

Become a Sponsor WMPMI



Project
Management
Institute.
Western Michigan

Sponsorship Prospectus

A woman in a grey blazer and patterned dress stands at the front of a conference room, clapping. She is facing an audience of people seated at round tables. The room has large windows in the background. The image is partially covered by a dark purple diagonal overlay on the left side.

WMPMI - We Are Committed to Advancing the Project Management Profession

Our mission is to provide Project Professionals and employers with knowledge platforms and resources, career-long learning and development, and gold-standard professional certifications.

Our vision is to be the leading authority and global community for project success, advancing a world where every project—responsibly—delivers maximum value.

Connect With a Leading Project Management Organization

The Project Management Institute (PMI) is the world's authority on project management—supporting over 800,000 professionals across 300+ chapters in 80 countries. Since 1969, PMI has empowered individuals and organizations through globally recognized certifications, industry insights, and a collaborative professional network.

A recent PMI report highlights an urgent global talent gap in project management, projected to reach 30 million roles by 2035. Addressing this challenge demands strategic investment in skills development—an area where PMI leads with impact.

As the chartered PMI chapter for Western Michigan, WMPMI serves over 850 members and a broader professional community spanning from Lansing to the Upper Peninsula. We offer project professionals across key industries—healthcare, manufacturing, IT, construction, and more—access to high-impact learning, networking, and leadership development.

WMPMI is not just a chapter; we're a vital hub driving project excellence across Michigan.

Partnering with WMPMI means aligning your brand with a high-performing, mission-driven community—and gaining direct access to the project leaders, influencers, and talent shaping the future of Michigan's industries.



Elevate Your Brand: Increase your organization's visibility, credibility, and recognition among Michigan's most engaged project professionals and industry leaders.

Connect with Top Talent: Engage directly with professionals at the forefront of project management innovation—ideal for recruitment, collaboration, and knowledge exchange.

Invest in Workforce Development: Demonstrate your commitment to employee growth by supporting access to professional learning and recertification through PDUs.

Align with a Proven Leader: Partner with a trusted PMI chapter backed by over 30 years of regional impact and a reputation for excellence in professional development.

Showcase Your Solutions: Highlight your products, services, and technologies at high-visibility WMPMI events—virtually or in-person.

Position Your Organization as a Thought Leader: Be seen as a forward-thinking supporter of project excellence—internally among your teams and externally across the business community.



What is the Purpose of the PMI Sponsorship Program?

The purpose of the Western Michigan PMI Chapter (WMPMI) Sponsorship Program is to create and maintain relationships with organizations that benefit from, support, and want to advance the discipline of Project Management. By creating a foundation of mutually beneficial cooperation, WMPMI seeks to strengthen its presence within the project management profession as well as the knowledge base of its members within the Western Michigan region.

What Are the Benefits of Sponsoring WMPMI?

Sponsoring WMPMI connects your organization with over 850 experienced project management professionals across key industries in Western Michigan. Our members include project managers, directors, and senior leaders who influence major business decisions and drive project success across companies, generating more than \$200 billion in combined annual revenue.

Through sponsorship, you gain:

- Direct exposure to a highly engaged professional audience
- A platform to showcase your brand, products, and services
- Access to a proven pipeline of top-tier project talent

Your support also fuels WMPMI programs that build leadership, strategic, and technical capabilities—ensuring ongoing excellence in the project management profession.

Join us in advancing project leadership across Michigan—while positioning your brand as a leader within this thriving professional community.

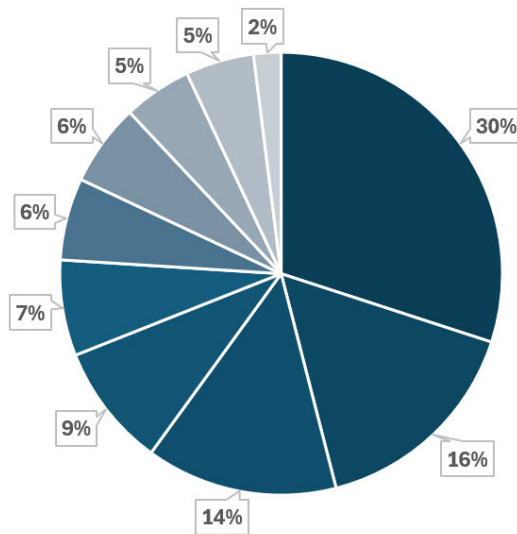
We have a lot going on throughout the year! Your organization would be represented prominently at all our events and programs. And, what's more, your organization will receive a number of complimentary tickets to our events relative to the sponsorship package you choose. Here is a list of our meetings and programs:

- **Monthly education and networking** breakfast, lunch, and dinner meetings.
- **Professional Development Day** held in October with nationally recognized speakers.
- **Engage in theProject® Project Collegiate Project Management Competition** where college and university students compete with schools throughout Michigan to solve a real-life issue and present their solutions in the form of a project plan.
- **Opportunity to earn Professional Development Units (PDUs)**, required for certifications issued by PMI.
- **PMO Business Outreach meetings** with PMO leaders to network and exchange ideas, find solutions.
- **Prerequisite Exam certification education** for Project Management Professional (PMP), PMI-ACP and DASM.
- **WMPMI members introduce high school students** to the fundamentals of project management through real-world learning experiences.

The profession and impact of Project Management continues to grow. Partnering with WMPMI sends a strong message to the business community and attracts professional project managers who are valuable assets for maintaining and growing your competitive and innovative edge. Bringing projects in on time, within budget, and meeting requirements.



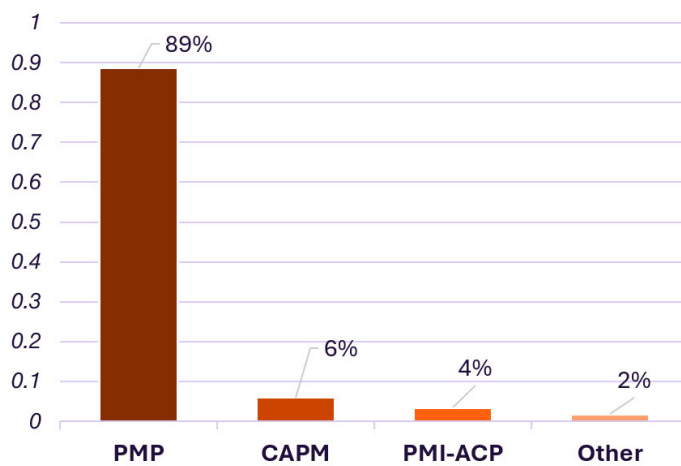
Industry



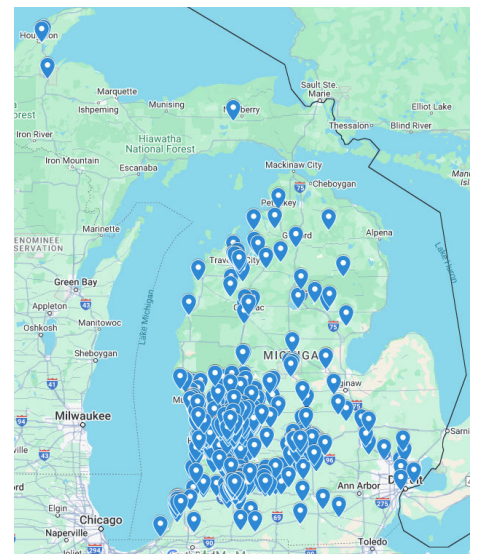
WMPMI by Industry

- 30% Manufacturing
- 16% Healthcare & Pharmaceutical
- 14% IT
- 9% Education, Non-Profit, Government
- 7% Consulting
- 6% Other
- 6% Financial Svcs
- 5% Professional Services
- 5% Construction
- 2% Utilities

PMI Credentials



Members



Opportunities for Visibility and Promotion of Your Organization



Highly-visited sponsorship tables at our annual Professional Development Day.

Professional Development Day (PDD) – WMPMI’s signature event.

theProject® - WMPMI's signature student outreach program, connecting students, educators, and project professionals through a real-world project management competition.

Chapter Meetings - we offer breakfast, lunch, and dinner meetings throughout the year provide opportunities for networking, professional development, and earning (PDUs) toward PMI credential maintenance. Select programs may also offer a virtual hybrid option alongside in-person event format.

