



## 2017 Sponsorship Opportunities PMI – San Diego

The Project Management Institute® San Diego Chapter (“PMI-SD®”) is delighted to announce sponsorship opportunities that include: monthly breakfasts, monthly lunch meetings, quarterly dinner meetings, networking events and our Annual Conference. These membership opportunities provide recognition on the chapter website, email correspondence and recognition at the sponsored event(s).

To offer an ever-enlarging array of programming at low-cost for our members, we are seeking financial sponsorship from companies who share our vision of providing outstanding professional development opportunities for current and prospective project management practitioners in the greater San Diego area. One of the tenets of PMI includes our focus on having members obtain and keep the variety of globally recognized Project Management certifications. These include not only the globally recognized Project Management Professional (PMP) certification, but also certifications in Portfolio Management IPfMP), Program Management (PgMP), Risk Management (PMI-RM), Scheduling (PMI-SP), Agile (PMI-ACP) and Business Analysis (PMI-PBA). Our events help us to achieve this goal for our membership. We provide a variety of focused topics and speakers for current PMPs who wish to continue their personal growth and development while earning valuable professional development units that help them to maintain their professional status.

As a sponsor, 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 professionals and executives that represent a broad base of industries. Becoming a sponsor means that your company will be promoting the value of our mission to promote excellence in project management and supporting the continuing education of your teams in the latest trends, topics, and ideas in project management. Please find attached an overview of the sponsorship benefits and options and consider joining us in supporting this growth opportunity for our local project management community. We encourage you to work with our Sponsorship Team to find the placement that's right for you.

We appreciate your commitment to the project management business community and to the development of professionals of the highest quality in the field of Project Management. PMI-SD shares those values and would be honored to partner with you in participating in our various events and activities.

Thank you for your sponsorship consideration.

Please contact any of the following individuals for questions regarding sponsorship opportunities:

VP Outreach	<a href="mailto:outreach@pmi-sd.org">outreach@pmi-sd.org</a>
VP Finance	<a href="mailto:finance@pmi-sd.org">finance@pmi-sd.org</a>
VP Communications	<a href="mailto:communications@pmi-sd.org">communications@pmi-sd.org</a>



## Sponsorship Options

### PMI – San Diego

PMI San Diego (SD) Chapter offers a range of opportunities to regional and national businesses that support and value project management and who are seeking greater access to our growing membership. We invite your company or organization to join our effort in providing opportunities for individual growth in Project Management and increasing corporate awareness of the project management profession. We have several options for your investment: that includes advertising on our website, eBlasts, meeting sponsorship, chapter premier sponsorship and special events. We encourage you to work with our Sponsorship Team to find the placement that's right for you.

All annual sponsorship will commence from the date that the funds are received, and accepted by finance, until the following year at that date.

### Annual Sponsorship Levels

#### PLATINUM SPONSOR (\$15,000)

- ✓ **Logo Placement.** Appropriate acknowledgement of your company's sponsorship with prominent placement of your company's logo as appropriate throughout the calendar year on our chapter marketing materials, chapter website, email communications, and acknowledgement at regular events throughout the year: breakfast and lunch meetings, and quarterly dinner meetings.
- ✓ **Presentation Opportunities.** Opportunity to give a short presentation at the Chapter's dinner meetings.
- ✓ **Company Collateral.** Opportunity to distribute company material throughout the year at Chapter events.
- ✓ **Company Logo Display.** Continuous video display of your company logo at our events including breakfasts, lunches and dinner meetings.
- ✓ **Banner/Sign Placement.** Your company's banner and/or sign placement at quarterly dinner meetings.
- ✓ **Exhibit Space.** Three featured (3) exhibitor spaces with skirted table & 3 chairs each near registration & networking area.
- ✓ **Chapter Event Access.** Four (4) sponsor Annual Conference badges that include access to all Annual Conference sessions, meals and networking events. Four (4) seats to six (6) of our monthly breakfasts and lunches and Four (4) seats to Four (4) dinner meetings.

