

**PCMA NEW YORK CHAPTER**

# **NYPCMA 2020 VIRTUAL SPONSORSHIP PROSPECTUS**

**300+ MEMBERS STRONG**

# WHY PARTNER WITH PCMA?

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We Educate & Inform The Business Events Industry with 7,000+ members and an audience of 50,000+ individuals. PCMA is the world's largest network of Business Events Strategists driving innovation and change within the industry.



# VIRTUAL SPONSORSHIP 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

## PLATFORM SPONSORS

Provide complimentary virtual meeting space for the many events that the New York chapter organizes.

## ALL VIRTUAL SPONSORS RECEIVE THE FOLLOWING BENEFITS:

- Logo recognition in pre-event marketing materials including a hyperlink to your website
- Logo recognition on Virtual event presentations
- Copy of the attendee list (Name and Company)

## **BENEFITS AS VIRTUAL HOST**

NYCPMA will partner with you to ensure your Virtual Platform is showcased in the right way!

## **SOCIAL MEDIA & MARKETING**

Partner with NYPCMA's Marketing Team to have your venue featured across NYPCMA newsletters and social media channels pre & post event

## **COMP REGISTRATIONS**

Send up to four members of your team to the Hosted Event to network and participate in professional development

## **PRESENT TO THE AUDIENCE**

Venue hosts will be prominently featured in all Event materials, and have up to 3 minutes to present during the General Session

# 2020 VIRTUAL SPONSORSHIP OPPORTUNITIES

We recognize that budget and marketing objectives vary and we are happy to work with you on customizing a virtual sponsorship package.

Contact the Director of Sponsorships, John Teehan, to have a conversation on how we can partner together to support and enrich our community and industry.

**John Teehan, CMP, Event Planner, IEEE. [j.teehan@ieee.org](mailto:j.teehan@ieee.org) +1-732-465-649**

## **VIRTUAL SPONSORSHIP OPPORTUNITIES**

### **VIRTUAL EVENT SPONSOR - \$2,500**

- Custom Background created by NYPCMA for attendees to use during Virtual Event
- Logo Recognition on Virtual Event Backgrounds
- Sponsor Logo included in the background of Moderator Panel
- A three (3) minute presentation prior to the Weekly Social
- 3 Complimentary Registration at future NYPCMA Event
- One (1) custom email sent to NYPCMA Members
- Logo promoted through NYPCMA Social Media

### **AMA SPONSORSHIP- \$2,500**

**Host your own “Ask Me Anything” Webinar with the NYPCMA community! These intimate sessions are designed for small groups to interact with your brand and speaker**

- 5 minute presentation by Speaker/Brand
- 15 minute AMA session allowing the audience to interact with the Speaker and host
- Custom Background Created by NYPCMA for attendees to use during Virtual Event
- Logo promoted though NYPCMA Social Media
- Custom follow up email sent to all AMA Attendees

## **VIRTUAL SPONSORSHIP OPPORTUNITIES (CONTINUED)**

### **SOCIAL HOUR SPONSORSHIP- \$2,000**

**Each Social Hour Sponsorship includes the benefits listed below in 2 Social Hour events**

- Custom Background created by NYPCMA for attendees to use during Weekly Socials
- Your logo on all Weekly Social communication materials
- Your Logo included on Virtual Event Registration Page
- 1 Complimentary Registration at future NYPCMA Event

### **VIRTUAL BRAND SPONSORSHIP- \$1,500**

- Your Logo on all Virtual Meeting Communication Materials·
- Your Logo included on Transition slides between speakers at Virtual Events·
- 1 (1) Complimentary registration at future NYPCMA Event·
- Your Logo included on Virtual Event Registration Page

## **VIRTUAL SPONSORSHIP OPPORTUNITIES (CONTINUED)**

### **VIRTUAL Q&A SPONSORSHIP - \$1000**

- Your Logo on all Virtual Meeting Communication Materials
- Your Logo included on slides during speaker Q&A Sessions
- 1 (1) Complimentary registration at future NYPCMA Event
- Your Logo included on Virtual Event Registration Page

### **CUSTOM VIRTUAL SPONSORSHIP**

- We will work with you on creating a custom Virtual Opportunity!
- Connect with NYPCMA Members through a unique and personalized Sponsorship Opportunity

# OTHER SPONSORSHIP OPPORTUNITIES

We can fully customize your sponsorship for 2020!

## E-newsletter Banner Ads - \$500

- E-Newsletter is published 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

## VIRTUAL PLATFORM HOST SPONSORSHIP

**VIRTUAL HOSTS NEEDED FOR  
OUR 2020 VIRTUAL EVENTS!**

### All venue hosts will receive:

- Logo recognition in pre-event marketing materials including a hyperlink to your website
- Logo recognition on Virtual Event Backgrounds and presentations
- Sponsor acknowledgment at NYPCMA event
- Copy of the attendee list (Name & Affiliation)
- Four (4) complimentary registrations
- Logo recognition - program announcements, Welcome slides and event Registration
- One (1) email sent from NYPCMA to share promotional materials
- A three (3) minute presentation prior to the keynote
- Opportunity to provide custom backgrounds for NYPCMA Virtual Zoom Weekly Socials
- Logo promoted through NYPCMA Social Media, Monthly Newsletter, and Website

### Venue Host to Provide:

Complimentary meeting space for upcoming  
NYPCMA Virtual Event

**BECOME A  
SPONSOR  
TODAY!**

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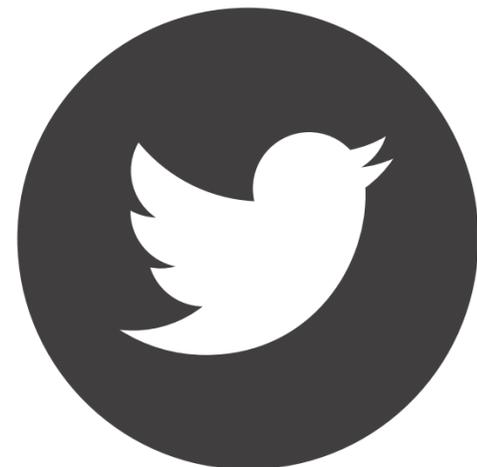
## CONTACT

John Teehan, CMP.  
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732 - 465 - 6496

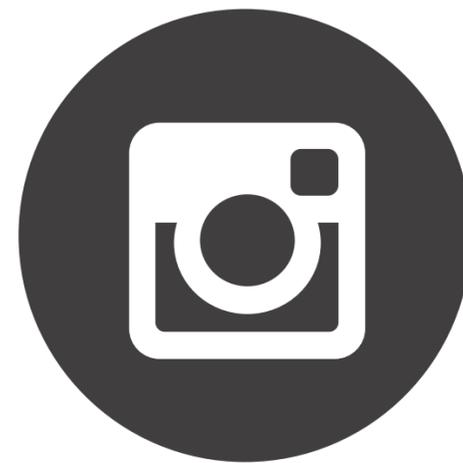
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