



Building professionalism in project management.™

Project Management Institute  
North Alabama Chapter

# Sponsorship and Promotion Opportunities

Contact: Vice President of Corporate Relations, [corporaterelations@northalabamapmi.org](mailto:corporaterelations@northalabamapmi.org)

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## Why Participate as a PMI-NAC Sponsor?

Project Management Institute North Alabama Chapter ([PMI-NAC](#)), a 501(c)(6) non-profit organization with membership spanning all of north Alabama, is dedicated to improving America's performance and competitiveness in all business arenas, including non-profit community organizations. We offer a wide range of professional development opportunities to our membership at uncommonly low cost. This exceptional value is made possible by our experienced and dedicated volunteer work force, the extensive resources of our [global parent organization](#) (Project Management Institute), and our corporate sponsors.

Sponsorship at the chapter level offers a tremendous opportunity to support the project management profession while exposing your company's products and services to our hundreds of members and over 1,400 newsletter subscribers. Over recent years, PMI North Alabama Chapter has been one of the fastest growing chapters in the United States. Our members are employed across a spectrum of industries. While the majority of members are in the defense and information technology sectors, our membership rolls reflect the diverse growth of the north Alabama area including biotechnology, construction, and more. Our depth and breadth of membership has various needs for community outreach programs, educational opportunities and professional networking.

Additional facts about PMI North Alabama Chapter:

- Our monthly chapter meetings are currently attended by scores of local project management practitioners and are open to members and non-members. Approximately half of our members have already obtained the Project Management Professional (PMP®) credential. Some larger evening chapter meetings can attract one to three hundred local professionals from various industries, organizations and academia.
- Our chapter website receives frequent visits from guests, members, and other credentialed project and program management professionals.

We will be happy to discuss our sponsorship program with you. Simply email your inquiry to [corporaterelations@northalabamapmi.org](mailto:corporaterelations@northalabamapmi.org). Please note that all sponsorship options are subject to change.

## Sponsorship Options

PMI North Alabama Chapter is pleased to offer a variety of sponsorship options. Further descriptions for each of these sponsorship options are presented below.

Note: These options and pricing are subject to change. Please refer back to this page as presented online for current updates.

- [In-Kind Sponsorships](#)
- [Monthly Lunch Meeting Sponsorships](#) (\$350 per event)
- [Evening Meeting Sponsorships](#) (\$500 and up per event)
- [Display Table ONLY at Lunch or Evening Meetings](#) (\$200 per event)
- [Special Seminar Sponsorships](#) (One to three day single topic seminars; investment varies)
- [Monthly Electronic Newsletter Insertions](#) (from \$75 per month)

- [Chapter Website Banners \(\\$100 per month or \\$999 per year\)](#)
- [Annual Platinum & Gold Sponsorships \(\\$2500/\\$4000\)](#)

If you have suggestions for other sponsorship ideas, please feel free to contact our Vice President of Corporate Relations.

## **In-Kind Sponsorships**

In-Kind Sponsorships are of indefinite duration, involve any of a wide variety of types of assistance to PMI-NAC, and can begin at any time. Examples would be web site assistance, printing, facilities, and more. In kind sponsors are recognized with a line listing on our web site and in each chapter meeting presentation. Larger In-Kind Sponsorships are eligible for upgrade to the Gold and Platinum Sponsorships described herein. Contact our Vice President of Corporate Relations to discuss the possibilities appropriate for you.

In-Kind Sponsors must be approved by the Board of Directors and receive a line listing on the chapter home page and meeting slide introductions.

## **Monthly Lunch Meeting Sponsorships (\$350 per event)**

Sponsor benefits at lunch meetings include:

- Rolling logo/promotion display via PowerPoint presentation during lunch.
- The display information must be sent to the PMI-NAC [Vice President of Corporate Relations](#) at least two days prior to the event start time.
- Recognition of the Sponsor at the event and up to five minutes to promote the company or interest area.
- A Welcome Board at the meeting entrance announcing the Sponsor and the names of those Sponsor representatives attending the luncheon.
- Two complimentary lunch reservations at the sponsored meeting.
- Additional lunch reservations can be made at the membership rate (a large savings off the guest rate). These reservations can be made online through the chapter's event registration system by choosing "Sponsor Rate" prior to the event registration deadline.
- Recognition on meeting promotions, including the chapter web site through display of sponsor name, address, description and website link.

See a list of upcoming lunch meetings [here](#) (select Seminars and Training | Lunch Meeting). If you are interested in sponsoring a lunch meeting, please contact our Vice President of Corporate Relations to discuss available dates.

## **Evening Meeting Sponsorship Options (\$500 and up per event)**

PMI-NAC conducts occasional full chapter evening meetings each year. These meetings are sometimes much larger in scope and attendance than the monthly lunch meetings. Benefits of sponsoring evening meetings include:

- Rolling logo/promotion display via PowerPoint presentation on the meeting screen prior to evening meeting. The display information must be sent to the PMI-NAC Vice President of Corporate Relations at least two days prior to the event start time.
- Recognition of the Sponsor at the event and up to five minutes to promote the company or interest area.
- A Welcome Board at the meeting entrance announcing the Sponsor and the names of those Sponsor representatives attending the evening's event.
- Four complimentary evening reservations at the sponsored meeting.
- Additional evening reservations can be made at the membership rate (a large savings off the guest rate). These reservations can be made online through the chapter's event registration system "Sponsor Rate" prior to the event registration deadline.
- Display table during the pre-evening meeting networking time.

