVELOPMENT DAY</b>	October 23, 2020
<b>MONTHLY DINNER MEETINGS</b>	2 <sup>nd</sup> Monday Each Month
<b>HAPPY HOUR EVENT</b>	March 25 <sup>th</sup> , May 6 <sup>th</sup> , July 22 <sup>nd</sup> , and September 23 <sup>rd</sup>
<b>CHAMPIONSHIP PRESENTATION SKILLS</b>	February 28, 2020

JANUARY							FEBRUARY							MARCH							APRIL							MAY							JUNE						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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5	6	7	8	9	10	11	2	3	4	5	6	7	8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13	
12	13	14	15	16	17	18	9	10	11	12	13	14	15	15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
19	20	21	22	23	24	25	16	17	18	19	20	21	22	22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
26	27	28	29	30	31	23	24	25	26	27	28	29	29	30	31	26	27	28	29	30	24	25	26	27	28	29	30	28	29	30											
																										31															
JULY							AUGUST							SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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5	6	7	8	9	10	11	2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12
12	13	14	15	16	17	18	9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
26	27	28	29	30	31	23	24	25	26	27	28	29	27	28	29	30	25	26	27	28	29	30	31	29	30	27	28	29	30	31											

# Sponsorship opportunities

## ANNUAL SPRING SYMPOSIUM SPONSORSHIP

PMIGLC'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 18 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 2019, our 18th 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 DTE Energy, Ford, GM, Accenture, Ascension Health and many others.

The PMIGLC 2020 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. Sponsors are encouraged to provide items for awards. Prizes will be handed-out at the event by a PMIGLC representative.

The Symposium Sponsorship openings will be filled on a first-come, first-served basis to the extent of available space.

The 19th Annual Spring Symposium will be held on April 17<sup>th</sup> at the Suburban Collection Showplace in Novi, MI. This year's theme is "Unlimited Potential" - Project Managers as Thought Leaders, Win-Win Negotiators and Peak Performers.

## GOLF EVENT SPONSORSHIP

Another way to promote your company's products or services and enjoy a day outdoors is to sponsor the PMIGLC Golf Event. This event is designed to be both a fun day outdoors and a professional networking event. An 18-hole round of golf, lunch mid-way and dinner are all part of the 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.

Additional green fees and/or meals per sponsor representative, if desired, are available upon request for an additional discounted fee. Sponsors are encouraged to provide their corporate items for prizes. Prizes will be handed-out at the event dinner by a PMIGLC representative.

## PROFESSIONAL DEVELOPMENT DAY (PDD)

PMIGLC member feedback has been extremely positive for the Professional Development Day event. It once again brings together a group of project management professionals to interact with one another on various topics.

PDD is a Fall event and will be held on October 23<sup>rd</sup> as a 1-day event. The event will have the same high-quality speakers, top-notch venue, and attractive PDU level as the Spring Symposium event. It provides the attendees with the opportunity to learn new skills and

network. It is a great opportunity for sponsors to meet with those that are in the project management profession.

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 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. Sponsors are encouraged to provide their corporate items for prizes. Prizes will be handed-out during the event at key times by a PMIGLC representative.

## MONTHLY DINNER MEETINGS

The PMIGLC monthly dinner meetings take place each month on the second Tuesday from 5:00 p.m. to 8:00 p.m. The agenda consists of networking time, dinner and presentations from key professional in the project management field. The intent of the meetings is to provide an atmosphere for learning and meeting among colleagues with similar interests. Professional Development Units (PDU) are earned for the attendance of the event.

Sponsors will have the opportunity to meet with attendees and highlight their contribution to the field of project management professionals. Sponsor applications are filled on a first-come, first-served basis to the extent of available space. Sponsors are encouraged to provide their corporate items for prizes. Prizes will be handed-out during the event at key times by a PMIGLC representative.

## HAPPY HOUR/SOCIAL NETWORKING

Another way to promote your company's products or services is to sponsor the PMIGLC Happy Hour. This is a social networking event that is scheduled to current happen four times in 2020. Happy Hour Sponsor applications are filled on a first-come, first-served basis to the extent of available space.

## CHAMPIONSHIP PRESENTATION SKILLS WITH SKIP WEISMAN

Sponsor and get your companies exposure during this half-day workshop. Attendees will earn three PDUs and learn the presentation skills of the best professional speakers and Toastmaster's World Champion of Speaking.

