

2018 Sponsorship Opportunities

Sponsorship is an effective way to reach more than 350 New York PCMA Chapter members who actively participate in our chapter as a resource for education, networking and service opportunities. Sponsors are seen as PCMA partners in supporting the mission and goals of PCMA.

Program Sponsors provide financial support while Venue Sponsors provide complimentary meeting space, audio visual, and food and beverage. Sponsorship opportunities for 2018 are available throughout the year – let's have a conversation about how we can partner together in 2018!

For **all** sponsorship opportunities, NYPCMA offers the following:

- Logo recognition on chapter website and in pre-event marketing materials including logo and hyperlink to website
- Logo recognition on event signage and PowerPoint presentations
- Sponsor ribbons on name badges at events
- Copy of the attendee mailing list (no phone or email)
- First right of refusal for continuation of sponsorship in 2019 (excludes venue sponsors)

Based on your specific sponsorship, additional benefits may apply. Budgets and marketing objectives vary, so we are happy to work with you on customizing a sponsorship package that works for you.

Questions? Contact Meagan Prescott at mprescott@sifma.org or (212) 313-1288.

Membership Profile

- Over 350 Primary & Secondary Chapter Members
- 53% Professional, 47% Supplier

Calendar of Events



Date	Event	Est. Attendees
January 7	Joint New York / Philadelphia Reception at Convening Leaders	200
March 6	Education Event	75
April 11	Global Meetings Industry Day Event Joint with MPIGNY	200
July 17	Social Event	75
October 4	Education Day	150
December 6	NYPCMA Gives Back - ACE Awards & #GivingTuesday	75

Contact Meagan Prescott at mprescott@sifma.org

Annual Strategic Partnership Opportunities

Annual Strategic Partnership Programs are made available to suppliers throughout the year! All partnerships are valid for 365 days, no matter when you sign up. We are here to work with you and your budgetary needs! Contact Meagan Prescott for more information.

Platinum - \$7,500

- Four (4) complimentary registrations at each event (excluding NYPCMA Gives Back)
- One (1) table to display materials at each event (excluding Global Meetings Industry Day and NYPCMA Gives Back)
- A five (5) minute presentation at two (2) programs
- Collateral material (sponsor provided) on each seat at March education event and Education Day
- One (1) featured article in the e-newsletter
- Two (2) dedicated emails to the chapter membership

Gold - \$5,000

- Three (3) complimentary registrations at each event (excluding NYPCMA Gives Back)
- One (1) table to display materials at two (2) chapter programs (excluding Global Meetings Industry Day and NYPCMA Gives Back)
- A three (3) minute presentation at one (1) program (excluding Global Meetings Industry Day)
- Collateral material (sponsor provided) on each seat at March education program
- One (1) featured article in the e-newsletter
- One (1) dedicated email to the chapter membership

Silver - \$3,000

- Two (2) complimentary registrations at three (3) chapter events (excluding NYPCMA Gives Back)
- One (1) table to display materials at one (1) chapter program (excluding Global Meetings Industry Day)
- A three (3) minute presentation at one (1) program (excluding Education Day and Global Meetings Industry Day)

Bronze - \$1,500

- One (1) complimentary registrations at one (1) chapter event (excluding NYPCMA Gives Back)
- One (1) table to display materials at one (1) chapter program

March 6th Education Event

Title Sponsor - \$3,000

- Three (3) complimentary registrations
- 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 of ten (10) at the front of the room to invite planners

July 17th Social Event

Title Sponsor - \$1,000

- One (1) complimentary registration
- One (1) table to display materials
- Signature drink

October 4th Education Day

Education Day is our flagship event - attracting 125-150 attendees.

Title Sponsor - \$5,000

- Four (4) complimentary registrations
- One (1) table to display materials
- A five (5) minute presentation
- 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

Keynote - \$2,000

- Two (2) complimentary registrations
- A two (2) minute presentation prior to the keynote

Session Sponsor - \$2,000

- Two (2) complimentary registrations
- A two (2) minute presentation prior to each presentation

Reception Sponsor - \$1,000

- One (1) complimentary registration
- One (1) table to display materials
- A one (1) minute presentation
- Signature drink

December 6th NYPCMA Gives Back Event

Title Sponsor - \$5,000

- Sponsor of joint ACE Awards & NYPCMA Giving Tuesday event
- Three (3) complimentary registrations
- One (1) table to display materials
- A two (2) minute presentation during the ACE Awards
- One (1) featured article in the e-newsletter
- One (1) dedicated email to the chapter membership

E-newsletter Banner Ads - \$400

- E-newsletter is published bi-monthly
- Banner ad will click through to sponsor designated link

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 five (5) minute presentation prior to the keynote

Venue Host to Provide: Complimentary meeting space, food and beverage and audio visual

2018 Venue Host Opportunities

- March 6th Education Event
- July 17th Social Mixer
- October 4th Education Day
- December 6th NYPCMA Gives Back event
- November 1-2 Board of Directors Retreat for 2019 Planning

Interested in being a venue host? E-mail Victoria Lee, CMP at viclee@estee.com for detailed event RFPs.

Sponsorship Customization

Are you looking for sponsorship opportunities, but interested in a more customized approach? Let's have a conversation! We understand that each sponsor may have a unique goal and value proposition based on your budgetary constraints and priorities. We are here to work with you to create a sponsorship package that aligns with your needs! Contact Meagan Prescott with any questions at mprescott@sifma.org.