#### GOLD SPONSOR (\$10,000)

- ✓ **Logo Placement.** Appropriate acknowledgement of your company's sponsorship with prominent placement of your company's logo throughout the calendar year as appropriate on our marketing materials, chapter website, email communications, and acknowledgement at events throughout the year: breakfast and lunch meetings, and quarterly dinner meetings
- ✓ **Presentation Opportunities.** Opportunity to give a short presentation at up to 2 of our monthly lunches and at one quarterly dinner.
- ✓ **Company Collateral.** Opportunity to distribute company material throughout the year at Chapter events.



- ✓ **Company Logo Display.** Video display of your company logo before Chapter breakfasts, lunches and quarterly dinner meetings.
- ✓ **Banner/Sign Placement.** Your company's banner and/or sign placement at selected lunch meetings, quarterly dinner.
- ✓ **Exhibit Space.** Three featured (3) exhibitor spaces with skirted table & 2 chairs each near registration & networking area.
- ✓ **Chapter Event Access.** Two (2) sponsor Annual Conference badges that include access to all Annual Conference sessions, meals, and networking events. Four (4) seats to four (4) of our monthly breakfasts and lunches and Two (2) seats to Two (2) dinner meetings.

#### **SILVER SPONSOR (\$5,000)**

- ✓ **Logo Placement.** Appropriate acknowledgement of your company's sponsorship with prominent placement of your company's logo throughout the calendar year as appropriate on our marketing materials, chapter website, email communications, and acknowledgement at events throughout the year: breakfast and lunch meetings, quarterly dinner meetings.
- ✓ **Company Collateral.** Opportunity to distribute company material throughout the year at Chapter events.
- ✓ **Company Logo Display.** Video display of your company logo before select Chapter lunches and quarterly dinner meetings.
- ✓ **Banner/Sign Placement.** Your company's banner and/or sign placement (size dependent) at breakfast and lunch meetings and quarterly dinner.
- ✓ **Exhibit Space.** Two (2) exhibitor space with skirted table & 2 chairs near registration & reception areas.
- ✓ **Chapter Event Access.** Three (3) sponsor badges that include access to all Annual Conference sessions, meals, and networking events. One (1) seat to four (4) of our monthly breakfast and/or lunch events and Two (2) seats to Two (2) dinner meetings.

#### **BRONZE SPONSOR (\$3,000)**

- ✓ **Logo Placement.** Appropriate acknowledgement of your company's sponsorship with placement of your company's logo throughout the calendar year as appropriate on our marketing materials, chapter website, email communications, and acknowledgement at events throughout the year: breakfast and lunch meetings and quarterly dinner meetings.
- ✓ **Company Logo Display.** Video display of your company at quarterly dinner meetings.
- ✓ **Exhibit Space.** One (1) exhibitor space with skirted table & 2 chairs near registration & reception areas.
- ✓ **Chapter Event Access.** One (1) sponsor badge that includes access to all Annual Conference sessions, meals, and networking events. One (1) seat to a total of two (2) of our monthly breakfast and/or lunch meetings and One(1) seat to One (1) dinner meeting.



## Sponsorship Benefits at a Glance

<b><u>SPONSORSHIP PACKAGE</u></b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
<b><u>ANNUAL COST</u></b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$3,000</b>
<b><u>LOGO PLACEMENT</u></b>				
Company Collateral – Marketing Material	•	•	•	
Company Logo – SD Communications	•	•	•	•
Company Logo Display (Video)	•	•	•	•
Banner / Sign Placement	•	•	•	

<b><u>EXHIBIT SPACE</u></b>				
Three (3) exhibitor spaces with skirted table and 3 chairs each	•	•		
Two (2) exhibitor spaces with skirted table and 2 chairs each			•	
One (1) exhibitor spaces with skirted table and 2 chairs each				•

<b><u>Chapter Event Access</u></b>				
Annual Conference	4 Sponsor Badges	2 Sponsor Badges	1 Sponsor Badge	1 Sponsor Badge
Chapter Breakfast and Lunch Events	4 Seats to 6 Events	2 Seats to 4 Events	1 Seat to 4 Events	1 Seat to 2 Events
Chapter Dinner Events	4 Seats to 4 Events	2 Seats to 4 Events	2 Seats to 2 Events	1 Seat to 1 Event
Special Events	2 Sponsor Badge	1 Sponsor Badge	-	-