There will be something for everyone to learn in this workshop regardless of experience with speaking and presenting. This session will explore state-of-the-art approaches to opening your presentations with a bang, making an early promise that gets the audience excited about what's to come, and offers a simple roadmap everyone can easily follow.

Attendees will also learn strategies for overcoming fear and anxiety of presenting to any audience, techniques to get and keep an audience's attention, get them to lean in to want to hear more, and how to get even the most resistant audience members to participate and feel engaged in the presentation.

Participants will also have an opportunity to have their most challenging presentation issues

addressed so they leave with what they need to make this a highly valuable experience for all.

## NEWSLETTER ADVERTISING

PMIGLC currently publishes an electronic newsletter, Baseline News each month. It is published for the benefit of over 2000 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 PMIGLC 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.

Sponsors can coordinate with PMIGLC to advertise in Baseline News each month with size options and formatting assistance from a PMIGLC representative.

## WEBSITE ADVERTISEMENT

PMIGLC 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.





## Chapter Sustained Sponsorship

Sponsor Level	Sponsorship Event	Benefits to sponsors
<b>Platinum</b> <b>\$5500.00</b>	Symposium	<ul style="list-style-type: none"> <li>• 2 Complimentary admissions to the Symposium and meals. Additional admissions may be purchased up to a maximum of 4 people at a discounted rate.</li> <li>• One (1) 8 ft table, tablecloth, and chairs.</li> <li>• Logo and name on the Symposium brochure.</li> <li>• Event Website Advertisement for the event month. Content limited to the following:               <ul style="list-style-type: none"> <li>○ Corporate logo and name of Sponsor</li> <li>○ Link to corporate website</li> <li>○ Short description of services and products Contact information including name, phone, and email address</li> </ul> </li> <li>• Corporate logo on the Symposium participant take-away.</li> <li>• 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:               <ul style="list-style-type: none"> <li>○ Corporate logo</li> <li>○ Name of Sponsor</li> <li>○ Level of Sponsorship</li> </ul> </li> <li>• Symposium attendee list</li> </ul>
	Golf Outing	<ul style="list-style-type: none"> <li>• 2 Complimentary admissions to the Golf outing (includes green fees, golf cart and meals).</li> <li>• Sponsor name recognition on the Golf Outing website for 3 months prior to the event.</li> <li>• Golf Hole Sponsorship advertising provided to you by PMIGLC. PMIGLC will print and display your logo, if provided before the registration deadline, with your sponsor agreement.</li> </ul>
	Professional Development Day	<ul style="list-style-type: none"> <li>• 2 Complimentary admissions to PDD and meals. Additional admissions may be purchased up to a maximum of 4 people at a discounted rate.</li> <li>• One (1) 8 ft table, tablecloth, and chairs.</li> <li>• Logo and name on the Event brochure.</li> <li>• Event Website Advertisement for the event month. Content limited to the following:               <ul style="list-style-type: none"> <li>○ Corporate logo and name of Sponsor</li> <li>○ Link to corporate website</li> <li>○ Short description of services and products Contact information including name, phone, and email address</li> </ul> </li> <li>• Corporate logo on the Symposium participant take-away.</li> <li>• Podium address (2 minutes) - Lunch</li> <li>• 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:               <ul style="list-style-type: none"> <li>○ Corporate logo</li> <li>○ Name of Sponsor</li> <li>○ Level of Sponsorship</li> </ul> </li> <li>• PDD attendee list</li> </ul>
	Dinner Meetings	<ul style="list-style-type: none"> <li>• 2 Complimentary tickets for 6 meetings.</li> <li>• 6' Skirted display at the meeting location.</li> <li>• Dinner meeting and forum announcements.</li> </ul>