Webinars - WMPMI offers webinars as fully online professional development opportunities. Recordings may also be available. Sponsor recognition in webinar communications and presentations is included based on sponsorship level.

Exhibitor Opportunities - Exhibit tables are available to sponsors at designated events based on sponsorship level and event format.

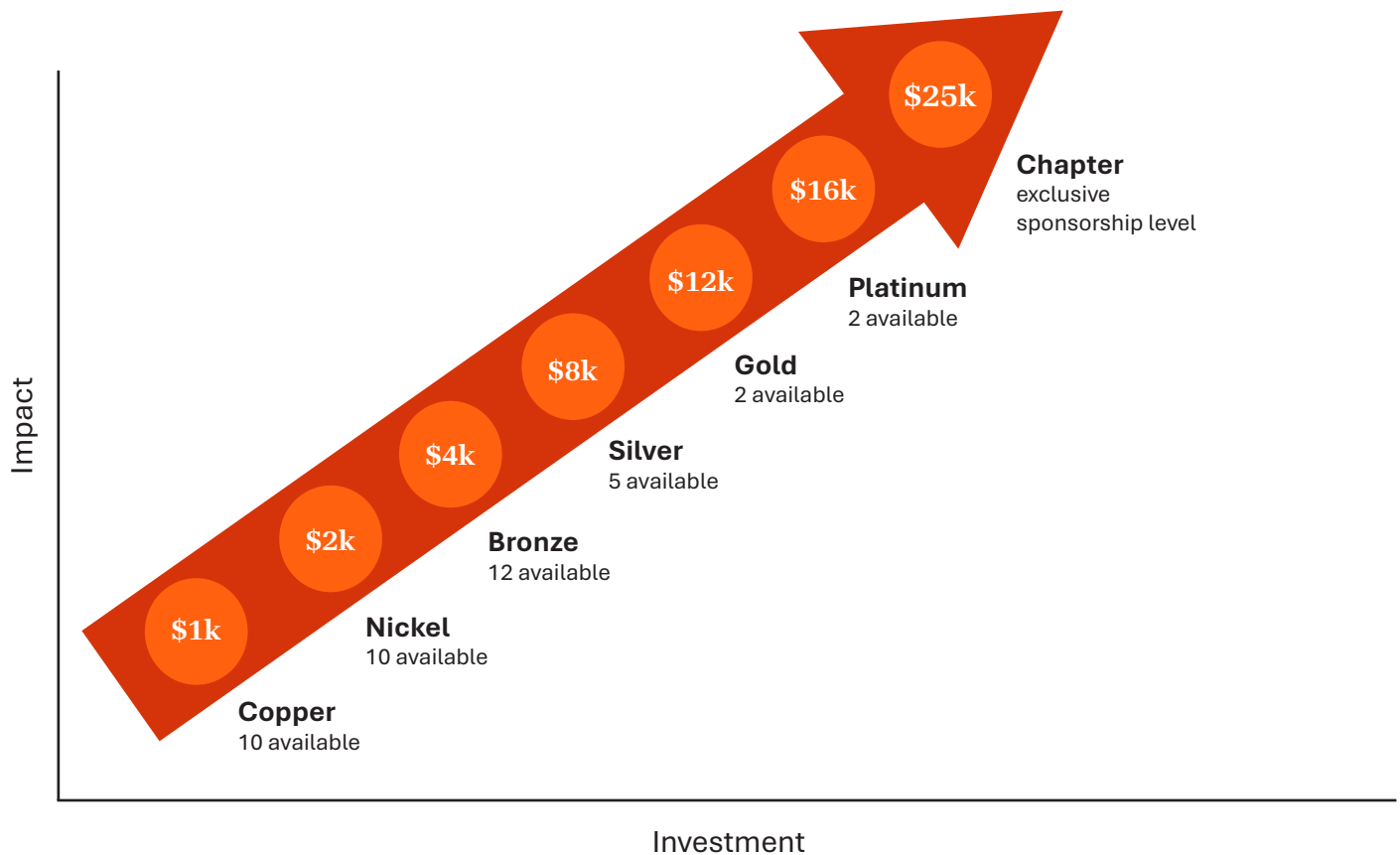
Digital visibility of your organization on our **website**, **social media pages**, and **newsletter**.

