**Sponsorship Information Packet**

**Prepared for**

**Insert Contact Name & Title**

**Insert Company Name**

**Insert Company Log**

Insert Date

Insert Name, Insert Title

Insert Company Name

Greetings!

Welcome to your partnership with the Michigan Capital Area Chapter (MCAC)of the Project Management Institute! Let me start by saying thank you for your consideration and potential commitment to sponsor MCAC-PMI.

As you may be aware, in December 2015 the Project Management Institute implemented new requirements for obtaining and maintaining its PMP certification. It’s called the[**PMI Talent Triangle**](https://www.pmi.org/learning/training-development/talent-triangle)**.** For a brief description of the Talent Triangle click on the hyper-link above. Our chapter is focused on value proposition towards promoting and supporting the rollout of these new requirements. This benefits new and current members, local colleges and universities, our local communities, and you as you seek to incorporate project management best practices and talent into your organization.

We are starting an annual sponsorship format, that was proposed by many of our current and past sponsors. The model for the 2017-2018 sponsorship is a one-time commitment **to partner with you and promote your involvement with MCAC-PMI for the full program year** at whichever funding level you prefer**.** Your sponsorship will run through September 30, 2018. Additional details about levels and value are available in this packet.

Your generous support will allow us to continue funding our popular professional development programs, monthly dinner and breakfast meetings, our new military and community outreach as well as a Symposium and Golf outing for 2018. **This support provides** **your organization with prominent visibility in the Michigan Capital Area community as a key supporter of the project management profession.**

Please contact, MCAC-PMI at 517-940-8580, or myself, to discuss sponsoring the Michigan Capital Area Chapter of the Project Management Institute. Thank you again for your commitment and support!

**Let’s do great things together !**

Gabrielle B Haskins , PMP  
**President**  
Michigan Capital Area Chapter of PMI

120 N Washington Square, Suite 300

Lansing MI 48933

**O:517-940-8580; C:517-575-8010**

**President@pmi-mcac.or**[g](mailto:President@pmi-mcac.org)

* **Vision:** To demonstrate the organizational functionality of project management standards and frameworks in organizations. To share our passion for project management solutions. To be the leaders in project management in the Michigan Capital Area.
* **Change is inevitable**. Organizations constantly wrestle with changes in markets, customer needs, technology, and other forces. Change also breeds projects designed to fulfill the need to innovate and adapt to change. Bringing these projects in on time, within budget, and meeting requirements equates to an effective use of capital. This is the essence of project management and the creed of professional project managers everywhere.
* **The MCAC of PMI** has grown from 250 to 350 members since last fall and we are aiming at 500 by 2018 – many of whom are certified project management professionals. Partnering with **MCAC-PMI** sends a strong message that attracts professional project managers to the Capital Area of Michigan, to educate and supports them in their efforts, and strengthens the integrity of the profession. This, in turn, supports their ability to manage the projects and programs necessary to accomplish your organization’s mission and increase your competitive edge.

**MCAC PMI provides its 350+ members and more then 3000 followers with**

* Monthly education and networking meetings
* New Community of Practice meetings for Agile and PMO’s
* Full-day continuing education trainings
* Outreach program for military, community academia and businesses.
* Opportunities to earn professional development units for maintaining credentials
* Regional, national, and international leadership training meetings for our leaders
* Opportunities to give back and share the passion
* PMI publications, tools, templates, and PMI Webinars.

Project managers drive the changes and innovation that strengthens organizations. We invite your organization to join those who currently sponsor MCAC-PMI and take a prominent position in the Michigan Capital Area community as a key supporter of the project management profession.

For more information on becoming involved in as a Sponsor of MCAC-PMI please call or write us at:

[Sponsorship@pmi-mcac.org](mailto:Sponsorship@pmi-mcac.org)

Michigan Capital Area Chapter of PMI

120 N Washington Square, Suite 300

Lansing MI 48933

**O:517-940-8580**

**Sponsorship opportunities**

**Professional Development Day**

The MCAC of PMI's Professional Development Day (PDD) is an annual event that brings together project management practitioners across Michigan Capital Area. This one-day interactive event provides attendees with the opportunity to learn new skills, explore new trends, and network with other project management professionals. It is also a great opportunity for sponsors to connect directly with the people who manage change within the wide variety of industries they represent.

Attendees learn from nationally and locally known speakers, panel and workshops that cover topics encompassed within the PMI Talent Triangle, which best suit the interests and professional development goals of the attendees. They also network and share ideas with other attendees throughout the day and earn professional development units (PDUs) towards their PMI credentials.

The 2017 PDD is on Thursday, November 30th at the Country Club of Lansing, one of our historical building still in business today! Our new symposium will be held on April 5th at the Kellogg Center.