		<ul style="list-style-type: none"> <li>• 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: <ul style="list-style-type: none"> <li>○ Corporate logo</li> <li>○ Name of Sponsor</li> <li>○ Level of Sponsorship</li> </ul> </li> </ul>
	Baseline News	<ul style="list-style-type: none"> <li>• 1/2 Page advertising for 12 months.</li> </ul>
	Website Ads	<ul style="list-style-type: none"> <li>• Advertising with links to corporate site.</li> </ul>
	Happy Hour	<ul style="list-style-type: none"> <li>• 2 Complimentary tickets for 4 events.</li> </ul>
<b>Gold</b> <b>\$3700.00</b>	Symposium	<ul style="list-style-type: none"> <li>• 2 Complimentary admissions to the Symposium and meals (\$350 value). Additional admissions may be purchased up to a maximum of 4 people at a discounted rate.</li> <li>• One (1) 8 ft table, tablecloth, and chairs.</li> <li>• Logo and name on the Symposium brochure.</li> <li>• Event Website Advertisement for the event month. Content limited to the following: <ul style="list-style-type: none"> <li>○ Corporate logo and name of Sponsor</li> <li>○ Link to corporate website</li> <li>○ Short description of services and products Contact information including name, phone, and email address</li> </ul> </li> <li>• Corporate logo on the Symposium participant take-away.</li> </ul>
	Golf Outing	<ul style="list-style-type: none"> <li>• 2 Complimentary admissions to the Golf outing (includes green fees, golf cart and meals)</li> <li>• Sponsor name recognition on the Golf Outing website the event.</li> <li>• Golf Hole Sponsorship advertising provided to you by PMIGLC. PMI will print and display your logo, if provided before the registration deadline, with your sponsor agreement.</li> </ul>
	Professional Development Day	<ul style="list-style-type: none"> <li>• 2 Complimentary admissions to PDD and meals. Additional admissions may be purchased up to a maximum of 4 people at a discounted rate.</li> <li>• One (1) 8 ft table, tablecloth, and chairs.</li> <li>• Logo and name on the Event brochure.</li> <li>• Event Website Advertisement for the event month. Content limited to the following: <ul style="list-style-type: none"> <li>○ Corporate logo and name of Sponsor</li> <li>○ Link to corporate website</li> <li>○ Short description of services and products Contact information including name, phone, and email address</li> </ul> </li> <li>• Corporate logo on the PDD participant take-away.</li> <li>• Podium address (2 minutes) – Breakfast.</li> <li>• Monthly Dinner Meeting Slide Deck Advertisement for 3 months starting February through April. Advertisement will include the following: <ul style="list-style-type: none"> <li>○ Corporate logo</li> <li>○ Name of Sponsor</li> <li>○ Level of Sponsorship</li> </ul> </li> </ul>
	Dinner Meetings	<ul style="list-style-type: none"> <li>• 2 Complimentary tickets for 6 meetings.</li> <li>• 6' Skirted display at the meeting location.</li> <li>• Dinner meeting and forum announcements.</li> <li>• 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: <ul style="list-style-type: none"> <li>○ Corporate logo</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>○ Name of Sponsor</li> <li>○ Level of Sponsorship</li> </ul>
	Baseline News	• 1/2 Page advertising for 6 months.
	Happy Hour	• 2 Complimentary tickets for 2 events.
<b>Silver \$2200.00</b>	Symposium	<ul style="list-style-type: none"> <li>• 2 Complimentary admissions to the Symposium and meals. Additional admissions may be purchased up to a maximum of 4 people at a discounted rate.</li> <li>• One (1) 8 ft table, tablecloth, and chairs.</li> <li>• Logo and name on the Symposium brochure.</li> <li>• Event brochure insert.</li> </ul>
	Golf Outing	• 2 Complimentary admissions to the Golf outing (includes green fees, golf cart and meals).
	Professional Development Day	<ul style="list-style-type: none"> <li>• 2 Complimentary admissions to PDD and meals.</li> <li>• One (1) 8 ft table, tablecloth, and chairs.</li> <li>• Logo and name on the Event brochure.</li> <li>• Corporate logo on the PDD participant take-away</li> <li>• Monthly Dinner Meeting Slide Deck Advertisement for 3 months starting February through April. Advertisement will include the following: <ul style="list-style-type: none"> <li>○ Corporate logo</li> <li>○ Name of Sponsor</li> <li>○ Level of Sponsorship</li> </ul> </li> </ul>
	Dinner Meetings	<ul style="list-style-type: none"> <li>• 2 Complimentary tickets for 3 meetings.</li> <li>• 6' Skirted display at the meeting location.</li> <li>• Dinner meeting and forum announcements.</li> <li>• Monthly Dinner Meeting Slide Deck Advertisement. Advertisement will include the following: <ul style="list-style-type: none"> <li>○ Corporate logo</li> <li>○ Name of Sponsor</li> <li>○ Level of Sponsorship</li> </ul> </li> </ul>
	Baseline News	• 1/4 Page advertising for 6 months.
	Happy Hour	• 2 Complimentary tickets for 1 event.
<b>Copper \$1000.00</b>	Symposium	• 1 Complimentary admission to the Symposium and meals. Company attendee is invited to attend the break-out sessions.
	Professional Development Day	• 1 Complimentary admission to the Symposium and meals.
	Baseline News	• Business Card – 3 months
All sponsors can provide items for swags at all events. Table at events are 6 or 8' table depending on space availability		



