

# Sponsorship Information



## 2021 Packet

Prepared for

**Contact Name, Title**

**at**

**Company Name**

**Company Logo**

*Disclaimer: Some of the chapter events and formats planned for 2021 may change due to the current pandemic. Please connect with the sponsorship team at [Sponsor.manager@pmiglc.net](mailto:Sponsor.manager@pmiglc.net) for the latest updates.*

Greetings!

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

PMIGL invites you to partner with us as we continue to promote and enhance project management knowledge, skills and leadership in Southeast Michigan. PMIGL 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 40<sup>th</sup> anniversary in 2019.

Sponsorship with PMIGL offers an excellent opportunity for your company to showcase products and services to an audience that has a significant say in the 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 2021 sponsorship is a one-time commitment to partner with you and promote your involvement with PMIGL for the full program year, at whichever funding level you prefer. Your sponsorship will run through December 31, 2021. 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 quarterly breakfast meetings, our new military and community outreach, as well as a Symposium, Professional Development Day and Golf Outing in 2021. This support provides your organization with prominent visibility in the PMIGL community as a key supporter of the project management profession.

Please feel free to contact Anthony Amalraj, Jayaram Narasimhan or any volunteer 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.

**PMIGL 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 PMIGL and take a prominent position in the community as a key supporter of the project management profession.

How can you deliver your ads to prospective customers at the same time? 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.

PMIGL communicates to its members and other stakeholders through website, monthly newsletters, dinner meeting email blasts, and various events throughout the year. Advertising and sponsoring events with PMIGL 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.

**PMIGL offers following means of advertising:**

- Events sponsorship (i.e. Annual Spring Symposium, PDD, Golf Outing. As well as workshops, monthly dinner, quarterly breakfast and happy hour events)
- Monthly Baseline News (12 issues) and weekly emails and reminders
- 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 PMIGL 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.

## **Virtual Events**

We have sponsorship events, which will be available in both physical and virtual formats in the year 2021. Details of virtual and in-person events is available in Planning Calendar based on latest information and estimates of regulatory lockdowns due to current pandemic.

# 2021 Sponsorship Planning Calendar

-  20<sup>th</sup> Annual Spring Symposium
-  Professional Development Workshop
-  Annual Professional Development Day
-  Annual Golf Outing
-  Breakfast Meeting
-  Annual Business Meeting
-  Monthly Dinner Meeting
-  Happy Hour

\*\* In Person Event

January 2021	February 2021	March 2021	April 2021																																																																																																																																																																																	
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## Sponsorship opportunities

### ANNUAL SPRING SYMPOSIUM SPONSORSHIP

PMIGL's Annual Spring 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 Symposium is one of the flagship events the chapter has offered for 20 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 the years 2019 and 2020, our Annual Symposium drew over 450 to 550 attendees respectively from PMIGL 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, Siemens, Ascension Health, and many others.

The 20<sup>th</sup> Annual Symposium Spring Symposium will offer an excellent opportunity for your company to showcase your products and services to an audience that has significant say in the business decisions of their organizations. This year's Symposium will be held virtually on April 23. The theme this year will be ***"Delivering Value in the New Normal"***. The opening and closing keynote speaker will be Ted Ma, who is an international keynote speaker, author, and leadership strategist who works with leaders to increase their influence and impact by creating a culture of mentorship.

The 19<sup>th</sup> Annual Symposium was held successfully in virtual format due to the current pandemic. The symposium platform is equipped with a special sponsor lobby, individual sponsor rooms for every sponsors to interact virtually in addition to showcasing audio-visual marketing collaterals. Sponsors are encouraged to provide prize items for raffles and games with sponsor recognition. Prizes will be handed out at the event or mailed by a PMIGL representative.

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

### ANNUAL GOLF OUTING SPONSORSHIP

Another way to promote your company's products or services and enjoy a day outdoors is to sponsor the PMIGL Golf Outing. 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 PMIGL representative.

## PROFESSIONAL DEVELOPMENT DAY (PDD)

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

PDD will be held in the fall on November 19. This event will feature the same high-quality speakers, top-notch venue, and attractive PDU level as our Symposium. It provides attendees with the opportunity to learn new skills and network. It is a great opportunity for sponsors to meet with those who are in the project management profession.