## Individual Sponsorship Opportunities

Sponsorship Options	Description	Frequency	Price
<a href="#">Website Advertising</a>	Logo with link on home page	3 months	\$200
		6 months	\$375
		1 year	\$700
<a href="#">Regular eBlast Advertising</a>	Short description, logo and link added to PMI-SD's weekly eBlast to > 5000 subscribers	1 ad per week	\$100 / month
<a href="#">Quarterly Dinner Meeting Sponsorship</a> - <b>Primary</b> (50-120 attendees)	Logo on website for 3-4 weeks, on event details page, and in weekly eBlast, attendee meals, table at event, networking time and 2 minutes speaking time	Individual meetings	\$500 per meeting
<a href="#">Quarterly Dinner Meeting Sponsorship</a> - <b>Secondary</b> (50-120 attendees)	Logo on website for 2-3 weeks, and on event details page, and in weekly eBlast, attendee meals, table at event and networking time	Individual meetings	\$250 per meeting
<a href="#">Breakfast and Lunch Meeting Sponsorship</a> (10-40 attendees)	Logo on event details page for 2-3 weeks and in weekly eBlast, table at event (space permitting), and 2 minutes speaking time	Lunch	\$250 per meeting
		Breakfast	\$100 per meeting
<a href="#">Networking Events Sponsorship</a> (based on duration)	Logo on website for 3-4 weeks, on event details page and in weekly eBlast, table at event, networking time & 5 minutes speaking time	1-2 hours	\$250 per event
		Half day	\$500 per event
		Full day	\$1000 per event



<a href="#">Networking Events Custom Advertising</a>	Giveaways, bags, logo items, program ad space	Single event	(See details)
<a href="#">Co-Sponsorship for events</a>	Exchanged logos on respective sites, member discounts, web home page promotion	Per event	Trade in kind

Detailed descriptions of each type of advertising solution follow.

Contact the Sponsorship Team at [outreach@pmi-sd.org](mailto:outreach@pmi-sd.org) to set up your package.

Event presentations need to be prearranged with the Vice President of Outreach or their designee. Communications Team requires 2 week lead time to set up eBlasts and website logos.

For any questions on [Payment Terms](#), contact the VP of Finance at [finance@pmi-sd.org](mailto:finance@pmi-sd.org)

## [Website Advertising](#)

A logo will appear on the PMI-SD Chapter home page with an active link to a designated webpage.

Ad Format	Ad Type	Ad Size	Frequency	Ad Price
GIF or JPG	Logo and link to designated website	120W x 180H (pixels)	3 months	\$200
			6 months	\$500
			1 year	\$1000

Contact the Marketing Team at [outreach@pmi-sd.org](mailto:outreach@pmi-sd.org) for arrangements.

Payment is due at least Two (2) weeks ahead of time. See [Payment Terms](#) at the end of the document. Communications preference is for One (1) week lead time for set up – Send media package to [advertising@pmi-sd.org](mailto:advertising@pmi-sd.org) .



## Regular eBlast Advertising

In addition to advertising on our website you may also choose to advertise in our Regular eBlast, which goes out on a weekly basis to over 5,000+ subscribers. This announces upcoming events, seminars, networking opportunities, etc. By advertising in the Regular eBlast, you will instantly reach our members and subscribers.

Ad format	Advertisement details	Ad size	Frequency	Ad Price
Text GIF JPG	Short description, logo and link to the advertiser's website	150 X 150 pixel jpg file included in the eBlast	Weekly	1 eBlast = \$75

Contact the Marketing Team at [outreach@pmi-sd.org](mailto:outreach@pmi-sd.org) for arrangements. Payment is due at least Two (2) weeks ahead of time. See [Payment Terms](#) at the end of the document. Communications preference is for One (1) week lead time for set up. Send media package to [advertising@pmi-sd.org](mailto:advertising@pmi-sd.org).

## Quarterly Dinner Meeting Sponsorship

PMI-SD Chapter Quarterly Dinner Meetings provide companies with an opportunity to showcase their technology, products, and services to a specific target audience of project management professionals. The PMI-SD Chapter Quarterly Dinner Meetings are attended by both Chapter members and guests. Meetings provide a forum for networking and promoting project management services, tools, and knowledge to project sponsors, project managers, and team members. The Marketing Team is always looking for interested sponsors. There are two sponsor packages to choose from at the PMI-SD Quarterly Dinner Meeting: Primary and Secondary.