## Event Sponsorship

Sponsor Level	Sponsorship Event	Benefits to sponsors
<b>Not for Profit (NFP)</b> <b>\$275.00</b>	Symposium	<ul style="list-style-type: none"> <li>• 1 Complimentary admission to the Symposium and meals (\$350 value).</li> <li>• One (1) 8 ft table, tablecloth, and chairs</li> </ul>
<b>Exhibitor</b> <b>\$1,300.00</b>	Symposium	<ul style="list-style-type: none"> <li>• 2 Complimentary admissions to the Symposium and meals (\$350 value).</li> <li>• One (1) 8 ft table, tablecloth, and chairs</li> <li>• Logo and name on the Symposium brochure</li> </ul>
<b>Event</b> <b>\$2,000.00</b>	Symposium	<ul style="list-style-type: none"> <li>• 2 Complimentary admissions to the Symposium and meals (\$350 value).</li> <li>• One (1) 8 ft table, tablecloth, and chairs</li> <li>• Logo and name on the Symposium brochure</li> <li>• Corporate logo on the Symposium participant take-away.</li> <li>• Event Website Advertisement for the event month. Content limited to the following:               <ul style="list-style-type: none"> <li>○ Corporate logo and name of Sponsor</li> <li>○ Link to corporate website</li> <li>○ Short description of services and products Contact information including name, phone, and email address</li> </ul> </li> </ul>
<b>Premier</b> <b>\$2,600.00</b>	Symposium	<ul style="list-style-type: none"> <li>• 2 Complimentary admissions to the Symposium and meals (\$350 value). Additional admissions may be purchased up to a maximum of 4 people at a discounted rate.</li> <li>• One (1) 8 ft table, tablecloth, and chairs</li> <li>• Logo and name on the Symposium brochure</li> <li>• Event Website Advertisement for the event month. Content limited to the following:               <ul style="list-style-type: none"> <li>○ Corporate logo and name of Sponsor</li> <li>○ Link to corporate website</li> <li>○ Short description of services and products Contact information including name, phone, and email address</li> </ul> </li> <li>• Corporate logo on the Symposium participant take-away.</li> <li>• Symposium attendee list (See "Attendee List" below)</li> </ul>
<b>Hole</b> <b>\$100.00</b>	Golf Outing	<ul style="list-style-type: none"> <li>• 2 Complimentary admissions to the Golf outing (includes green fees, golf cart and meals).</li> <li>• Golf Hole Sponsorship advertising provided to you by PMIGLC. PMIGLC will print and display your logo, if provided before the registration deadline, with your sponsor agreement.</li> </ul>
<b>Exhibitor</b> <b>\$165.00</b>	Golf Outing	<ul style="list-style-type: none"> <li>• 2 Complimentary admissions to the Golf outing (includes green fees, golf cart and meals)</li> <li>• Golf Hole Sponsorship advertising provided to you by PMIGLC. PMIGLC will print and display your logo, if provided before the registration deadline, with your sponsor agreement.</li> </ul>
<b>Event</b> <b>\$440.00</b>	Golf Outing	<ul style="list-style-type: none"> <li>• 2 Complimentary admissions to the Golf outing (includes green fees, golf cart and meals)</li> <li>• Sponsor name recognition on the Golf Outing website</li> <li>• Golf Hole Sponsorship advertising provided to you by PMIGLC. PMIGLC will print and display your logo, if provided before the registration deadline, with your sponsor agreement.</li> <li>• Event participant insert</li> </ul>