**Monthly Dinner Meetings**

The MCAC of PMI monthly dinner meetings in 2018 is on the third Thursday of the month, until June from 6 PM to 8 PM. They typically consist of dinner and guest speakers who speak for an hour. The purpose of these meetings is to provide educational and informative programs based on PMI’s Talent Triangle to develop the skills of project managers and allow them to earn professional development units (PDUs). It also provides attendees with opportunities to network with others who share their interest in project management. Dinner meeting sponsors are given the opportunity to present directly to the membership for five minutes and have their logo prominently displayed throughout the event and on the advertising email blast or post cards.

**Other Monthly Meetings**Our upcoming yearly calendar will offer Breakfast and Lunch opportunities. They offer an alternative opportunity for educational and informative programs, as well as networking. The meetings begin promptly at 7AM for breakfast event and noon for lunch event the last for 90 minutes. These events are targeting Community of practices such as Agile, Woman in Leadership and Military programs.

**New alliance:** we are very proud and happy to announce our new alliance with Mid-Michigan Agile Group (MMAG). They are now our new Community of Practice for Agile (CoP) enthusiast!

**Volunteer Recognition Dinner**

This year MCAC-PMI will put in place a special ceremony to recognizes its dedicated volunteers at an annual dinner in May. The efforts of our volunteers, along with the generosity of our sponsors, make it possible for MCAC-PMI to plan and execute our events. This dinner is our way of thanking everyone who – volunteers and sponsors – for all the time and effort they dedicate to furthering MCAC-PMI’s endeavors.

**MCAC-PMI, Military Program   
  
What is this program?**

A combined effort from PMI and the Veterans to help the qualified man and woman whoworked for their country to reintegrate civilian life and match their military qualifications with PMI certification qualifications. MCAC will provide mentor to help qualify and align the qualification and select their potential certification from PMI. We will also train them and support study group towards their preparation exam. We are working with several Veteran associations to inform and recruit the candidates.

**How Does It Work?**

We are using PMI support to allow veterans become members of PMI and our MCAC chapter, we are looking for partners and companies who are willing to share the efforts and provide financial support to make this program free of charges for the participants. We are also looking to create a partnership with local businesses to work on an apprenticeship program for 12 weeks that gets them into the workforce with credentials.

**What Opportunities Does This Program offer You as a Sponsor?**

One of the key components of this new Military program is to help those who served our Country by helping them get back to a normal life. They are highly trained, serviceable and you and your business can give back by supporting this great initiative. The Reverse Career Fair in June will provide your company with the opportunity to meet with the talented Military veterans who qualified and got certified with PMI according to their individual skills set. It allows your company to proudly show your support in all our promotional material.

You don't have to bring any materials or do any set-up. This is all done by the participants and their mentors as each team will have a table of their own complete with résumés, business cards, and portfolios. In addition, sponsors will also have early access to résumés and biographical information for each military veteran participants on request.

|  |  |  |
| --- | --- | --- |
| **Sponsor Level** | **Sponsorship options** | **Benefits to sponsors** |
| **Chapter**  **$25,000+** | Major sponsorship for workshop participation material and staff | 6’ display table in the vendor area  Platinum Sponsor identification in the Agenda Handout  Will be identified as a sponsor in all event announcements  Verbal recognition during President’s opening comments  Mention of Sponsor and the level of Sponsorship in the PMI-MCAC marketing campaignfront page  Includes 14 passes to the event  Platinum Sponsorship recognition on the Sponsor Tab of the PDD website  Recognition in PowerPoint presentation at all events  Invited to special VIP lunch at PDD |
| **Platinum**  **$15000** | Sponsor special workshop for PDD and yearly event  Or networking event at end of PDD | 6’ display table in the vendor area  Gold Sponsor identification in the Agenda Handout  Verbal recognition during President’s opening comment  Mention of Sponsor and the level of Sponsorship in the PMI-MCAC marketing campaign  Includes 12 passes to the event  Gold Sponsorship recognition on the Sponsor Tab of the PDD website  Recognition in PowerPoint presentation during lunch |
| **Gold**  **$10,000** | Sponsor A Breakout Sessions or major event during year | 6’ display table in the vendor area  Silver Sponsor identification in the Agenda Handout  Verbal recognition during President’s opening comments  Mention of Sponsor and the level of Sponsorship in the PMI-MCAC marketing campaign and documentation  Includes 8 pass to the even  Recognition in PowerPoint presentation during lunch |
| **Silver**  **$5000.00** | Sponsor specific event or programs | Sponsorship recognition in the program book full page Verbal recognition during President’s opening comments  Recognition in PowerPoint presentation |
| **Bronze**  **$3000.00** | Sponsor on event | Display table at event  4 Tickets at event PDD and or Symposium  Event program logo  1/4 page add |
| **Nickel**  **$2000.00** | Sponsor general activities | 2 Ticket for event  Business card size (roughly 3 ½ X 2) ad in event program |
| **Copper**  **$1000.00** | Support chapter activities | Logo in event program  1 ticket for event |
| All sponsors can provide items for swags at all events. Table at events are 6 or 8’ table depending on space availability | | |

