

PMI Los Angeles (PMI-LA) 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 – advertising content on our website, in chapter emails, chapter meeting sponsorships, and one-off events. We encourage you to work with our Marketing Team to find the placement that’s right for you.

Customize Your Investment

Option	Description	Frequency	Price
Website	Logo with link on home page.	3 months	\$200
Custom Emails	Detailed description, logo, and link to the advertiser’s website to > 3500 subscribers.	Max 1 per week	\$100
Flagship Meeting Sponsorship (40-80 attendees)	Logo on home page of website, on event details page (logo & write up), and in weekly newsletter email for 3-4 weeks before the event. Two attendee meals, display table, networking time, and 10 minutes speaking time at the event.	Alternate Meetings	\$300 per meeting
Industry Event Meeting Sponsorship (10-40 attendees)	Logo & write up on website event details page and in weekly newsletter email for 2-3 weeks before the event. Display table (space permitting) and 5 minutes speaking time at the event. One meal, if one is provided at the meeting, will be provided for the sponsor.	Alternate Meetings	\$200 per meeting
Networking Event Sponsorship (20-40 attendees)	Logo on home page of website, on event details page (logo & write-up), and in weekly newsletter email for 3-4 weeks before the event. Display table (space permitting), networking time, and 10 minutes speaking time.	1-2 hours	\$150 per event
Custom Special Events	If interested in sponsoring a special event (e.g., Chapter Anniversary, Job Fair, etc.), contact the Marketing Team for available options.	Single event	Contact for details

See the following for a detailed description of each type of solution.

Contact the Marketing Team at sponsorships@pmi-la.org to discuss your options.
For any questions on [Payment Terms](#), contact the VP of Finance at vpfinance@pmi-la.org.

Website

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

Ad Format	Ad Type	Ad Size	Frequency	Ad Price
GIF or JPEG	Logo and link to designated website	120W x 180H (pixels)	3 months	\$200

Contact the Marketing Team at sponsorships@pmi-la.org for arrangements.

The preferred lead time is 2 weeks.

Payment is due before the logo will be posted. See [Payment Terms](#) at the end of the document.

Custom Emails

In addition to advertising content on our website, you may also choose to advertise in a Custom Email. This is an email dedicated to the Sponsor and can be in a variety of formats - all text, all graphics, video link, or a combination. We will send out a maximum of one Custom Email per week, and requests are scheduled on a first-come, first-served basis.

Ad Format	Ad Details	Ad Size	Frequency	Ad Price
Text, Graphics, Video Link	Description, logo, and link to the sponsor's website	See APPENDIX A	1 per week maximum	\$100 per Email

Contact the Marketing Team at sponsorships@pmi-la.org for arrangements.

The preferred lead time is 2 weeks (however initial set-up may take longer).

Payment is due before the logo will be posted. See [Payment Terms](#) at the end of the document.

Flagship Meeting Sponsorship

PMI-LA Chapter Flagship Meetings provide sponsors with an opportunity to showcase their technology, products, and services to a specific target audience of project management professionals. Both Chapter members and guests attend the PMI-LA Chapter's Flagship Meetings. 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.

Details	Sponsor
Fee	\$300
Presentation time	10 minutes to present (including Q&A) before main speaker
Advertising & Promotion	Logo on home page of website, on event details page (logo & write-up), and in weekly newsletter email for 3-4 weeks before the event. Two attendee meals, display table, networking time, and 10 minutes speaking time at the event.
Website	Ad on the Sponsor page for the period of sponsorship
PowerPoint slide	As a Sponsor, Marketing will make available a single slide in PMI-LA's Scrolling (PowerPoint) Deck used at our events. This slide will be dedicated to the Sponsor and can be used to display your logo(s), text, and graphics (no video or active links). See APPENDIX B for details.
Limitations	Maximum of two sponsors per event
Table	One table for use to display items (provided by the sponsor), collect business cards from meeting attendees, have a representative to answer questions, etc.
Meal	Two meals are provided per sponsor
Raffle	The sponsor has the 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-LA Chapter Flagship Meetings will be held quarterly on the second Thursday of the month and in January for the Annual General Meeting. Locations will vary within the LA area.

Time: Please arrive approximately 30 minutes prior to the meeting start time. Meetings are 5:30 pm – 9.00 pm.

Bio: Please send a company bio and logo (jpeg format) to the Marketing Team. The sooner we receive the bio, the sooner we can begin promoting you as our event sponsor.

Contact the Marketing Team at sponsorships@pmi-la.org for arrangements.

The preferred lead time is 2 weeks for set-up purposes.

Payment is due 3-4 weeks ahead of time for a full package. See [Payment Terms](#) at the end of the document or contact the VP of Finance at vpfinance@pmi-la.org.

