



**PMI Portland
Sponsorship Opportunities
2019-2020**

Welcome to PMI Portland Chapter

Project Management Institute (PMI) is the world's leading not-for-profit professional membership association for the project, program and portfolio management profession.

Founded in 1969, PMI turns 50 this year and continues to deliver exceptional value to more than 2.9 million professionals in 80 countries across the globe through advocacy, collaboration, education and research.

PMI Portland Chapter is proud to be one of the strongest and most well-established networks in the U.S., with more than 2,300 members and a constituency of 5,000 professionals throughout the Portland Metro area. Our volunteer base and wealth of offerings – for members and non-members alike – are solid pillars of the chapter.

An innovative leader in the region, we advocate for project management professional development, growth, and certification to make individuals and organizations more successful. PMI Portland is a responsive and collaborative center of excellence that builds connections between the people and resources critical to project management and professional success.

PMI Portland is proud to host a myriad of events for our members each year. We run on volunteer power — and the generous support of our sponsors — to make each opportunity impactful for all who join us.

We are pleased to *launch a new initiative for 2019-2020*. You now have greater choice in how you spend your promotional dollars. The following pages provide details into our three primary sponsorship packages: **Annual Conference-only Sponsorship**, **General Chapter Sponsorship**, and our **Hybrid Sponsorship**.

Click on the package links to find out which options best fits your organization's needs.

What's in it for you, our sponsors?

Take advantage of exposure opportunities and access to leaders in the project management profession to maximize your brand value. By sponsoring PMI Portland, 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 fourth largest membership base in PMI's Region 1.

Partnering Opportunities

- ◆ Annual Conference
- ◆ Chapter Meetings
- ◆ Weekly Roundtables
- ◆ Certification Preparation Courses
- ◆ Educational Workshops
- ◆ Job Fair
- ◆ Website
- ◆ Newsletter
- ◆ Social Media
- ◆ Community Engagement & Outreach



Introducing PMI Portland's 18th Annual Conference



With the speed of change and the fierce competition that is the market today, every organization must adjust much faster than in the past. It is critical for project leaders to display competence in leadership and strategic execution to be effective.

This year's conference focuses special attention on the critical soft skills that prepare project management professionals to meet the needs of the team and the organization. Our theme, TIME: Talent, Inspiration, Motivation and Emotional Intelligence, does just that.

400+ professionals from dozens of organizations representing government, healthcare, retail, engineering, professional services, utilities, technology, finance and more will engage with

speakers from around the country on Friday, September 20, 2019, at the Oregon Convention Center.

We're offering:

- Four educational tracks — Leadership, Strategy, Program and Portfolio Management, and Tools and Techniques
- 16 speakers throughout the day, plus opening and closing keynote speakers
- Networking, networking, networking
- Knowledge transfer and sharing between highly experienced PM professionals and those new to the field
- Opportunity for members to earn valuable PDUs



2018 PMI Portland Annual Conference



Annual Conference-only Sponsorship



For the first time, PMI Portland is offering *exclusive* Annual Conference-only sponsorship packages. Your organization can be a Conference Title Sponsor,* a Session Sponsor, or an Exhibitor. Each level comes with its own set of rewards!

Title Sponsor, \$10,000

Organizations that seek this sponsorship level will receive all the benefits of the Exhibitor and Session sponsors, **plus** they will be featured as an Annual Conference Title Sponsor in a banner on the PMI Portland Annual Conference microsite and earn a full-page ad and cover logo in the printed day-of-conference program. Placement on venue banners and room schedule boards, sponsor introduction at our opening and closing Keynote sessions, a chance to supply branded attendee giveaways, and premium placement in the exhibitor hall also come with this level. Other perks include:

- Six free admissions to the conference (valued at \$3,000)
- Top placement of logo on our digital forums, including newsletter, eblasts and social media
- Sponsor acknowledgement page in rotating slide deck during breakfast and closing keynote sessions

**The Title Sponsor level can be shared by up to two organizations from non-competing industries.*

Session Sponsor, \$2,500

Just four organizations can gain Session Sponsor designation, corresponding to our educational tracks: Leadership, Strategy, Program and Portfolio Management, or Tools and Techniques. **In addition to** the benefits offered to Exhibitor level sponsors, Session Sponsors will receive:

- Two free admissions to the conference (valued at \$1,000)
- Acknowledgement in the opening Keynote rotating slide deck and logo/write-up in our marketing platforms
- Half-page ad in our day-of-conference program

Exhibitor, \$1,500

This level provides:

- Quarter-page ad in the printed conference program
- One free admission to the conference (\$500 value)
- The right to use our PMI name and logo in their promotional materials
- Presence in our Mobile App Passport game

Compare your options on our [Annual Conference Sponsor Matrix](#).



General Chapter Sponsorships

PMI Portland has an assortment of opportunities to gain brand recognition within its regular Chapter events.