As a PDD sponsor, you will be displaying 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 which will be handed-out during the event at key times by a PMIGL representative.

## PROFESSIONAL DEVELOPMENT WORKSHOPS

This is a new addition to the value for our members and sponsors. PMIGL plans to organize 3 workshops during 2021. The topics are aimed at helping attendees become dynamic, servant leaders at cross functional project management offices. The topic for the workshop on February 26 will be "***The 'It' Factor for Scrum Masters/Project Leaders***" with Niel Magsombol (Agile Transformation Coach). Additional workshops will be held on June 25 and September 24 with topics to be announced soon.

## MONTHLY DINNER MEETINGS

The PMIGL monthly dinner meetings take place the second Monday of each month from 5 to 8 p.m. The agenda consists of networking time, dinner and presentations from key professional in the project management field. The intent of these meetings is to provide an atmosphere for learning and meeting among colleagues with similar interests. Professional Development Units (PDUs) 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 PMIGL representative.

## QUARTERLY BREAKFAST MEETINGS

This is a new addition to the value for our members and sponsors. PMIGL plans to organize breakfast meetings every quarter during 2021. Similar to dinner meetings, the agenda will consist of networking time, dinner and presentations from key professionals in the project management field. Participants are asked to share their experiences and opinions followed by practical tips from the guest speaker. Professional Development Units (PDUs) are earned for the attendance of the event.

## HAPPY HOUR/SOCIAL NETWORKING

Another way to promote your company's products or services is to sponsor the PMIGL Happy Hour. This is a social networking event that is scheduled to happen three times in 2021. Sponsor applications are filled on a first-come, first-served basis to the extent of available space.

## NEWSLETTER ADVERTISING

PMIGL 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 PMIGL website (<https://pmiglc.org/pmiglc-baseline-newsletter/>).

Sponsors can coordinate with PMIGL to advertise in the Baseline Newsletter each month with size options and formatting assistance from a PMIGL representative.

## WEBSITE ADVERTISEMENT

PMIGL 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 \$5500</b>	<b>Symposium</b>	<ul style="list-style-type: none"> <li>• 3 complimentary admissions to the Symposium. Additional admissions may be purchased up to a maximum of 4 people at a discounted rate.</li> <li>• Sponsor room within audio visual showcase and chat facility in virtual exhibition platform.</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>• Symposium attendee list.</li> </ul>
	<b>Golf Outing</b>	<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 PMIGL. PMIGL will print and display your logo, if provided before the registration deadline, with your sponsor agreement.</li> </ul>
	<b>Professional Development Day</b>	<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>

	<b>Professional Development Workshops</b>	<ul style="list-style-type: none"> <li>• 2 complimentary admissions to with meals.</li> <li>• 6' skirted display at the event location.</li> <li>• Logo displayed in event rotating slide deck</li> <li>• Invite naming, table marketing and attendee list</li> </ul>
	<b>Dinner and Breakfast Meetings</b>	<ul style="list-style-type: none"> <li>• 2 complimentary tickets for 6 meetings.</li> <li>• 6' skirted display at the meeting location.</li> <li>• Sponsor introduction</li> <li>• Sponsor slide deck presentation.</li> <li>• 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>Baseline News</b>	<ul style="list-style-type: none"> <li>• 1/2 Page advertising for 12 months.</li> </ul>
	<b>Website Ads</b>	<ul style="list-style-type: none"> <li>• Advertising with links to corporate site.</li> </ul>
	<b>Happy Hour</b>	<ul style="list-style-type: none"> <li>• 2 complimentary tickets for 4 events.</li> </ul>
<b>Gold \$3700</b>	<b>Symposium</b>	<ul style="list-style-type: none"> <li>• 3 Complimentary admissions to the Symposium. Additional admissions may be purchased up to a maximum of 4 people at a discounted rate.</li> <li>• Sponsor room within audio visual showcase and chat facility in virtual exhibition platform.</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> </ul>
	<b>Golf Outing</b>	<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 hold sponsorship advertising provided to you by PMIGL. PMI will print and display your logo, if provided before the registration deadline, with your sponsor agreement.</li> </ul>
	<b>Professional Development Day</b>	<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 PDD 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>