<b>Not for Profit (NFP) \$200.00</b>	Professional Development Day (PDD)	<ul style="list-style-type: none"> <li>• 1 Complimentary admission to the PDD and meals (\$350 value)</li> <li>• One (1) 8 ft table, tablecloth, and chairs</li> </ul>
<b>Exhibitor \$850.00</b>	Professional Development Day (PDD)	<ul style="list-style-type: none"> <li>• 2 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.</li> <li>• One (1) 8 ft table, tablecloth, and chairs</li> <li>• Logo and name on the Event brochure</li> <li>• Corporate logo on the PDD participant take-away.</li> <li>• Podium address (2 minutes) - Breakfast</li> <li>• Monthly Dinner Meeting Slide Deck Advertisement for 3 months starting February through April. Advertisement will include the following:               <ul style="list-style-type: none"> <li>○ Corporate logo</li> <li>○ Name of Sponsor</li> <li>○ Level of Sponsorship</li> </ul> </li> </ul>
<b>Event \$1,300.00</b>	Professional Development Day (PDD)	<ul style="list-style-type: none"> <li>• 2 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.</li> <li>• One (1) 8 ft table, tablecloth, and chairs</li> <li>• Logo and name on the Event brochure</li> <li>• Corporate logo on the PDD participant take-away.</li> <li>• Podium address (2 minutes) - Breakfast</li> <li>• Monthly Dinner Meeting Slide Deck Advertisement for 3 months starting February through April. Advertisement will include the following:               <ul style="list-style-type: none"> <li>○ Corporate logo</li> <li>○ Name of Sponsor</li> <li>○ Level of Sponsorship</li> </ul> </li> </ul>
<b>Event \$300</b>	Happy Hour Breakfast Meet Dinner Meeting	<ul style="list-style-type: none"> <li>• 2 Complimentary tickets.</li> <li>• 6' Skirted display at the meeting location.</li> <li>• Dinner meeting and forum announcements.</li> <li>• Monthly Dinner Meeting Slide Deck Advertisement.</li> </ul>
<b>Event \$500</b>	Champion Presentation Skills	<ul style="list-style-type: none"> <li>• 2 Complimentary tickets.</li> <li>• 6' Skirted display at the meeting location.</li> <li>• Meeting Slide Deck Advertisement.</li> </ul>

## Other Sponsorship Opportunities

Sponsor Level	Sponsorship Event
<b>Standard - \$110.00</b>	Website Ads
<b>With Links - \$140.00</b>	
<b>Full Page - \$300.00</b>	Baseline News – layout below
<b>Half Page - \$155.00</b>	
<b>Quarter Page - \$80.00</b>	
<b>Business Card - \$25.00</b>	



FULL PAGE with bleed 8.75 x 11.25 OR 7.5 x 10 with crop marks

1/2 page

7.5 w x 5 h

no bleeds

crop marks preferred but not mandatory

1/4 page

3.75 w x 5 h

no bleeds

crop marks preferred but not mandatory

business card size

3.75 w x 2 h

no bleeds

crop marks preferred but not mandatory

Ads:

CMYK color space

Files: PDFs print (PDF/ X 1a), eps (vector),  
or high res jpg

All fonts must be outlined, or included

No transparencies

LOGOS: CMYK color space -

EPS (vector) or High res jpg

Bleed available for full page ads only.



## SPONSORSHIP INFORMATION AND CONTRACT FORM

**Instructions:** Save this form to your computer and complete all sections electronically. Upon receipt of payment, PMIGLC will send you a confirmation.

NAME OF COMPANY / ORGANIZATION			
NAME OF CONTACT PERSON		TITLE OF CONTACT PERSON	
ADDRESS			
CITY	STATE	ZIP	PHONE
EMAIL		WEB ADDRESS	