Platinum Level, \$6,500 (September-June)

Our highest level of visibility for your brand, the Platinum Sponsorship package offers multiple opportunities for your organization to be seen during the year and build a strong reputation among our more than 2,000 active chapter members. The Platinum package offers you all the benefits of the lower levels, **plus**:

Website:

- A rotating 6" by 3" banner at the top of the PMI Portland website home page
- 3"x 3" logo with link to your site, plus up to a 300-word description of your organization on our Sponsors web page

Direct Marketing:

- 2" by 3" logo/ad in top placement* on the monthly newsletter (web version) and placement on emailed newsletter from September-June, and a 2" by 3" logo on 30 weeks' of eblasts
- Opportunity to place up to 200 words of *informational* content about specials, events or other opportunities of interest to our chapter members up to 4 times/year on our Newsletter events page

Chapter Meetings:

- Opportunity to present at one (1) chapter meeting education session between September-June (not intended as a sales presentation; content must be project management-related skill building and must be vetted by our Programs Portfolio team prior to scheduling a date)
- Send 3 people to all 10 Chapter meetings for free (valued at \$1,500!)
- Three slides in our rotating deck that runs prior to start of keynote portion of meeting
- Sponsor shout-out by the meeting MC, plus up to 5 minutes for a verbal "pitch" of your own
- Opportunity to offer branded products as door prizes

Certification Prep Courses and PMI-hosted Workshops

- Opportunity to be a titled "session" sponsor for up to two PMI-hosted courses (logos on classroom signage, ability to provide a 1-page flier about products, specials, events), plus 3" by 3" logo at the bottom of all other workshop signage
- Option to send one (1) of your staff or clients to a PMI-hosted workshop at 50% off

** If there are multiple Platinum Sponsors, PMI Portland will rotate top placement on the newsletter each month; the other Platinum Sponsors will receive 2nd, 3rd, etc. prior to other sponsor levels.*

General Chapter Sponsorships, cont'd

Gold Level, \$4,500 (September-June)

Organizations that select our Gold Sponsorship package still receive a wealth of value for their publicity budget. Your brand will be strategically placed to be seen by our active chapter members as well as those who receive our regular communications. The Gold package offers you all the benefits of Silver and Bronze, **as well as:**

Website:

- Your logo, sized up to 2" by 2", along the bottom of our PMI Portland Home Page with a link to your site
- Your logo and a 200-word description of your organization on our Sponsors web page

Direct Marketing:

- Your logo up to 2"x2" on the monthly newsletter (web version) from September-June, and a 2"x2" logo on 20 weeks' of eblasts
- Opportunity to place up to 150 words of *informational* content about specials, events or other opportunities of interest to our chapter members up to 2 times/year on our Newsletter Events page

Chapter Meetings:

- Send 2 people to all 10 Chapter meetings for free (valued at \$1,000!)
- Two slides in our rotating deck that runs prior to start of keynote portion of meeting
- Sponsor shout-out by the meeting MC, plus up to 3 minutes to promote your product
- Informational table available to reserve at all 10 Chapter meetings

Certification Prep Courses and PMI-hosted Workshops

- Opportunity to be a titled "session" sponsor for one PMI-hosted course and place your logo up to 2"x2" at the bottom of all other workshop signage.

See our [General Chapter Sponsor Matrix](#) to compare



General Chapter Sponsorships, cont'd

Silver Level, \$2,500 (September-June)

Our Silver Level Sponsorship package places your organization before our members fall through early summer. This package includes:

Website:

- Your 1"x 1" logo on our home page
- 1"x 1" logo and a 100-word description of your organization on our Sponsors web page

Direct Marketing:

- 1"x 1" logo on the monthly newsletter front page from September-June, and a 1"x 1" logo on 10 weeks' of eblasts
- Opportunity to place up to 100 words of *informational* content about specials, events or other opportunities of interest to our chapter members once per year on our Newsletter Events page

Chapter Meetings:

- Send 1 person to all 10 Chapter meetings for free (valued at \$500!)
- One slide in our rotating deck that runs prior to start of keynote portion of meeting
- Sponsor shout-out by the meeting MC
- Informational table available to reserve at all 10 Chapter meetings

Certification Prep Courses

- Opportunity for you to place a 1"x 1" logo at the bottom of signage for 2 workshops/yr

Bronze Level Chapter Meeting Only,* \$700 each

Budget tight this year? PMI Portland is offering Chapter Meeting *Only* sponsorships for \$700 each meeting. Your organization will be in the spotlight for a selected chapter meeting held between September and June. This package includes:

- Organization title and logo on the Monthly Chapter meeting link (e.g., May Chapter Meeting, Sponsored by YOUR FIRM HERE)
- Informational table
- Opportunity to provide promotional items
- Shout out by the meeting MC
- 3-minute promotional talk
- Opportunity to bring table leave behinds (no larger than 3"x 5")

** Only one organization may be a Chapter Meeting Sponsor per month. Availability will be determined at time of purchase.*

Hybrid Sponsorships

Make the most of your promotional budget with PMI Portland Chapter's Hybrid Sponsorship subscriptions. These combos offer your organization year-round coverage and the best chances of exposure to our broadest audiences.

AC Title Sponsor + Platinum, \$13,000

(\$3,500 off Platinum Level Benefits!)

All the perks of Annual Conference Titleship, plus Platinum Level features from September through June!

AC Title Sponsor + Gold, \$12,000 *(\$2,500 off Gold Level Benefits!)*

All the perks of Annual Conference Titleship, plus Gold Level features from September through June!

AC Title Sponsor + Silver, \$11,000 *(\$1,500 off Silver Level Benefits!)*

All the perks of Annual Conference Titleship, plus Silver Level features from September through June!

AC Session Sponsor + Chapter Platinum Level, \$7,000

(\$2,000 off Platinum Level Benefits!)

All the perks of Annual Conference Session Sponsorship, plus Platinum Level features from September through June.

AC Session Sponsor + Chapter Gold Level, \$5,500

(\$1,500 off Gold Level Benefits!)

All the perks of Annual Conference Session Sponsorship, plus Gold Level features from September through June.

AC Session Sponsor + Chapter Silver Level, \$3,800

(\$1,200 off Silver Level Benefits!)

All the perks of Annual Conference Session Sponsorship, plus Silver Level features from September through June.