Industry Event Meeting Sponsorship

PMI-LA Chapter also offers sponsorship at some of our Industry Event Meeting sites (monthly or quarterly) located throughout Los Angeles County. The Industry Event Meeting sponsorship package includes the following:

Details	Sponsor
Fee	\$200
Presentation time	5 minutes to present (including Q&A) before main speaker
Advertising & Promotion	Logo & write up on website event details page and in weekly newsletter email for 2-3 weeks before the event. Display table (space permitting) and 5 minutes speaking time at the event.
PowerPoint slide	As a Sponsor, Marketing will make available a single slide in PMI-LA's Scrolling (PowerPoint) Deck used at our events. This slide will be dedicated to the Sponsor and can be used to display your logo(s), text, and graphics (no video or active links). See APPENDIX B for details.
Limitations	None presently
Table	One table, space permitting, for use to display items (provided by the sponsor), collect business cards from meeting attendees, have a representative to answer questions, etc.
Meal	One meal, if one is provided at the meeting, will be provided for the sponsor.
Raffle	The sponsor has the option to raffle something. It can be product specific (depending on the product), or generic (such as a gift card, book, etc.).

Contact the Marketing Team at sponsorships@pmi-la.org for arrangements.

The preferred lead time is 2 weeks for set-up purposes.

Payment is due 3-4 weeks ahead of time for full package. See [Payment Terms](#) at the end of the document, or contact VP of Finance at vpfinance@pmi-la.org.

Networking Event Sponsorship

PMI-LA Chapter also offers sponsorship at some of our 1-2 hour networking events located throughout Los Angeles County. The Networking Event sponsorship package includes:

Details	Sponsor
Fee	\$150
Presentation time	10 minutes to present (including Q&A).
Advertisement & Promotion	Logo on home page of website, on event details page (logo & write-up), and in weekly newsletter email for 3-4 weeks before the event. Display table (space permitting), networking time, and 10 minutes speaking time.
PowerPoint slide	As a Sponsor, Marketing will make available a single slide in PMI-LA's Scrolling (PowerPoint) Deck used at our events. This slide will be dedicated to the Sponsor and can be used to display your logo(s), text, and graphics (no video or active links). See APPENDIX B for details.
Table	One table, space permitting, for use to display items (provided by the sponsor), collect business cards from meeting attendees, have a representative to answer questions, etc.
Raffle	Each sponsor has the option to raffle something. It can be product specific (depending on the product), or generic (such as a gift card, book, etc.).

Contact the Marketing Team at sponsorships@pmi-la.org for arrangements.

The preferred lead time is 2 weeks for set-up purposes.

Payment is due 3-4 weeks ahead of time for the full package. See [Payment Terms](#) at the end of the document or contact the VP of Finance at vpfinance@pmi-la.org.

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. Make an electronic payment via the PayPal Invoice. Contact vpfinance@pmi-la.org with any questions.

APPENDIX A

PMI Los Angeles Style Guide for Custom Emails

Thank you for choosing to advertise with PMI Los Angeles! We appreciate your business and want to ensure that your message reaches our nearly 3000-person distribution list. Appendix A offers guidelines and recommendations on our process.

LAYOUT

Content Area 574 px wide	
An Opportunity for You From our Partner	
 Project Management Institute. Los Angeles	PMI-LA Standard Header
Association of Change Management Professionals Announces 2013 Global Conference in LA - We're Saving You a Seat!	Headline Customizable text OR company logo
<div style="text-align: center;">  </div> <p>Managing change effectively is critical to your organization's success. The Association of Change Management Professionals (ACMP) 2013 Global Conference is being held for the first time in Los Angeles April 14-17, 2013. It provides you the opportunity to attend the 2013 Global Conference at the JW Marriott in the heart of downtown LA without incurring travel costs!</p> <p>You can expect a world class change management learning experience, including pre-conference workshops, three renowned keynote speakers, more than 60 breakout sessions and networking opportunities with change management professionals from around the globe. You can also earn PMI PDUs under Category B, Continuing Education for many of the sessions.</p> <p>Learn more about the conference, its learning opportunities, keynote speakers and networking opportunities by visiting the ACMP Global Conference website. Advance registration discounts are good through January 31, 2013 so register today!</p> <p>REGISTER HERE</p> <p>Take advantage of a special PMI discount* - include the promo code PMI100 at the time of your conference registration and save \$100 off the current registration rate. Advance registration discounts are good through January 31, 2013 so register today!</p>	Content Customizable text, photo, flyer, links
<small>Sponsorship Opportunities If you are affiliated with an organization, a university, corporation, small business, or nonprofit, you can partner with PMI-LA to increase your visibility among our members! For more information, please call 310.744.1000 or contact marketing@pmi-la.org</small>	PMI-LA Standard Footer

APPENDIX A (continued)

PMI Los Angeles Style Guide for Custom Emails

SUBMISSION FORMAT & CONTENT

Acceptable formats are:

- **Static:** PDF, JPG, JPEG, PNG, GIF
- **Variable:** Word, PowerPoint, HTML Webpage

If you have any doubts, you may send both Static AND Variable versions of your content.

