

Targeted Audience Networking Brand Visibility



Sponsorship Prospectus



wmpmi.org

Become a Sponsor



Targeted Audience
Networking
Brand Visibility

Sponsorship Prospectus

Project, Program, Portfolio Management Visibility

Generous support from all of our sponsors allows WMPMI to fund programs designed to enhance project management and build the leadership, business and strategy, and technical skills of its members. It also benefits sponsoring organizations by providing them with prominent visibility in the Western Michigan business and project management community. We invite you to sponsor WMPMI and engage with its nearly 1,000 members that work for West Michigan companies that represent over \$200 billion in top line revenue. 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 (100 - 140 in attendance total per month)
- **Professional Development Day** held in October (300+ Attendees – best learning experience with nationally recognized speakers)
- **THE Project Collegiate Project Management Competition** where college and university students compete with schools throughout West Michigan to solve a real-life issue and present their solutions in the form of a project plan.
- **Monthly PMO Community of Practice meetings** with 50+ PMO leaders that meet to discuss pertinent issues and find solutions.
- **Prerequisite Exam certification education** for Project Management Professional (PMP)
- **9-12 Project management introduction**, where WMPMI members teach project management to West Michigan high school students.
- **Opportunity to earn credits** for maintaining credentials

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 equates to a more effective use of your capital.

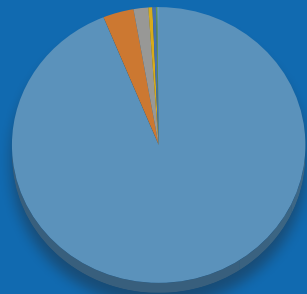
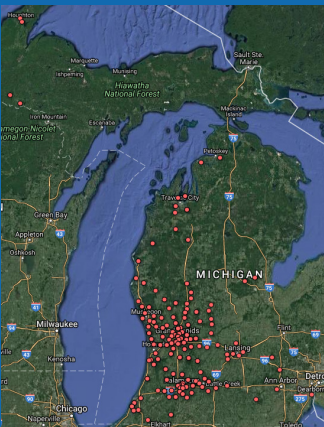
The Value of a Strategic Partnership with WMPMI



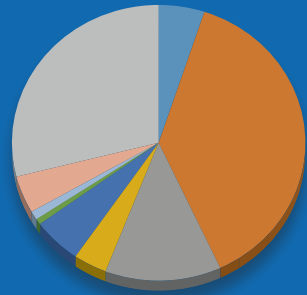
- **Gain direct exposure** to close to 1,000 WMPMI members
- **Gain indirect exposure** to business professionals in the West Michigan area who are informed of our chapter activities
- **Align with a strong PMI chapter** that is celebrating its 25th year.
- **Ensure that WMPMI continues** to offer high quality events and programs that promote and support the project management profession.
- **Gain visibility** as a leader and supporter of PMI both internally within your organization and externally to the business community.
- **Increase your organization's visibility and brand awareness** within your industry and to your customers.

About WMPMI

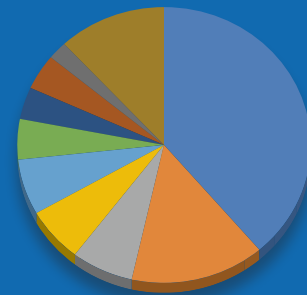
- Established in 1993
- Our membership of nearly 1000 project professionals extends from Benton Harbor to the Western Upper Peninsula.
- A strong and dedicated volunteer board and volunteer professionals that work tirelessly to provide relevant and innovative programming, events, and support for the project management community.
- Western Michigan PMI Members work for companies such as Amway, Meijer, Spartan Nash, CQL, DTE, Steelcase, Consumers Energy, Cascade, Bessel, Whirlpool, Herman Miller, Stryker and many, many more.



CREDENTIALS	
PMP	65.97%
CAPM	2.39%
PMI-ACP	1.14%
PgMP	0.31%
PMI-RMP	0.28%
PMI-SP	0.10%
PMI-PBA	0.10%



TITLE	
Consultant	5%
Project Manager	38%
Program Manager	13%
Analyst	4%
Director	5%
Student	1%
Business Owner	1%
Engineer	4%
Other	29%



INDUSTRY	
Manufacturing	39%
Healthcare & Pharmaceutical	15%
IT	7%
Consulting	6%
Education, Non-Profit, Government	7%
Financial & Insurance	5%
Utilities	4%
Food & Retail	4%
Logistics	2%
Other	11%



Opportunities for **Visibility** and **Promotion** of Your Organization



- **Professional Development Day** – WMPMI's signature event with 300+ attendees.
- **Monthly breakfast** and **lunch meetings** and **eight dinner meetings** throughout the year. These are excellent networking opportunities for our members and guests, as well as opportunities to earn professional development units (PDUs) to maintain their PMI credentials, such as the well-known PMP® and PMI-ACP certifications.
- We **broadcast our dinner meetings live** to the organizations with bronze (or higher) sponsorships, and even provide you with the recordings, so your employees can benefit from our programming.
- We **provide exhibit tables** for sponsors at our events as needed.
- We will **feature 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 pass that value on to our sponsors, their employees, as well as our members.

