

NYPCMA 2019 SPONSORSHIP PROSPECTUS

VALUE PROPOSITION

The New York chapter of PCMA is home to a group of members who are most passionate and committed to our industry. Being a sponsor of the New York chapter is the most effective and efficient way to connect with the more 350 chapter members (53% is professional) who actively participate and serve as a valuable resource for education, networking and service opportunities. Sponsors of the New York chapter serve as partners in supporting the mission and goals of PCMA.

Program Sponsors offer financial support to the chapter while *Venue Sponsors* provide complimentary meeting space, audio visual, and food and beverage for the many events that the New York chapter organizes.

For all of our sponsors, NYPCMA offers the following benefits:

- Logo recognition in pre-event marketing materials including a hyperlink to your website
- Logo recognition on event signage and presentations
- Sponsor acknowledgment ribbons at NYPCMA events
- Copy of the attendee list (address only)

Many excellent sponsorship opportunities exist, and in addition to the great benefits listed above, we will offer even more depending on your specific sponsorship. Our opportunities are outlined below. . We recognize that budget and marketing objectives do vary and if necessary we are happy to work with you on customizing a sponsorship package that works for you.

When you are ready, our Director of Sponsorships, Jimmy Le, would love to have a conversation on how we can partner together to support and enrich our community and industry.

Jimmy Le, Senior Conference Planner, IEEE Communications Society. j.le@comsoc.org. 646-591-8255.

2019 NYPCMA EVENTS

Date	Event	Estimated Attendance
January 6	NYPCMA/GPPCMA Joint Reception at Convening Leaders	200 – 250
February 26	Education Event	75 – 100
April 4	Global Meetings Industry Day Event – Joint with MPIGNY	200 - 250
July 11	Summer Mixer	75 - 100
October 3	Education Day	150 - 200
December 4	NYPCMA Gives Back – ACE Awards & Charity Event	75 - 100

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Annual Strategic Partnership Opportunities

The Annual Strategic Partnership Opportunities are a great way to connect with our members throughout the year. Not only is your company recognized on our website and other e-marketing tools, you get the opportunity to meet our members face-to-face at all of our events. All partnerships are valid for a period 365 days regardless of when you sign up.

Platinum Level - \$7,500

- Four (4) complimentary registrations at each NYPCMA event)
- Logo recognition - chapter website, program announcements, e-newsletter, walk-in slides, signage
- One (1) table to display materials at each NYPCMA event (excluding Global Meetings Industry Day and NYPCMA Gives Back)
- A five (5) minute presentation at two (2) NYPCMA events
- Collateral material (sponsor provided) on each seat at Education Day and the September educational programs
- One (1) featured article in the e-newsletter
- One (1) social media “takeover”
- Two (2) dedicated emails to the chapter membership

Gold Level - \$5,000

- Three (3) complimentary registrations at each NYPCMA event)
- Logo recognition - chapter website, program announcements, e-newsletter, walk-in slides, signage
- One (1) table to display materials at two (2) NYPCMA events (excluding Global Meetings Industry Day and NYPCMA Gives Back)??
- A three (3) minute presentation at one (1) NYPCAM event
- Collateral material (sponsor provided) on each seat at the September educational program
- One (1) featured article in the e-newsletter
- One (1) social media “takeover”
- One (1) dedicated email to the chapter membership

Silver Level - \$3,500

- Two (2) complimentary registrations at three (3) NYPCMA events (excluding NYPCMA Gives Back)
- Logo recognition - chapter website, program announcements, e-newsletter, walk-in slides, signage
- One (1) table to display materials at one (1) NYPCMA event (excluding Global Meetings Industry Day)
- A three (3) minute presentation at one (1) NYPCMA event (excluding Education Day and Global Meetings Industry Day)

Bronze Level - \$2,000

- One (1) complimentary registrations at one (1) NYPCMA event (excluding NYPCMA Gives Back)
- Logo recognition - chapter website, program announcements, e-newsletter, walk-in slides, signage
- One (1) table to display materials at one (1) chapter program

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Event Sponsorship

Education Seminar

Date: February 26

Location: TBD

Exp. Attendance: 75 - 100

Title Sponsor - \$3,000

- Three (3) complimentary registrations
- Logo recognition - program announcements and signage
- Branded lanyards or badges (sponsor provided) for attendees
- One (1) table to display materials
- Collateral material (sponsor provided) for each attendee
- A two (2) minute presentation prior to the keynote
- One (1) featured article in the e-newsletter
- One (1) dedicated email to the chapter membership
- One reserved table for (10) for sponsor invited guests

