



2013 Marketing Sponsorship Guidelines

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Sponsorship Guidelines

Goal

The purpose of this document is to provide the sponsorship guidelines and pricing for the PMI Pikes Peak Regional Chapter (PPRC).

Sponsorship Guidelines

- Board approval of a sponsorship agreement is not required as long as the parameters of the Sponsorship Guide are followed. However, any sponsor agreements will be provided to the board at the next board meeting.
- Any changes outside of the terms of either the Annual or À la carte sponsorships require board review and approval.
- Sponsors agree to adhere to the PMI Code of Ethics and Quality Standards. Failure to do so may result in termination of the agreement.
- Special Events (e.g. Meet ups or Weekend workshops) are excluded from this document.
- A standard written contract/agreement will be signed by both PPRC and each sponsorship party (s). Content to include but not limited to:
 - Company name of sponsor
 - Signature of both the President or designee and Marketing VP.
 - Type of sponsorship (Annual or À la carte)
 - Annual Sponsorship:
 - Level
 - Total price
 - Effective dates
 - À la carte
 - Number of months to be sponsored
 - Targeted Months (if applicable)
 - Services duration and selection of services and total cost
- All materials provided to the PPRC membership is to include “This advertisement may not reflect the opinions of either PMI or PPRC. The enclosure is a paid advertisement.”
- Payment is paid in full **net** thirty (30) days from signature date of agreement or at date of first service if this date is before the net thirty (30) date.
- PPRC sponsorship guidelines and price sheet will be made available on the chapter website under corporate relations menu option.
- All signed agreements are to be sent to the V.P. of Finance for record keeping.
- All agreed upon options will be provided to the appropriate VPs to ensure options have been met. The VP of Marketing will ensure the options are provided per the agreement.

- Sponsor will be responsible for:
 - Providing all materials for selected options
 - Placement and removal of signage or banner placement
 - Placement and pick up of literature or table placement
 - Content in Quarterly News Letter
 - Content in PowerPoint
 - Supply copy for Podium mentions

- PMI PPRC and its board members will not endorse or recommend any sponsor(s) service or products over another. There are three types of sponsors:
 - **PMI Registered Education Providers** – an organization that possesses the R.E.P. certification from the Project Management Institute (PMI).
 - No further qualification is required
 - **Non-Registered Education Providers** – An organization that has experience in the training field both in Project Management and others disciplines.
 - Must provide course reviews in one of the Project Management discipline to prove their ability.
 - Or, be willing to provide a one-time four hour course in one of the Project Management disciplines and score an average of 4.0 on a 1.0 to 5.0 scale for no fee.
 - **General Sponsor** - An organization that wishing to sponsor PPRC for a purpose other than for educational or training. This item can include restaurants, hotels, and other businesses.”

Sponsorships Options

Annual Sponsorship Levels

- There are four levels of annual sponsorships available to organizations through the PPRC. Each level of sponsorship allows various levels of advertising/promotion to our membership. The guidelines and price sheet will be made available on our chapter website.
 - Platinum
 - Gold
 - Silver
 - Bronze
- Annual sponsorships are for a 12 month period, based on calendar months i.e. Jan 1-Dec 31, Jun 1-May 31. PPRC conducts nine workshop/chapter dinners meeting a year. There are no meetings in July, August or December.

Sponsorship Levels	FEE	Chapter Meeting/Event Table**	Signage /Banner	Dinner Table Placement or Literature	Slide Show Loop*	Podium Mention	Quarterly Newsletter*	Website Placement (Upcoming Events)
Platinum	\$1000.00	X	X	X	X	X	X	X
Gold	\$750.00		X	X	X	X	X	X
Silver	\$500.00			X	X	X	X	X
Bronze	\$400.00				X	X	X	X

Figure 1 Annual Sponsorship Levels

À la carte Sponsorship

- Sponsor may choose from individual offerings instead of selecting one of the four levels of annual sponsorships. Working with PPRC, the sponsor may select specific months and/or type of advertising.
- A la carte options are based on calendar months

A la Carte	Fee per Meeting (Except January Mtg)	January Meeting
Chapter Meeting Table	\$100.00	\$125.00
Signage/Banner	\$90.00	\$100.00
Dinner Placement/Literature	\$25.00	\$45.00
Slide Show Loop	\$15.00	\$20.00
Podium Mention	\$10.00	\$10.00
Quarterly Newsletter	\$10.00	\$15.00
Website Placement (Upcoming Events)	\$20.00	\$25.00

Figure 2 – À la carte Pricing

Description of Services

Chapter Meeting Table

A table is placed at the back of the meeting room to encourage chapter members to visit the sponsor(s) and allow the sponsor to provide information about their organization. The sponsor(s) are responsible for staffing their table.

PPRC will provide the table and 2 chairs for an event table; power cords/strips will be the responsibility of the sponsor and must adhere to the policies of the venue for safety. Sponsorship does not include cost of Chapter Dinners.

Dinner Table Placement/Literature

Sponsors may leave advertising materials at each table during the monthly meetings. The sponsor is responsible to remove all materials remaining at each table after the meeting has ended.

Slide Show Loop

Sponsors may provide up to two (2) slides for inclusion in the monthly PPRC rolling slide show based on their annual and/or a la carte sponsorship agreement. . PPRC will supply the sponsor with the PowerPoint template two (2) weeks prior to the monthly meeting.

The sponsor must provide the completed slide(s) to PPRC, no later than five (5) business days prior to the scheduled meeting start date. PPRC will try to match content, color and format within reasonable limits but does not guarantee exact matches with source content.

PPRC will provide a final review to the sponsor prior to posting content posted PPRC media. The slide show loop will not run during the workshop or dinner meeting presentations

Note:

Platinum Level - up 2 slides

Gold Level – up to 1 slide

Shared slide with all Silver level sponsors identified on top and all Bronze sponsors identified on the bottom half

A la Carte sponsors – 1 slide

Podium Mention

The PPRC Master of Ceremony will make announcements regarding sponsors.

Quarterly Newsletter

Sponsors may provide an advertisement block not to exceed 3"x5" for inclusion in the quarterly PPRC newsletter. Sponsors must provide the completed block to PPRC, no later than five (5) business days prior to the scheduled release of the newsletter.

Note: PPRC will try to match content, color and format within reasonable limits but does not guarantee exact matches with source content. PPRC will provide a final review to the sponsor prior to posting content posted PPRC media.

Newsletter availability will be in PDF format and will be posted on the PMI PPRC website. The PMI PPRC website is the primary communication tool for the chapter and no individual email blasts are permitted.

Website Placement

A banner jpg with the sponsor's website will be provided under the Sponsor's page of the PPRC website. Advertising is based on calendar months

- Annual Sponsorship – Continual banner for one (1) year from date of contract.
- À la carte - The banner/link will be on the PPRC website for the agreed upon duration(s). The sponsor will identify which month(s) they want the banner to run.