	<b>Professional Development Workshops</b>	<ul style="list-style-type: none"> <li>• 2 Complimentary admissions with meals.</li> <li>• 6' skirted display at the event location.</li> <li>• Logo displayed in event rotating slide deck</li> </ul>
	<b>Dinner and Breakfast Meetings</b>	<ul style="list-style-type: none"> <li>• 2 Complimentary tickets for 6 meetings.</li> <li>• 6' skirted display at the meeting location.</li> <li>• Sponsor introduction</li> <li>• Sponsor slide deck presentation.</li> <li>• 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>Baseline News</b>	<ul style="list-style-type: none"> <li>• 1/2 Page advertising for 6 months.</li> </ul>
	<b>Happy Hour</b>	<ul style="list-style-type: none"> <li>• 2 complimentary tickets for 2 events.</li> </ul>
<b>Silver \$2200</b>	<b>Symposium</b>	<ul style="list-style-type: none"> <li>• 2 complimentary admissions to the Symposium. Additional admissions may be purchased up to a maximum of 4 people at a discounted rate.</li> <li>• Sponsor room within audio visual showcase and chat facility in virtual exhibition platform.</li> <li>• Logo and name on the Symposium brochure.</li> <li>• Event brochure insert.</li> </ul>
	<b>Golf Outing</b>	<ul style="list-style-type: none"> <li>• 2 complimentary admissions to the Golf Outing (includes green fees, golf cart and meals).</li> </ul>
	<b>Professional Development Day</b>	<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 PDD 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>
	<b>Professional Development Workshops</b>	<ul style="list-style-type: none"> <li>• 2 complimentary admissions to PDD with meals.</li> <li>• 6' skirted display at the event location.</li> </ul>
	<b>Dinner and Breakfast Meetings</b>	<ul style="list-style-type: none"> <li>• 2 complimentary tickets for 3 meetings.</li> <li>• 6' skirted display at the meeting location.</li> <li>• Sponsor introduction</li> <li>• Sponsor slide deck presentation.</li> <li>• 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>Baseline News</b>	<ul style="list-style-type: none"> <li>• 1/4 Page advertising for 6 months.</li> </ul>
	<b>Happy Hour</b>	<ul style="list-style-type: none"> <li>• 2 complimentary tickets for 1 event.</li> </ul>

<p><b>Copper \$1000</b></p>	<p><b>Symposium</b></p>	<ul style="list-style-type: none"> <li>• 1 complimentary admission to the Symposium. Additional admissions may be purchased up to a maximum of 4 people at a discounted rate.</li> <li>• Sponsor room within audio visual showcase and chat facility in virtual exhibition platform.</li> <li>•</li> </ul>
	<p><b>Professional Development Day</b></p>	<ul style="list-style-type: none"> <li>• 1 complimentary admission with meals.</li> </ul>
	<p><b>Professional Development Workshops</b></p>	<ul style="list-style-type: none"> <li>• 1 complimentary admission with meals.</li> </ul>
	<p><b>Baseline News</b></p>	<ul style="list-style-type: none"> <li>• Business card size advertisement – 3 months.</li> </ul>
<p><b>All sponsors may provide items for swags at all in-person events. Tables at events are 6’ or 8’, depending on space availability in the event venue. All virtual events will be hosted in webinar format, except the Symposium which will have sponsor rooms with audio visual /chat facility in virtual exhibition platform.</b></p>		