Summer Mixer

Date: July 11

Location: TBD

Exp. Attendance: 75 - 100

Title Sponsor - \$1,000

- One (1) complimentary registration
- Logo recognition - program announcements and signage
- Branded lanyards or badges (sponsor provided) for attendees
- One (1) table to display materials
- Branded napkins and tableware (sponsor provided)
- Signature drink

Education Day

Date: October 3

Location: TBD

Exp. Attendance: 125 - 150

Education Day is THE flagship event of NYPCMA. The event generally attracts close to 200 attendees.

Title Sponsor - \$5,000

- Four (4) complimentary registrations
- Logo recognition - program announcements, walk-in slides, signage
- One (1) table to display materials
- A five (5) minute presentation
- Branded lanyards or badges (sponsor provided) for attendees
- Collateral material (sponsor provided) on each seat at the luncheon
- One (1) featured article in the e-newsletter
- One (1) dedicated email to the chapter membership

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- One reserved table for (10) for sponsor invited guests

Keynote - \$2,000

- Two (2) complimentary registrations
- Logo recognition - program announcements, walk-in slides, signage
- A two (2) minute presentation prior to the keynote

Session Sponsor - \$2,000

- Two (2) complimentary registrations
- Logo recognition - program announcements, walk-in slides, signage
- A two (2) minute presentation prior to each presentation

Reception Sponsor - \$2,000

- One (1) complimentary registration
- Logo recognition - program announcements, walk-in slides, signage
- One (1) table to display materials
- A one (1) minute presentation
- Branded napkins and tableware (sponsor provided)
- Signature drink

NYPCMA Gives Back Event and ACE Awards

Date: TBD

Location: TBD

Exp. Attendance: 75 - 100

Title Sponsor - \$5,000

- Sponsor of joint ACE Awards & NYPCMA Giving Tuesday event
- Logo recognition – program announcements and signage
- Branded lanyards or badges (sponsor provided) for attendees
- One (1) table to display materials
- A two (2) minute presentation during ACE awards
- One (1) dedicated email to the chapter membership
- Three (3) complimentary registrations
- One (1) featured article in the e-newsletter

New York & Greater Philadelphia Chapters PCMA Reception at Convening Leaders

Date: January 9

Location: TBD

Exp. Attendance: 200 – 250

Title Sponsor - \$3,500

1. Sponsor logo with link to website on electronic invitation
2. Dedicated email sent from chapter on behalf of the sponsor after *Convening Leaders* to all chapter members
3. Full page ad in GPPCMA e-newsletters, email link in NYPCMA e-newsletter, 1st quarter issue
4. Article in both chapters e-newsletters highlighting the event
5. Opportunity to welcome the guests during the reception
6. Table at event to display materials
7. Ability to collect and keep business cards at registration table, and use for giveaways

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Co-Sponsor - \$1,750

1. Sponsor logo with link to website on electronic invitation
2. Half page ad in GPPCMA e-newsletters, email link in NYPCMA e-newsletter, 1st quarter issue
3. Article in both chapters e-newsletters highlighting the event
4. Table at event to display materials
5. Ability to collect and keep business cards at registration table, and use for giveaways

Other Sponsorship Opportunities

E-newsletter Banner Ads - \$500

- E-newsletter is published bi-monthly

Banner Ads on NY Chapter Website - \$500

Social Media “Takeover” - \$500

- For one week, all of the NYPCMA social media platforms will feature your company logo and website

Venue Host Sponsorship

All venue hosts will receive:

- Four (4) complimentary registrations
- Logo recognition - program announcements, walk-in slides and signage
- One (1) table to display materials
- Collateral material (sponsor provided) for each attendee
- A three (3) minute presentation prior to the keynote

Venue Host to Provide: Complimentary meeting space, food and beverage and audio visual based on specific event requirements. RFP will be provided.

2019 Venue Host Opportunities

Date	Event
January 6	NYPCMA/GPPCMA Joint Reception at Convening Leaders
February 26	Education Event
April 4	Global Meetings Industry Day Event – Joint with MPIGNY
July 11	Summer Mixer
October 3	Education Day
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Interested in being a venue host? Please contact Jimmy Le (j.le@comsoc.org)

THANK YOU!