



PMI-LA Chapter Marketing

Marketing and Sponsorship Opportunities

Revised 3/1/2019

PMI Los Angeles (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 on our website, eBlasts, meeting sponsorship and one-off events. We encourage you to work with our Sponsorship Team to find the placement that’s right for you.

Customize Your Investment

Ad Option	Description	Frequency	Price
<u>Website Advertising</u>	Logo with link on home page	3 months	\$200
<u>Custom eBlast Advertising</u>	Detailed description, logo and link to the advertiser's website to > 3500 subscribers	Max 1 per week	\$100
<u>Flagship Meeting Sponsorship</u> (40-80 attendees)	Logo on home page of website for 3-4 weeks, and on event details page (logo & writeup), and in weekly eBlast, 2 attendee meals, table at event, networking time and 10 minutes speaking time	Alternate Meetings	\$300 per meeting
<u>Satellite Meeting Sponsorship</u> (10-40 attendees)	Logo & writeup on event details page for 2-3 weeks and in weekly eBlast, table at event (space permitting), and 5 minutes speaking time	Alternate Meetings	\$200 per meeting
<u>Networking Events Sponsorship</u> 20-40 attendees	Logo on website for 2-4 weeks, on logo & writeup on event details page and in weekly eBlast, table at event, networking time & 10 minutes speaking time	1-2 hours	\$150 per event
Custom Special Events Advertising	Targeted Sponsors based on the event – sponsors will be selected by type or geography. If interested in a particular event on the website, contact sponsorships team for available options.	Single event	(contact for details)

Click on each link above to go to a detailed description of each type of advertising 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 finance@pmi-la.org



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Website Advertising

A logo will appear on the PMI-LA 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


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

There is a preferred 2 week lead time for set up.

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

Special eBlast Advertising

In addition to advertising on our website you may also choose to advertise in a Special eBlast. This is an eBlast 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 Special eBlast per week, and requests are scheduled on a first come, first served basis.

Ad format	Advertisement details	Ad size	Frequency	Ad Price
Text Graphics Video link	Description, logo and link to the advertiser's website	<p>see attached style guide for details</p>  <p>Special eblast Style Guide.pdf</p>	Maximum of 1 per week	1 eBlast = \$100

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

There is a preferred 2 week lead time for set up (initial eBlast may take longer).

Payment is due at least two weeks ahead of time. See [Payment Terms](#) at the end of the document.



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Flagship Meeting Sponsorship

PMI-LA Chapter Flagship Meetings provide companies with an opportunity to showcase their technology, products, and services to a specific target audience of project management professionals. The PMI-LA Chapter Flagship 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-LA Flagship Meeting: Primary and Secondary.

Details	Sponsor
Fee	\$300
Presentation time	10 minutes to present (including Q&A) prior to the main speaker
Advertisement & promotion	Logo on home page of website for 3-4 weeks, and on event details page (logo & writeup), and in weekly eBlast, 2 attendee meals, table at event, networking time and 10 minutes speaking time
Ad on website	Ad on the Sponsor page for the month they are sponsoring
Limitations	Alternate Months
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 buffet meals are provided for each sponsor
Raffle	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-LA Chapter Flagship Meeting is currently located in Culver City, and is held on the second Thursday of the month.

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) 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.

There is a preferred 2 week lead time for set up for set up of logo and eBlast.

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 Finance@pmi-la.org



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Satellite Meeting Sponsorship

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

Details	Sponsor
Fee	\$200
Presentation time	5 minutes to present (including Q&A) prior to the main speaker
Advertisement & promotion	Logo & writeup on event details page for 2-3 weeks and in weekly eBlast, table at event (space permitting)
Limitations	Alternate Months
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	One meal if a meal is provided at that event is provided for each sponsor
Raffle	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)

Contact the Marketing Team at sponsorships@pmi-la.org for arrangements.
 There is a preferred 2 week lead time for set up for set up of logo and eBlast.
 Payment is **due prior to event** (at least one day). See [Payment Terms](#) at the end of the document.

Networking Events Sponsorship

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

Details	Sponsor
Fee	\$150
Presentation time	5-10 minutes to present (including Q&A)
Advertisement & promotion	Logo & writeup on event details page for 2-4 weeks and in weekly eBlast, table at event (space permitting)
Table	Table display at the meeting event, space permitting (display items provided by the sponsor)
Meal	Up to 2 sponsor attendees
Raffle	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)

Contact the Marketing Team at sponsorships@pmi-la.org for arrangements.
 There is a preferred 2 week lead time for set up for set up.
 Payment is **due prior to advertising for the event**. See [Payment Terms](#) at the end of the document.



PMI-LA Chapter Marketing Marketing and Sponsorship Opportunities

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 Invoice Contact: finance@pmi-la.org
- 2) By mailing a check to: (made out to "PMI Los Angeles Chapter")

PMI Los Angeles Chapter
Accounts Receivable
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