Static

Send us a PDF, JPG, JPEG, PNG, GIF document if:

- Your content has specific artwork, logo placement, font sizing/coloring/placement
- Your content is pre-designed such as a one-page flyer

Creation: Your content will be copied and pasted 'as is' into the Content section, resizing to fit as necessary.

Note – If your content has a pre-designed headline, such as your logo or headlining text, we will delete our blue Headline bar and replace it with your content.

Hyperlinks: If there are multiple hyperlinks within the content (specifically if they are embedded in pictures) please send us instructions or a duplicate document that outlines the location of the links and their corresponding addresses.

Artwork & Photos: Because our PMI-LA Logo has a fixed position in the header bar, we recommend keeping your company logo separate from the PMI-LA logo.

Variable

Send us a Word, PowerPoint, or HTML Webpage document if:

- Your content will primarily be text and have a few photos.
- Your content does not have a specified photo, logo, or text placement.

Creation: Your content will be copied and placed to fit within the Content section. If you have outlined a design, we will match that design as closely as possible. If you have not outlined a design, our editors can create an Email design for you.

Hyperlinks: We can accommodate multiple links in the form of hyperlinked words and pictures. (see above)

Artwork & Photos: Small-sized photos preferred – high resolution is not required.

APPENDIX A (continued)

PMI Los Angeles Style Guide for Custom Emails

PROCESS

Our editing team will create a DRAFT document for you to review. Once you approve the draft document, we will schedule it for release on the agreed-upon date.

Our editing team may reach out to you for additional artwork or clarifications if necessary. If you have arranged for several emails we will pre-schedule them in advance so that they go out on the agreed future dates/times.

Please remember that our teams are made up of volunteers so turnaround times will vary depending on their availability and the difficulty level of the email. Please allow several days from content submission to email distribution.

If you have any questions or need a custom design please let us know and we will work with you as best we can to create an ideal email that reaches your advertising goals.

APPENDIX B

PMI Los Angeles Style Guide for Custom PowerPoint slide

Appendix B will offer guidelines and recommendations on our process with regard to adding a Sponsor Slide into PMI-LA's Scrolling Deck. The Marketing Team at PMI-LA puts together a PowerPoint presentation (aka Scrolling Deck) to advertise upcoming events, meetings, opportunities, and the like to attendees at our various events. The Scrolling Deck is updated weekly.

LAYOUT

**Title Goes Here Title Goes Here Title Goes
Here Title Goes Here Title Goes Here Title G**

↗

Title is optional. Position is fixed to match rest of PMI-LA Slideshow
It can be one or two lines. If used, specs of slideshow are:

- PMI RGB Palette - Violet 79 / 23 / 168
- Font - Arial Bold 28pt, (Upper / Lower)

FOOTER GRAPHICS ARE FIXED AND MUST BE VISIBLE AT ALL TIMES

↓

Addition Info is optional.
Position is fixed to match rest of PMI-LA Slideshow.
If used, specs for website url are:

- PMI RGB Palette - Dark Tangerine 221 / 49 / 11
- Font - Arial Bold Italic 28pt (Lower)

Additional Info at pmi-la.org

Los Angeles Chapter



APPENDIX B (continued)

PMI Los Angeles Style Guide for Custom PowerPoint slide

SUBMISSION FORMAT & CONTENT

Sponsors may send PPTX, PDF, or Word files.

Creation: Your content will be copied and pasted 'as is' into the Content section, resizing to fit as necessary.

Note – Per PMI PowerPoint guidelines Arial is the preferred font HOWEVER all Sponsor logos and business-related marks provided will be honored

URLs: If provided, they will be displayed.

Note – There will be no active hyperlinks.

Artwork & Photos: Logos and supporting graphics may be sent separately. JPG, JPEG, PNG, and EPS are accepted.

Note -- The PMI-LA footer is fixed and visible at all times.

PROCESS

Our editing team will create a DRAFT document for you to review. Once you approve the draft document, we will schedule it for release on the agreed-upon date.

Our editing team may reach out to you for additional artwork or clarifications if necessary.

Please remember that our teams are made up of volunteers so turnaround times will vary depending on their availability. Please allow several days from content submission to the final update.

If you have any questions or need a custom design please let us know and we will work with you as best we can to create an ideal slide that reaches your advertising goals.