We invite you to sponsor WMPMI and engage with its nearly 1,000 members that work for West Michigan companies that represent over \$200 billion in top line revenue.

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) event tickets.** That's a value nearly \$5,000!
- **Tickets** to all of WMPMI's other outstanding events. (See benefit grid for more details.)
- **PREMIER exhibit table at Professional Development Day** held annually in the Fall
- **Live, interactive remote access** to the PDD, THEProject, and dinner meetings **plus access to the recordings**
- **Lunch presentation** to address attendees at chosen events, including the PDD.
- **Front cover mention, full page article** inside the front cover and a **full back cover ad** in PDD and THE Project programs.
- **Featured exposure** on WMPMI's social media sites, website, and events.
- **Exclusive rights** to choose the scenario for THE Project 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.
- **Exclusive access** to the student competitors' biographical information before any other sponsor level listed below. These students are ready to hire and work.

Platinum

\$16,000 *(2 available)*

1
available

Featured sponsor at the PDD plus the following benefits:

- **Sixteen (16) Professional Development Day (PDD) event tickets.** That's a value of nearly \$4000!
- **Exhibit table** at Professional Development Day held annually in the Fall
- **Live, interactive remote access** to PDD, THEProject and Dinner Meeting **plus access to recordings**
- **Full page article, inside back cover ad** in PDD & THEProject program
- **One full month featured exposure** in WMPMI social media and website
- **Exclusive access** to the student competitors' biographical information before any other sponsor level listed below. These students are ready to hire and work.

Gold

\$12,000 *(2 available)*

1
available

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

- **Twelve (12) Professional Development Day (PDD) event tickets.** That's a value of almost \$3,000!
- **Exhibit table at Professional Development Day** held annually in the Fall
- **Live, interactive remote access** to the PDD, THEProject, and dinner meetings **plus access to the recordings**
- **Full page ad** in PDD & THEProject program
- **One full month featured exposure** in WMPMI social media and website
- **Plus:** Exclusive access to students' bio

Silver

\$8,000 *(5 available)*

5
available

Featured sponsor lunch meetings plus the following benefits:

- **Eight (8) Professional Development Day (PDD) event tickets.** That's a value of nearly \$2000!
- **Tickets** to all of WMPMI's other outstanding events. (See benefit grid for more details.)
- **Exhibit table at Professional Development Day** held annually in the Fall
- **Live, interactive remote access** to the PDD, THEProject, and dinner meetings **plus access to the recordings**
- **Full page ad** in PDD & THEProject program
- **One full month featured exposure** in WMPMI social media and website
- **Plus:** Exclusive access to students' bio

Bronze

\$4,000 *(15 available)*

12
available

Featured sponsor at all breakfast meetings plus the following benefits:

- **Four (4) Professional Development Day (PDD) event tickets.** That's a value of nearly \$1000!
- **Tickets** to all of WMPMI's other outstanding events. (See benefit grid for more details.)
- **Exhibit 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 tickets.** That's a value of nearly \$500!
- **Tickets** to all of WMPMI's other outstanding events. (See benefit grid for more details.)
- **Exhibit table at Professional Development Day** held annually in the Fall
- Half page ad in PDD & THEProject program
- Mention in WMPMI social media and website

Copper

\$1,000 *(10 available)*

10
available

- **One (1) Professional Development Day (PDD) event ticket.** That's a value of nearly \$250!
- **Tickets** to all of WMPMI's other outstanding events. (See benefit grid for more details.)
- **Exhibit table at Professional Development Day** held annually in the Fall
- Business card sized ad in PDD & THEProject program
- Mention in WMPMI social media and website