**SPONSORSHIP INFORMATION AND CONTRACT FORM**

**Instructions:** Save this form to your computer and complete all sections electronically. Upon receipt of payment, MCAC-PMI will send you a confirmation.

NAME OF COMPANY / ORGANIZATION

EMAIL

CITY

ADDRESS

NAME OF CONTACT PERSON

|  |  |  |  |
| --- | --- | --- | --- |
| TITLE OF CONTACT PERSON | | | |
|  |  | | |
| PHONE  ZIP  STATE | | | |
| WEB ADDRESS |  |  |  |
|  |  | | |

**CHAPTER SPONSORSHIP LEVEL**

*Please indicate your sponsorship commitment*

|  |  |  |
| --- | --- | --- |
|  | Chapter Sponsor | $25,000 + |
|  | Platinum Sponsor | $15,000 |
|  | Gold Sponsor | $10,000 |
|  | Silver Sponsor | $ 5,000 |
|  | Bronze Sponsor | $ 3,000 |
|  | Nickel Sponsor | $ 2,000 |
|  | Copper Sponsor | $ 1,000 |

|  |
| --- |
| SPONSORSHIP FEE  $ |
| TOTAL ENCLOSED  $ |

**PAYMENT OPTIONS**

Please charge our credit card. VISA MasterCard Discover American Express

We have enclosed check *(payable to MCAC-PMI)*.

We are submitting a purchase order and will pay the invoice within 30 days of its receipt.

In-kind sponsorship.

AUTHORIZED SIGNATURE

CARD NUMBER

NAME ON CARD

|  |  |  |
| --- | --- | --- |
| SEC CODE  EXP DATE | | |
|  |  |  |
|  | | |

**SIGNATURE** Acceptance of this application by MCAC-PMI constitutes a contract.

NOTE: Returning this document to theMCAC-PMI with your name in the signature block constitutes an officially signed agreement.

|  |  |
| --- | --- |
| SIGNATURE | DATE |

**Logo visibility**

Your company’s logo will be published in marketing and attendee materials based on the sponsorship level purchased, as indicated above. Please email your company’s logo to the [sponsorship@pmi-mcac.org](mailto:sponsorship@pmi-mcac.org) as a **vectored-art EPS file.**. If your company does not have its logo in this format, contact us at 517-940-8580 for alternatives.

FULL PAGE with bleed 8.75 x11.25 OR 7.5 x 10 with crop marks

|  |  |
| --- | --- |
| 1/2 page  7.5 w x 5 h  no bleeds  crop marks preferred but not mandatory | |
| 1/4 page  3.75 w x 5 h  no bleeds  crop marks preferred but not mandatory | business card size  3.75 w x 2 h  no bleeds  crop marks preferred but not mandatory |
| Ads:  CMYK color space  Files: PDFs print (PDF/ X 1a), eps (vector), or high res jpg  All fonts must be outlined, or included  No transparencies  LOGOS: CMYK color space - EPS (vector) or High res jpg  Bleed available for full page ads only. |

**HOW TO RESERVE SPONSORSHIP OPPORTUNITY**

**Simple and easy three-step process to reserve your spot**:

1. Complete Sponsor Agreement Form.

2. Email your completed agreement forms to [sponsorship@pmi-mcac.org](mailto:sponsorship@pmi-mcac.org) along with the information required for marketing and publicity campaigns. An event invoice can be provided for the Sponsorship package upon request. MCAC-PMI2017 SPONSORSHIP CAMPAIGN INFORMATION

3. Send a check made payable to MCAC-PMI to the following address. MCAC-PMI

Upon receipt of your completed form(s), a MCAC-PMI Sponsor team member will contact you and confirm your registration. If all Sponsorship slots are filled by the time we receive your completed agreement form, then your payment will be refunded to you.

**PAYMENT TERMS**

All Sponsorship openings will be filled on a first-come, first-served basis to the extent of available space. Payment is due at the time of agreement unless other arrangements have been agreed to with MCAC-PMI. For event specific sponsorships, a minimum of 50% of the balance is due 60 days prior to the event date with the remaining balance paid in full 30 days prior to the event date.