We partner with top vendors of project management webinars, workshops, and PMP preparation courses and other professional development resources that may benefit sponsors, their employees, and WMPMI.



We invite you to sponsor WMPMI and engage with over 850 members and over 3,500 subscribers that work for West Michigan companies that represent over \$200 billion in combined annual revenue.

WMPMI Sponsorship Levels



Not Finding What You're Looking For?
Contact us For Tailored Offerings.

Start the Conversation: vp sponsorship@wmpmi.org

Take advantage of exposure and access to leaders in the project management profession to maximize your brand value. By sponsoring WMPMI, you play a key role in advancing the discipline by bringing people together and inspiring them to improve business outcomes. Our packages feature tiered levels of sponsorship to ensure your company's brand and message hit the mark with the second largest PMI membership base in Michigan.

Partnering Opportunities

- Newsletter
- Website
- Professional Development Day
- theProject®
- Chapter Meetings
- Certification Preparation Courses
- Educational Workshops
- Online Job Postings
- Social Media
- Community Engagement & Outreach

Thinking of a different way? Reach out and start the conversation!
We're flexible.



Sponsorship Packages

Chapter

\$25,000 *(only 1 available)*

1
available

Exclusive sponsorship level at all events plus the following benefits:

- **Twenty (20) Professional Development Day (PDD) complimentary event registrations.**
- **Complimentary registrations** to additional WMPMI events as outlined in the benefit grid.
- **PREMIER exhibitor table at Professional Development Day** held annually in the Fall.
- **Webinar access** to the PDD, theProject®, and dinner meetings, recordings may also be available.
- **Lunch presentation** 5-minutes to address attendees at chosen events, including the PDD.
- **Full page article** inside the front cover and a **full back cover ad** in PDD and theProject® programs.
- **Featured exposure** on WMPMI's social media sites, website, and events.
- **Exclusive rights** to choose the scenario for theProject competition. This allows your organization to have student competitors find solutions for you and provide them in the form of a project plans ready to execute.

Platinum

\$16,000 *(2 available)*

2
available

Featured sponsor at the PDD plus the following benefits:

- **Sixteen (16) Professional Development Day (PDD) event registrations.**
- **Complimentary registrations** to WMPMI events as outlined in the benefits grid.
- **Exhibitor table at Professional Development Day** held annually in the Fall.
- **Virtual access** to PDD, theProject®, and dinner meetings **plus recordings may also be available.**
- **Full page article, inside back cover ad** in PDD & theProject® program.
- **One full month featured exposure** in WMPMI social media and website.

Gold

\$12,000 *(2 available)*

2
available

Featured sponsor at all dinner meetings and theProject plus the following benefits:

- **Twelve (12) Professional Development Day (PDD) event registrations.**
- **Complimentary registrations** to WMPMI events as outlined in the benefits grid.
- **Exhibitor table at Professional Development Day** held annually in the Fall.
- **Virtual access** to the PDD, theProject®, and dinner meetings **plus recordings may also be available.**
- **Full page ad** in PDD & theProject® program
- **One full month featured exposure** in WMPMI social media and website.

Silver

\$8,000 (5 available)

5

available

Featured sponsor lunch meetings plus the following benefits:

- **Eight (8) Professional Development Day (PDD) event registrations.**
- **Complimentary registrations** to WMPMI events as outlined in the benefits grid.
- **Exhibitor table at Professional Development Day** held annually in the Fall.
- **Virtual access** to the PDD, theProject®, and dinner meetings **plus recordings may also be available.**
- **Full page ad** in PDD & theProject® program.
- **One full month featured exposure** in WMPMI social media and website.

Bronze

\$4,000 (12 available)

12

available

Featured sponsor at all breakfast meetings plus the following benefits:

- **Four (4) Professional Development Day (PDD) event registrations.**
- **Complimentary registrations** to WMPMI events as outlined in the benefits grid.
- **Exhibitor table at Professional Development Day** held annually in the Fall.
- **Half page ad** in PDD & theProject® program.
- **One full month featured exposure** in WMPMI social media and website.