Details	Primary Sponsor	Secondary Sponsor
<b>Fee</b>	\$500 per meeting	\$250 per meeting
<b>Presentation time</b>	5 minutes to present (including Q&A) prior to the main speaker	-
<b>Advertisement &amp; promotion</b>	Logo on SD Chapter website for 3-4 weeks prior to the event; and event details page; and in the weekly eBlast	Logo on SD Chapter website for 2-3 weeks prior to the event; and event details page; and in the weekly blast



<b>Ad on website</b>	Ad on the Sponsor page for the month they are sponsoring	-
<b>Limitations</b>		Fee is for individual quarterly meetings
<b>Table</b>	One table for use to display items (provided by the sponsor), collect business cards from meeting attendees, have a representative to answer questions etc.	
<b>Meal</b>	Two meals are provided for each sponsor	
<b>Raffle</b>	Each sponsor has an option to raffle something. It can be product specific (depending on the product), or generic (such as a gift card, book etc.)	

**Other details:**

**Location:** The PMI-SD Chapter Quarterly Dinner Meeting is currently held at various locations in the Greater San Diego area. The final date and location of each meeting is provided at least two (2) months in advance.

**Time:** Please arrive approximately 30 minutes prior to meeting start time. Meeting is 5:30pm – 9:00pm.

**Bio:** Please send a company bio and logo (jpeg format), and related media to the Outreach / Marketing Team. The sooner we receive the package, the sooner we can begin promotion as event sponsor.

Contact the Marketing Team at [outreach@pmi-sd.org](mailto:outreach@pmi-sd.org) for arrangements.

Payment is due four (4) weeks ahead of time. See [Payment Terms](#) at the end of the document, or contact VP of Finance at [Finance@pmi-sd.org](mailto:Finance@pmi-sd.org)

Communications is for two (2) week lead time for set up of logo and eBlast. Send media package to [advertising@pmi-sd.org](mailto:advertising@pmi-sd.org).

## [Monthly Meeting Sponsorship](#)

PMI-SD Chapter also offers sponsorship at some of our regularly scheduled Monthly Meetings located throughout San Diego County. The Monthly Meeting sponsorship package includes the following:

Details	Meeting Sponsor	Frequency	Price
<b>Advertisement &amp; promotion</b>	Logo on SD Chapter website event details page for 2-3 weeks prior to the event; and in the weekly eBlast	1 per month or quarter (depending on the meeting)	\$250/meeting Or \$1,000/annually





<b>Presentation time</b>	5 minutes speaking time, before the main speaker		
<b>Table</b>	Table display at the meeting event, space permitting (display item provided by the sponsor)		

Contact the Marketing Team at [outreach@pmi-sd.org](mailto:outreach@pmi-sd.org) for arrangements.  
 Payment is due at least Two (2) weeks ahead of time. See [Payment Terms](#) at the end of the document.  
 Communications preference is for One (1) week lead time for set up – Send media package to [advertising@pmi-sd.org](mailto:advertising@pmi-sd.org).

## [Networking Events Sponsorship](#)

PMI-SD Chapter also offers sponsorship at some of our special networking events located throughout An Diego County. The Networking Events sponsorship package includes the following:

Details	Meeting Sponsor	Frequency	Price
<b>Advertisement &amp; promotion</b>	Logo on SD Chapter website for 4 weeks prior to the event;  and in the weekly eBlast	1–2 hour event	\$250 per event
<b>Presentation time</b>	10-15 minute presentation at the event;  1–2 “open networking” sessions at the event	Half Day Event	\$500 per event
<b>Table</b>	Table display at the meeting event, space permitting (display item provided by the sponsor)	Full Day Event (6+ hours)	\$1000 per event

Contact the Marketing Team at [outreach@pmi-sd.org](mailto:outreach@pmi-sd.org) for arrangements.  
 Payment is due at least Two (2) weeks ahead of time. See [Payment Terms](#) at the end of the document.  
 Communications preference is for One (1) week lead time for set up – Send media package to [advertising@pmi-sd.org](mailto:advertising@pmi-sd.org).