WMPMI Annual Chapter Sponsorship Options

All levels receive logo presentation and recognition for the full year at all our events and on the WMPMI Website. Additionally, our sponsors will be featured on our Facebook and LinkedIn sites.	CHAPTER \$25,000	PLATINUM \$16,000	GOLD \$12,000	SILVER \$8,000	BRONZE \$4,000	NICKEL \$2000	COPPER \$1,000
	1 available	1 available	1 available	5 available	12 available	10 available	10 available
PROFESSIONAL DEVELOPMENT DAY							
Live, interactive remote access to the PDD and access to the recordings	X	X	X	X			
Lunch sponsor and presentation	X						
Breakfast sponsor		X					
Break sponsor			X	X			
Targeted social media coverage	X	X	X	X			
Display table at the event	X	X	X	X	X		
PDD tickets included – valued at \$349 per ticket	20 Tickets	16 Tickets	12 Tickets	8 Tickets	4 Tickets	2 Tickets	1 Ticket
Event program logo	X	X	X	X	X	X	X
Event program ads	Front cover mention, full page article inside front cover, and back cover ad	Full page article, Inside Back Cover ad	Full-page ad	Full-page ad	Half-page ad	Half-page ad	Business Card-Sized Ad
THE PROJECT COLLEGIATE COMPETITION							
Helps choose THE Project competition scenario	X						
Helps choose THE Project event's keynote speaker	X						
Live, interactive remote access to the THE Project Final Four team presentations, keynote speaker, and awards ceremony.	X	X	X	X			
THE Project awards dinner tickets included – valued at \$35 per ticket	12 Tickets	10 Tickets	8 Tickets	6 Tickets	4 Tickets	2 Tickets	1 Ticket
Named bonus sponsor	Front cover mention, full page article inside front cover, and back cover ad.	Full page article, Inside Back Cover ad (left)	Full page ad	Full page ad	Half page ad	Half page ad	Business Card Sized Ad
Logo displayed in presentation	X	X	X	X	X	X	X
DINNER MEETINGS (2ND MONDAY OF THE MONTH, 7 TIMES A YEAR)							
Live, interactive remote access to the dinner meeting and access to the recordings	X	X	X	X	X		
5 minute presentation at a dinner meeting (based on schedule)	X	X	X	X	X		
Dinner meeting tickets included for the year – valued at \$35 per ticket.	24 Tickets	16 Tickets	12 Tickets	8 Tickets	4 Tickets	2 Tickets	1 Ticket
Logo displayed in presentation	X	X	X	X	X	X	X
LUNCH MEETINGS (2ND FRIDAY OF THE MONTH, 12 TIMES A YEAR)							
5 minute presentation at a lunch meeting (based on schedule)	X	X	X	X	X		
Lunch meeting tickets included for the year – valued at \$27 per ticket	24 Tickets	16 Tickets	12 Tickets	8 Tickets	4 Tickets	2 Tickets	1 Ticket
BREAKFAST MEETINGS (3RD FRIDAY OF THE MONTH, 12 TIMES A YEAR)							
5 minute presentation at a breakfast meeting (based on schedule)	X	X	X	X	X		
Breakfast meeting tickets included for the year – valued at \$25 per ticket	24 Tickets	16 Tickets	12 Tickets	8 Tickets	4 Tickets	2 Tickets	1 Ticket
VOLUNTEER RECOGNITION DINNER							
Named meeting sponsor and speaking opportunity	X						
Volunteer Dinner tickets included – valued at \$45 per ticket	24 Tickets	16 Tickets	12 Tickets	8 Tickets	4 Tickets	2 Tickets	1 Ticket
GENERAL AND SOCIAL MEDIA PROMOTION							
18 Months, Valued at \$6000	X						
Apprx. 15 Months, Valued at \$4000		X					
Apprx. 12 Months, Valued at \$3000			X				
Apprx. 9 Months, Valued at \$2000				X			
Apprx. 6 Months, Valued at \$1000					X		
Apprx. 4 Months, Valued at \$500						X	
Apprx. 2 Months, Valued at \$250							X

FULL PAGE with bleed 8.75 x 11.25 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

Sponsor Ad Print Specifications

for *THE Project* and the *Professional Development Day*

- 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.

Sponsorship Prospectus

Targeted Audience

Networking

Brand Visibility



WESTERN MICHIGAN CHAPTER

P.O. Box 8268

Grand Rapids, MI 49518

president@wmpmi.org

(616) 706-4427

Sponsorship Information Form



INSTRUCTIONS: Save this form to your computer and complete all sections electronically. Upon receipt of payment, WMPMI will send you a confirmation.

NAME OF COMPANY / ORGANIZATION			
NAME OF CONTACT PERSON		TITLE OF CONTACT PERSON	
ADDRESS			
CITY	STATE	ZIP	PHONE
EMAIL		WEB ADDRESS	

CHAPTER SPONSORSHIP LEVEL

Please indicate your sponsorship preference

- ☐ Chapter Sponsor \$25,000
- ☐ Platinum Sponsor \$16,000
- ☐ Gold Sponsor \$12,000
- ☐ Silver Sponsor \$ 8,000
- ☐ Bronze Sponsor \$ 4,000
- ☐ 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 WMPMI*).
- ☐ We are submitting a purchase order and will pay the invoice within 30 days of its receipt.
- ☐ In-kind sponsorship.

NAME ON CARD		
CARD NUMBER	EXP DATE	SEC CODE
AUTHORIZED SIGNATURE		

SIGNATURE Acceptance of this application by WMPMI constitutes a contract.

NOTE: You may embed a scanned signature or simply type your name in the signature block below. Returning this document to the WMPMI with your name in the signature block constitutes an officially signed agreement.

SIGNATURE	DATE
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Logo visibility: Your company's logo will be published in marketing and attendee materials based on the sponsorship level purchased, as indicated above and on the grid that follows. Please email your company's logo to the directorsponsorships@wmpmi.org as a **vectored-art EPS file**. If your company does not have its logo in this format, please email us for alternatives.