**LIABILITIES**

MCAC-PMI assumes no liability and will be held harmless for any liability posed by the content of Speakers presentations and Sponsors display materials. This includes intellectual property rights infringement or other claims against the Speaker, presentation content, Sponsor, or display materials.

MCAC-PMI claims no duty to review the content of any advertisement, and the Advertiser remains solely responsible for any and all content of the advertisement at all times.

1. MCAC-PMI reserves the right to change its advertising rates and policy at any time without notice.

2. MCAC-PMI assumes no liability and will be held harmless for any liability posed by the content of Speaker’s presentations and Sponsor’s display materials. This includes intellectual property rights infringement or other claims against the Speaker, presentation content, Sponsor, or display materials.

**CANCELLATION POLICY**

MCAC-PMI reserves the right in the unlikely event it is required to cancel an event and/or the Speaker’s or Sponsor’s participation at any time by notifying the Speaker or Sponsor in writing as soon as possible. If notification is made at least 4 weeks prior to the scheduled event, no payment of expense reimbursements will be made by MCAC-PMI other than Sponsorship package fees. If cancellation notification is not made at least 2 weeks in advance of the scheduled event, additional reasonable and customary, non-refundable expenses, such as airfare ticket transfer fees, incurred by the Speaker or Sponsor will be paid by MCAC-PMI.

**INFORMED PHOTOGRAPHIC, AUDIO, AND VIDEO RECORDING CONSENT & RELEASE AGREEMENT**

MCAC-PMI may photograph or otherwise record the image and/or voice of Sponsor or any Sponsor representative at any event. The intent of photography and recording by MCAC-PMI includes, but is not limited to, incorporation into post-event publicity and archiving for members, participants, and other purposes. Therefore, I permit MCAC-PMI, at its discretion, the royalty-free use of these photographs and/or recordings any time during or after the event.

MCAC-PMI shall not record a speaker’s presentation in its entirety. Speakers at MCAC-PMI events may photograph or otherwise record their own presentations and thereby assume all risks associated with that activity. MCAC-PMI shall not be involved or liable whatsoever in that activity.

**PRIVACY**

MCAC-PMI will never allow its members’ information, such as email addresses, member ID, without member consent, to be used for any direct marketing or solicitation purposes.

**RESTRICTIONS**

Following types of advertisements on any medium related to MCAC-PMI are unacceptable, including any URL submitted by advertiser that may forward visitor to external website serving content that is unacceptable as:

1. Advertisements for alcohol or tobacco

2. Advertisements for weapons, firearms, ammunition and fireworks

3. Gambling and lottery advertisements

4. Advertisements for pornography and related materials and services

5. Political and religious advertisements

6. Advertisements that claim to offer a “miracle” cure or method

7. Advertisements that make unsubstantiated health claims for the products advertised

8. Advertisements directed at children

9. Advertisements that are in direct conflict with specific dates of other, already planned GLC chapter events.

10. Targeted e-blasts that are specific to only one outside group to GLC membership.

11. No advertising shall be permitted which may injure the good names and reputations of PMI Global or the MCAC-PMI.

**ACCEPTANCE**

All advertisements submitted are subject to the acceptance and approval of MCAC-PMI. Advertisements that are deceptive or misleading (by either statement or omission), make unsupported claims, are detrimental to the public interest, or are otherwise incompatible with the character of MCAC-PMI and its publications will not be accepted.

1. Advertisements that MCAC-PMI considers to undermine the professionalism of the project management profession and/ or MCAC-PMI also will not be accepted.

2. MCAC-PMI, in its sole discretion, reserves the right to decline to accept any proposed advertising and this right shall not be deemed to be waived by prior acceptance or actual use of any advertising matter. PMI will consider the overall impression or tone of the advertisement and its impact on the audience for this advertising in determining whether such an advertisement will be accepted.

3. MCAC-PMI may include the word “advertisement” or otherwise add or delete text to or from advertisements that, in MCAC-PMI’s opinion, may resemble editorial matter.

4. Publishing or acceptance of an advertisement is neither a guarantee nor endorsement of the Advertiser’s product or service.

**INDEMNIFICATION**

In consideration for MCAC-PMI’s agreeing to publish an advertisement, Advertisers agree to the following:

1. Advertisers are fully authorized and licensed to use all intellectual property contained in the advertisement and that the use of the name of any individual or entity in a testimonial or other matter is authorized, not libelous, and does not constitute an invasion of privacy.

2. Advertisers will defend, indemnify, and hold MCAC-PMI harmless from and against any loss, expense or other liability resulting from claims or suits for libel, slander, violation of rights of privacy or publicity, plagiarism, copyright or trademark infringement and any other claims or suits that may arise out of publication of such advertisements.