### CHAPTER SPONSORSHIP LEVEL

*Please indicate your sponsorship commitment*

	Platinum Sponsor	\$5,500.00		PDD Exhibitor	\$850.00
	Gold Sponsor	\$3,700.00		PDD Event	\$1,300.00
	Silver Sponsor	\$2,200.00		Happy Hour	\$300.00
	Copper Sponsor	\$1,000.00		Breakfast Meeting	\$300.00
	Symposium NFP	\$275.00		Dinner Meeting	\$300.00
	Symposium Exhibitor	\$1,300.00		Baseline Newsfull Page	\$300.00/Month
	Symposium Event	\$2,000.00		Baseline News½ Page	\$155.00/Month
	Symposium Premier	\$2,600.00		Baseline News¼ Page	\$80.00/Month
	Golf Outing Hole	\$100.00		Baseline Business Card	\$25.00/Month
	Golf Outing Exhibitor	\$165.00		Website Ad - Standard	\$110.00/Month
	Golf Outing Event	\$400.00		Website Ad with Link	\$140.00/Month
	PDD NFP	\$200.00			

SPONSORSHIP FEE \$
TOTAL ENCLOSED \$

### PAYMENT OPTIONS

- Please charge our credit card.  VISA  MasterCard  Discover  American Express  
 We have enclosed check (*payable to PMIGLC*).  
 We are submitting a purchase order and will pay the invoice within 30 days of its receipt.

NAME ON CARD		
CARD NUMBER	EXP DATE	SEC CODE
AUTHORIZED SIGNATURE		

**SIGNATURE** Acceptance of this application by PMIGLC constitutes a contract.

NOTE: Returning this document to the PMIGLC with your name in the signature block constitutes an officially signed agreement.

SIGNATURE	DATE
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**Logo visibility**

Your company's logo will be published in marketing and attendee materials based on the sponsorship level purchased, as indicated above. Please email your company's logo to the [director.sponsorship@pmiglc.net](mailto:director.sponsorship@pmiglc.net).





## How To Reserve Your Sponsorship Opportunity?

### Simple and easy three-step process to reserve your spot:

1. Complete Sponsor Agreement Form.
2. Email your completed agreement forms to [director.sponsorship@pmiglc.net](mailto:director.sponsorship@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 PMIGLC to the following address: PMIGLC, PO Box 771, Novi, MI 48376

Upon receipt of your completed form(s), a PMIGLC 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 PMIGLC. 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

PMIGLC 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.

PMIGLC claims no duty to review the content of any advertisement, and the Advertiser always remains solely responsible for any and all content of the advertisement.

1. PMIGLC reserves the right to change its advertising rates and policy at any time without notice.
2. PMIGLC 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

PMIGLC 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 PMIGLC 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 PMIGLC.

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

PMIGLC 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 PMIGLC includes, but is not limited to, incorporation into post-event publicity and archiving for members, participants, and other purposes. Therefore, I permit PMIGLC, at its discretion, the royalty-free use of these photographs and/or recordings any time during or after the event.

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

### PRIVACY

PMIGLC 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.

Unrestricted



## **RESTRICTIONS**

Following types of advertisements on any medium related to PMIGLC 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 PMIGLC.

## **ACCEPTANCE**

All advertisements submitted are subject to the acceptance and approval of PMIGLC. 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 PMIGLC and its publications will not be accepted.

1. Advertisements that PMIGLC considers undermining the professionalism of the project management profession and/ or PMIGLC also will not be accepted.
2. PMIGLC, 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. PMIGLC 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. PMIGLC may include the word “advertisement” or otherwise add or delete text to or from advertisements that, in PMIGLC’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 PMIGLC’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 PMIGLC 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.