## Event Sponsorship

Sponsor Level	Sponsorship Event	Benefits to Sponsors
<b>Not for Profit (NFP) \$275</b>	<b>Symposium</b>	<ul style="list-style-type: none"> <li>• 1 complimentary admission to the Symposium.</li> <li>• Sponsor room within audio visual showcase and chat facility in virtual exhibition platform.</li> </ul>
<b>Exhibitor \$1,300</b>	<b>Symposium</b>	<ul style="list-style-type: none"> <li>• 2 complimentary admissions to the Symposium.</li> <li>• Sponsor room within audio visual showcase and chat facility in virtual exhibition platform.</li> <li>• Logo and name on the Symposium brochure.</li> </ul>
<b>Event \$2,000</b>	<b>Symposium</b>	<ul style="list-style-type: none"> <li>• 3 complimentary admissions to the Symposium.</li> <li>• Sponsor room within audio visual showcase and chat facility in virtual exhibition platform.</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>• Dinner and breakfast 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>
<b>Premier \$2,600</b>	<b>Symposium</b>	<ul style="list-style-type: none"> <li>• 3 complimentary admissions to the Symposium. Additional admissions may be purchased up to a maximum of 4 people at a discounted rate.</li> <li>• Sponsor room within audio visual showcase and chat facility in virtual exhibition platform.</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>• Dinner and breakfast 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 (See “Attendee List” below).</li> </ul>
<b>Hole \$100</b>	<b>Golf Outing</b>	<ul style="list-style-type: none"> <li>• 2 complimentary admissions to the Golf Outing (includes green fees, golf cart and meals).</li> </ul>

		<ul style="list-style-type: none"> <li>• Golf hole sponsorship advertising provided to you by PMIGL. PMIGL will print and display your logo, if provided before the registration deadline, with your sponsor agreement.</li> </ul>
<b>Exhibitor \$165</b>	<b>Golf Outing</b>	<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 PMIGL. PMIGL will print and display your logo, if provided before the registration deadline, with your sponsor agreement.</li> </ul>
<b>Event \$440</b>	<b>Golf Outing</b>	<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 PMIGL. PMIGL 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</b>	<b>Professional Development Day</b>	<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</b>	<b>Professional Development Day</b>	<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 PDD 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</b>	<b>Professional Development Day</b>	<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>

<p><b>Event</b> <b>\$300</b></p>	<p><b>Dinner and Breakfast Meetings and Happy Hour</b></p>	<ul style="list-style-type: none"> <li>• 2 complimentary tickets.</li> <li>• 6' skirted display at the meeting location.</li> <li>• Sponsor introduction</li> <li>• Sponsor slide deck presentation</li> </ul>
<p><b>Event</b> <b>\$500</b></p>	<p><b>Professional Development Workshop</b></p>	<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
Standard - \$110.00	Website Ads
With Links - \$140.00	
Full Page - \$300.00	Baseline News – layout below
Half Page - \$155.00	
Quarter Page - \$80.00	
Business Card - \$25.00	

**FULL PAGE with bleed 8.75x11.25 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, PMIGL 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 News full Page	\$300.00/Month
Symposium Event	\$ 2,000.00		Baseline News ½ Page	\$155.00/Month
Symposium Premier	\$2,600.00		Baseline News ¼ 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	\$
ROLLOVER CREDIT	\$
TOTAL ENCLOSED	\$

## PAYMENT OPTIONS

- Please charge our credit card.  
  VISA  
  MasterCard  
  Discover  
  American Express  
 We have enclosed check (*payable to PMIGL*). Send to PMIGL, PO Box 771, Novi, MI 48376  
 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 PMIGL constitutes a contract.

NOTE: Returning this document to the PMIGL 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@PMIGL.net](mailto:director.sponsorship@PMIGL.net).

## How To Reserve Your Sponsorship Opportunity?

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

1. Complete Sponsor Agreement Form.
2. Email completed agreement forms to [director.sponsorship@PMIGL.net](mailto:director.sponsorship@PMIGL.net) along with the information required for marketing and publicity campaigns. An event invoice can be provided for the sponsorship package upon request.
3. If paying by check, send a check made payable to PMIGL to the following address:  
**PMIGL, PO Box 771, Novi, MI 48376.**

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

PMIGL assumes no liability and will be held harmless for any liability posed by the content of speaker presentations and sponsor display materials. This includes intellectual property rights infringement or other claims against the speaker, presentation content, sponsor or display materials.

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

### CANCELLATION POLICY

PMIGL 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 PMIGL 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 PMIGL.

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

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

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

### PRIVACY

PMIGL 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 PMIGL 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 PMIGL events.
10. Targeted e-blasts that are specific to only one outside group to PMIGL membership.
11. No advertising shall be permitted which may injure the good names and reputations of PMI Global or PMIGL.

## **ACCEPTANCE**

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

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

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

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