- Recognition on meeting promotions, including the chapter web site through display of sponsor name, address, description and website link.

**Full-Evening Sponsorships** make the evening meal complimentary to all attendees and can qualify the sponsor at the Gold or Platinum level (see below) depending on the funding level provided.

See a list of upcoming evening meetings [here](#) (Seminars and Events | Evening Meeting). If you are interested in sponsoring an evening meeting, please contact our Vice President of Corporate Relations to discuss available dates and options.

### **Display Table ONLY at Lunch or Evening Meetings (\$200 per event)**

Display tables at lunch and evening meetings afford excellent opportunities to interact with attendees. Multiple display table sponsors can participate at the same meeting. Contact the Vice President of Corporate Relations to book a table for a specific event. PMI-NAC provides only a cloth-covered table. Dimensions are available upon request.

Multiple sponsor tables are available at each meeting.

### **Special Seminar Sponsorships**

For Special Seminar Sponsorships, levels and description of available packages vary depending on the seminar’s contract and its duration. In general, sponsorship includes three or more free seminar attendees and In-Kind Sponsorship status. Contact the Vice President of Corporate Relations for specific details for a given event.

Seminar events are not offered on a recurring schedule. These events are special events offered occasionally throughout the year and topics vary according to current interests.

These sponsorships help to defray operational costs of the seminar such as printed materials, promotion, trainer, trainer travel expenses, etc.

See a list of upcoming seminars [here](#) (select Seminars and Training).

### **Monthly Electronic Newsletter Insertions**

Place your logo in front of more than 1,400 PMI-NAC newsletter subscribers twice per month, first in the newsletter and then in the meeting reminder. During months with evening meetings, additional issues occur at no additional charge. Save up to \$180 by sponsoring multiple months.

Space	Approximate Size	1 Month	3 Months	6 Months	9 Months	12 Months
Sponsorship area in electronic newsletter with link to your website or event	Logo, approximately one third page width with link	\$75	\$210	\$390	\$540	\$720

### **Chapter Website Banners - \$100 per month (\$999 per year)**

Benefits of appearing on the PMI North Alabama Chapter web site include:

- Continuous advertising banner on the chapter home page for one month.
- Includes company or group logo/ name and hyperlink to website.
- Note: Platinum and Gold Sponsorships are more prominently displayed on the chapter home page on a continuous basis for twelve months.

## Annual Gold and Platinum Chapter Sponsorship - \$2,500/\$4,000

Sponsorship time frame is twelve consecutive months, beginning at the time of receipt of payment. It does not have to begin on any particular month.

Benefits available during the sponsorship time frame include:

- Complimentary representation at PMI-NAC's quarterly Corporate Connection Round Table meetings. At these events, PMI-NAC pays careful attention to your needs and how the chapter can meet them.
- Easel mounted display or banner at all chapter evening and monthly lunch meetings. Fifteen (Gold) or thirty (Platinum) cumulative total complimentary reservation(s) at lunch and evening meetings during the sponsorship time frame.
- One (for Gold) or two (for Platinum) cumulative total free seminar reservation(s) (available for most 1-3 day seminars).
- Display on [PMI – North Alabama Chapter web site home page](#) and newsletter including website link. Platinum sponsors appear on every page.
- Recognition and display on brochure materials created and printed during the Sponsorship time frame targeted to the business community, membership, and future membership.
- Platinum offers full sponsorship privileges at one evening and one lunch meeting (described above).
- Platinum includes Display Table (see above) at any lunch or evening meeting.
- Platinum includes ability to place flyers or brochures on chairs during lunch and evening meetings.

## Terms & Conditions

1. Some sponsorship arrangements can be booked online at our [web site](#) (select Sponsorships on the Quick Links menu). For other cases, contact our Vice President of Corporate Relations.
2. Sponsorships can be upgraded. Contact our Vice President of Corporate Relations to discuss the details of your particular sponsorship.
3. For newsletter sponsorship, the Sponsor information must be "publication ready." Send content to [corporaterelations@northalabamapmi.org](mailto:corporaterelations@northalabamapmi.org) and [communications@northalabamapmi.org](mailto:communications@northalabamapmi.org) at least five days prior to the end of the previous calendar month. Publication occurs during the first few days of the month.  
Please ask us for a sample copy of the current newsletter format to see the size of inserted graphics.
4. All material, electronic or physical, must be supplied by sponsor in ready to use form. Physical materials must not physically or aesthetically damage the meeting room in any way when removed. If facility attachments are involved in any way, PMI-NAC personnel must approve and assist in mounting.
5. Display table is provided by PMI-NAC. Setup of table and removal of material is the responsibility of the Sponsor.
6. PMI-NAC reserves the right to decline any sponsorship offer and approve all submitted material.
7. This document is subject to change. The controlling document will be the one in effect at the time of your sponsorship agreement. Please check the chapter [web site](#) for the latest version at the home page under the "Become a Sponsor" Quick Link.

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