# Sponsorship Opportunity Table for Reference

Chapter Sustained Sponsorship Levels	Copper		Silver		Gold		Platinum		
Sponsorship Fees	1000		2200		3700		5500		
Available Opportunities	2		2		2		3		
<b>Annual Spring Symposium Sponsorship Levels</b>		NFP		Exhibitor		Event		Premier	
Sponsorship Rate		275		1300		2000		2600	
Event admission	1 ticket	1 ticket	2 tickets	2 tickets	2 tickets	2 tickets	2 tickets	2 tickets	x
One (1) 8 ft table, tablecloth and chairs	x	✓	✓	✓	✓	✓	✓	✓	x
Event brochure logo and corporate name	x	x	✓	✓	✓	✓	✓	✓	x
Event website advertisement	x	x	x	x	✓	✓	✓	✓	x
Event participant bag logo	x	x	x	x	x	✓	✓	✓	x
Event participant bag insert	x	x	✓	x	✓	✓	✓	✓	x
Event attendee list	x	x	x	x	x	x	✓	✓	x
<b>Sponsorship Levels</b>									Named
<b>CHAMPIONSHIP PRESENTATION SKILLS W/SKIP WEISMAN</b>									\$500
Event admission	x	x	x	x	1 ticket	x	1 ticket	x	2 ticket
Display table at the event	x	x	✓	x	✓	x	✓	x	✓
Logo displayed in event rotating slide deck	x	x	x	x	✓	x	✓	x	✓
Named Sponsor (Limit of 1) *NEW* includes invite naming, table mktg, attendee list	x	x	x	x	x	x	✓	x	✓
<b>Sponsorship Levels</b>		Hole		Exhibitor					Event
<b>ANNUAL GOLF EVENT</b>		\$100		\$165					\$440
Event admission, including lunch and green fees	x	x	2 tickets	x	2 tickets	x	2 tickets	x	2 tickets
Event website logo and golf hole sponsorship	x	x	x	x	✓	x	✓	x	✓
Event website advertisement	x	x	x	x	✓	x	✓	x	✓
Event participant bag logo	x	x	x	x	✓	x	✓	x	✓
Event participant bag insert	x	x	x	x	✓	x	✓	x	✓
<b>Sponsorship Levels</b>		NFP		Exhibitor					Event
<b>ANNUAL FALL PROFESSIONAL DEVELOPMENT DAY</b>		\$200		\$850					\$1,300
Event admission, includes meal plus up to 8 pdu's	1 ticket	x	2 tickets	x	2 tickets	x	2 tickets	x	1 ticket
One (1) 8 ft table, tablecloth and chairs	x	x	✓	x	✓	x	✓	x	✓
Podium address (2 minutes)	x	x	Break	x	Breakfast	x	Lunch	x	Break
Monthly Dinner Meeting slide deck advertisements	x	x	✓	x	✓	x	✓	x	✓
Event program logo	x	x	✓	x	✓	x	✓	x	✓
Event participant bag logo	x	x	x	x	x	x	✓	x	x
Event attendee list	x	x	x	x	x	x	✓	x	x
<b>Sponsorship Levels</b>		B.card		1/4 Page		1/2 Page			Full Page
<b>BASELINE NEWS ADVERTISING</b> (Contact your PMIGLC sponsorship representative for details)		\$25		\$80		\$155			\$300
Full Page (7.25" h x 7" w)	x	x	x	x	x	x	x	x	1 month
Half Page (3.75" h x 7" w or 7" h x 3.75 w)	x	x	x	x	6 months	1 month	12 months	x	x
Quarter Page (3.75" h x 3" w)	x	x	6 months	1 month	x	x	x	x	x
Business Card (1.75" h x 3.25" w)	3 months	1 month	x	x	x	x	x	x	x
<b>Sponsorship Levels</b>									Named
<b>MONTHLY DINNER / BREAKFAST MEETING — \$300</b> (limit 4 sponsors per meeting)									\$300
Dinner Meeting Sponsorship (\$200)	x	x	3 meetings	x	6 meetings	x	6 meetings	x	1 meeting
Total dinner meeting seats included	x	x	2 tickets	x	12 tickets	x	12 tickets	x	2 tickets
6' Skirted display at the meeting location	x	x	✓	x	✓	x	✓	x	✓
Dinner Meeting & Forum Announcements	x	x	✓	x	✓	x	✓	x	✓
Dinner Meeting Slide Deck Advertisement	x	x	✓	x	3 months	x	3 months	x	✓
Named Sponsor *NEW* includes meeting invite naming privilege, table marketing space, attendee list	x	x	x	x	x	x	x	x	✓
<b>Sponsorship Levels</b>		Standard		With Links					
<b>WEBSITE ADVERTISING</b> (Contact your PMIGLC sponsorship representative for details)		\$110		\$140					
Website Advertisement, standard	x	✓	x	x	x	x	✓	x	x
Web Advertisement with hyperlinks to up to 3 URLs	x	x	x	✓	x	x	x	x	x
<b>Sponsorship Levels</b>									Named
<b>HAPPY HOUR</b>									\$300
Happy Hour Sponsorship (\$300)	x	x	2 events	x	2 events	x	4 events	x	1 events
Total meeting seats included	x	x	2 tickets	x	4 tickets	x	8 tickets	✓	2 tickets

Unrestricted