Nickel

\$2,000 (10 available)

10

available

- **Two (2) Professional Development Day (PDD) event registrations.**
- **Complimentary registration** to WMPMI events as outlined in the benefits grid.
- **Half page ad** in PDD & theProject® program.
- **Plus:** Mention in WMPMI social media and website.

Copper

\$1,000 (10 available)

10

available

- **One (1) Professional Development Day (PDD) event registration.**
- **Complimentary registration** to WMPMI event as outlined in the benefits grid.
- **Business card sized ad** in PDD & theProject® program.
- **Plus:** Mention in WMPMI social media and website.

	CHAPTER \$25,000	PLATINUM \$16,000	GOLD \$12,000	SILVER \$8,000	BRONZE \$4,000	NICKEL \$2,000	COPPER \$1,000
PROFESSIONAL DEVELOPMENT DAY (PDD)							
Webinar access to the PDD event	X	X	X	X			
Lunch sponsor and 5-minute presentation	X	X					
Targeted WMPMI Newsletter mentions	X	X	X	X			
Social media and website mentions	X	X	X	X			
Break sponsor visibility	X	X	X	X			
Exhibitor table at the event	X	X	X	X	X	X	X
PDD event registrations	20 tickets	16 tickets	12 tickets	8 tickets	4 tickets	2 tickets	1 ticket
Sponsor logo displayed in event presentation and signage	X	X	X	X	X	X	X
Sponsor ad placed in the PDD program, print and digital editions	1 full-page article and 2 full-page ads	1 full-page article and 1 full-page ad	1 full-page ad	1 full-page ad	1 half-page ad	1 half-page ad	1 business card-sized ad
COLLEGIATE COMPETITION							
Help choose theProject® Competition scenario	X						
Help choose theProject® keynote speaker	X						
Webinar access to theProject® final presentations, keynote, and awards ceremony	X	X	X	X			
Event registrations included	12 tickets	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets	1 ticket
Sponsor ad placed in theProject® program, print and digital editions	1 full-page article and 2 full-page ads	1 full-page article and 1 full-page ad	1 full-page ad	1 full-page ad	1 half-page ad	1 half-page ad	1 business card-sized ad
Sponsor logo displayed in event presentation and signage	X	X	X	X	X	X	X
DINNER MEETINGS							
Webinar access to dinner meetings, recordings may also be available.	X	X	X	X	X		
5-minute presentation at one dinner meeting (based on schedule)	X	X	X	X	X		
Dinner event registrations included for the year	24 tickets	16 tickets	12 tickets	8 tickets	4 tickets	2 tickets	1 ticket
Sponsor logo displayed in the webinar presentation	X	X	X	X	X	X	X
LUNCH MEETINGS							
5-minute presentation at one lunch meeting (based on schedule)	X	X	X	X	X		
Lunch event registrations included for the year	24 tickets	16 tickets	12 tickets	8 tickets	4 tickets	2 tickets	1 ticket
BREAKFAST MEETINGS							
5-minute presentation at a breakfast meeting (based on schedule)	X	X	X	X	X		
Breakfast event registrations included for the year	24 tickets	16 tickets	12 tickets	8 tickets	4 tickets	2 tickets	1 ticket
SPONSORSHIP RECOGNITION							
All Sponsorship Levels - receive logo recognition for 12 months at WMPMI events, on social media, and on the website	X	X	X	X	X	X	X
BRAND PROMOTION VALUE							
12 months of promotion across WMPMI events, on social media, and on the website	\$6,000	\$4,000	\$3,000	\$2,000	\$1,000	\$500	\$250

1/2 PAGE

7.5" w x 5" h

No bleeds

Crop marks preferred but not mandatory



Project
Management
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Western Michigan

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

Sponsor Ad Print Specifications

for *theProject*® and
the *Professional Development Day*

CMYK color space

Files: PDFs print (PDF/ X 1a), EPS (vector),
or high-res JPEG (300 dpi)

All **fonts** must be outlined, or included

No transparencies

Logos: CMYK color space - EPS (vector)
or PNG

Bleed available for full page ads only

Sponsorship Prospectus



PMI Western Michigan Chapter
4246 Kalamazoo Ave SE
Grand Rapids, MI 49508



vp sponsorship@wmpmi.org



All events subject to change, per discretion of WMPMI.