## [Networking Events - Custom Ads](#)

PMI-SD Chapter also offers custom advertising at our networking events.

Advertising Description	Timing before Event	Price
Logo in printed program	Minimum of 3 weeks prior	\$50
Quarter page ad in printed program	Minimum of 3 weeks prior	\$100
Sponsor giveaways	Minimum of 2 weeks prior	Free with printed program ad
Sponsorship shared logo bags	Minimum of 4 weeks prior	\$500
Sponsorship shared logo items	Minimum of 4 weeks prior	TBD on logo item required

Contact the Marketing Team at [outreach@pmi-sd.org](mailto:outreach@pmi-sd.org) for arrangements.

**Payment is due at least Two (2) weeks ahead of time prior to order processing.** See [Payment Terms](#) at the end of the document.

Communications preference is for One (1) week lead time for set up – Send media package to [advertising@pmi-sd.org](mailto:advertising@pmi-sd.org).

## [Co-Sponsorship for Joint Organizational Events](#)

Occasionally, another Organization will offer PMI-SD chapter members discounts to local events in exchange for advertising benefits. These events will be posted on a separate “Members Only” section of our website, open only to chapter members. Requirements in kind refer to:

- Exchange of logos to be presented as co-sponsors of the event
- Member discount code
- Promotion of Members Only events in regular eBlasts

Detailed MOU (Memo Of Understanding) must be signed with the appropriate VP, outlining simple terms before anything is posted on the website. Co-sponsor verifies that content, discount codes, and links are functional and virus-clean and that the event is related to Project Management, thus providing value to PMI-SD chapter members.



## Payment Terms

**All payments must be received by Finance at least one business day before order processing.**

The Finance Team will send any necessary invoices through PayPal. There are two options for payment:

- 1) Make an electronic payment via PayPal Contact: [finance@pmi-sd.org](mailto:finance@pmi-sd.org)
- 2) By mailing a check to: (made out to "PMI San Diego Chapter")

PMI San Diego Chapter

Accounts Receivable

8895 Towne Centre Drive

Suite 105-114

San Diego, CA 92122

## Terms and Conditions:

Sponsorship does not indicate that PMI-SD endorses the sponsor or their product(s). It does mean that we have provided an opportunity for visibility of the sponsoring organization to our membership. ***PMI-SD reserves the right to refuse advertising or sponsorship to ensure alignment with project management, and does not present a conflict with PMI's Code of Ethics.***

Sponsorship of PMI-SD assumes agreement with the following:

Sponsorships are non-exclusive

PMI-SD reserves the right to modify meetings and schedules as needed, and will provide Sponsor with outstanding like services at/for another event. Sponsor sole recourse is to participate in a future event.

All Sponsorships are non-cancelable by the Sponsor. If changes are required PMI-SD will make every effort to provide benefits for like value.

Sponsorship does not grant the right to use any PMI-SD marks including, but not limited to, trademarks, names or logos.

Sponsorship does not grant the right to access or use any PMI-SD mailing lists.

Sponsor is solely responsible for any liability arising out of or relating to chapter meeting sponsorship. Sponsor warrants and represents that it holds the rights necessary for representing or advertising Sponsor materials. Sponsor agrees to indemnify PMI-SD and to hold PMI-SD harmless from and against any and all claims, whether actual or threatened, causes of action, damages, liability, loss or any other expenses resulting from event attendance or advertisement by the Sponsor with PMI-SD.

All advertisements from professional development/training organizations must have completed and approved required contracts and/or documents on file with PMI-SD.

All promotional material must be pre-approved in writing by PMI-SD.

PMI-SD will not be held liable for the failure, in whole or in part, to post any advertisement.



PMI-SD will not be held liable for formatting, typographical, or other errors that occur in connection with the posting of the advertisement submitted by the Sponsor.

Sponsor releases PMI-SD from liability regarding delays in performance and/or non-performance from any condition beyond the control of PMI-SD.

PMI-SD may terminate Sponsorship if any major, public controversy arises in connection with the Sponsor, which, in the reasonable opinion of PMI-SD, reflects adversely and substantially on the organizational image of PMI-SD.

Policies and Procedures can change at any time, and all addendums will be posted on our website and communicated to Sponsors with active contracts.