



Sponsorship Brochure and Application Form

A. Introduction

The North Carolina Chapter of the Project Management Institute (NC PMI) is located in Research Triangle Park, NC and is one of the largest chapters of the Project Management Institute (PMI). NC PMI currently has over 3000 members who are employed across several disparate industries while the majority of members work for Pharmaceutical, Public Sector, Information Technology and Telecommunication related companies or organizations.

This document provides a means to use NC PMI connection to the project management community for companies to market their products and services and raise brand awareness. Partnering with NC PMI will build awareness about your products and services among members who are professionals from various organizations striving to stay abreast of project management practices, trends and tools. Being a NC PMI sponsor positions your company as a premier source for products and services in the community.

B. Sponsorship Benefits

Sponsoring companies will:

- Establish an association with NC PMI, one of the largest professional organizations in the Triangle,
- Be promoted as a primary supporter and advocate of the project management profession and its practices ,
- Raise overall awareness of company products and services,
- Provide employees access to professional development opportunities, and
- Network with competent project managers.

As NC PMI's current marketing tools are well received by the NC PMI community, companies that choose to sponsor NC PMI will be allowed to market their products and/or services and receive high exposure through **NC PMI**:

- **Web Site.** The NC PMI web site is visited by over 50,000 people every year.
- **e-Newsletter.** NC PMI sends out an electronic newsletter monthly and quarterly to over 6,000 subscribers.
- **Monthly Chapter Meetings.** At least 10 chapter meetings are held during the year and are attended, on average by 200-250+ members and guests each month.
- **Educational Offerings.** NC PMI holds additional educational offerings for its members throughout the year in various locations around the Triangle. Other professional development events may also be held that attract both members and non-members alike.

C. Sponsorship Options

Companies may choose from one of two NC PMI sponsorship options: full or partial.

- **Full level sponsorship:** allows full marketing exposure of the sponsor company through the use of NC PMI communication tools (website and e-newsletter) and at NC PMI events throughout the year. Sponsors may choose to become either a platinum, gold or silver full level sponsors.
- **Partial level sponsorship:** allows partial marketing exposure of the sponsor on the NC PMI e-newsletter and presence at the Chapter Monthly meeting.

The full level sponsorship options, value propositions and rules can be found along with the NC PMI full level sponsorship application form in Section D-E below.

The partial level sponsorship option and value proposition and rules along with the NC PMI partial level application form can be found in Section F-G below.

D. Full Level Sponsorship Options and Value Propositions

| Sponsorship Levels: | Platinum | Gold | Silver |
|---|----------------|----------------|--------------|
| Annual Cost | \$1,800 | \$1,200 | \$800 |
| 1. WEBSITE (www.ncpmi.org) | | | |
| • Company logo placement on the NC PMI website home page with a link to the sponsor's website. | ✓ | | |
| • Company logo placement on the NC PMI website sponsor page with a link to the sponsor's website. | | ✓ | ✓ |
| • Free staff recruitment on the new career section of the website. | ✓ | ✓ | ✓ |
| 2. CHAPTER MONTHLY MEETINGS (10 per year) | | | |
| • Sponsor acknowledgement with full page rolling slides. | ✓ | | |
| • Sponsor meetings attendance (maximum 2) free of charge. | ✓ | ✓ | ✓ |
| • Distribution of Company brochures and flyers. | ✓ | ✓ | ✓ |
| • 1 booth (1 table) to promote products and services and/or staff recruitment. | ✓ | ✓ | |
| 3. e-NEWSLETTER INSERT | | | |
| • Company logo inserted in the monthly e-newsletter with a link to the sponsor's website | ✓ | | |

E. Full Level Sponsorship Rules

1. At any given time, the maximum number of sponsors, i.e., platinum, gold and silver combined, that will be allowed on the NC PMI website is limited to six. This limit is imposed due to the number of NC PMI advertisement spaces available within the e-newsletters, on the website, and at the facilities where NC PMI events may be held.
2. At any given time, the maximum number of platinum sponsors that will be allowed on the NC PMI website **home** page is limited to three.
3. Sponsorship preference will be given to applicants with project management ties. If too many applicants are competing for any one of the six available advertisement spots, preference will be given to applicants who can demonstrate the most value add to NC PMI membership in the way of products and/or services.
4. All applicants will be required to complete and submit the NC PMI sponsorship application form for full level sponsorship.
5. The NC PMI Information team will acknowledge receipt of applications when received and will review each application. Applicants will be informed of approval no later than forty eight (48) hours, subsequent to the acknowledgement of the receipt of the application.
6. All potential sponsors will be presented to the NC PMI Board of Directors for final vote and approval.
7. NC PMI reserves the right to refuse an applicant for sponsorship for a legitimate reason. Final decision will be communicated to the applicant in writing no later than forty eight (48) hours after a decision has been reached.
8. The full level sponsorship contract period may start at any time during the current year. NC PMI full level sponsorship fees will be prorated based on when the application is received, approved, and a determination is made as to the number of months that NC PMI agrees to market the sponsor company.
9. Approved sponsors will have the option to pay by credit card or check.
10. Full payment (100%) is due upon submission of the application form. If an application is denied, payment will not be processed.
11. The approved sponsor acknowledges that an agreement by NC PMI to market any Company's product and/or service and/or feature article does not mean that NC PMI endorses what is advertised.
12. Sponsorship cancellation will not be allowed nor will any refunds be provided.

Note: A copy of the NC PMI Sponsorship Brochure can also be obtained from the NC PMI website: www.ncpmi.org.



Full Level Sponsorship Application Form and Agreement

Please carefully read the NC PMI Sponsorship Brochure and review the application form below before completing the form. Both the NC PMI Sponsorship Brochure and the signed or fully executed Sponsorship Application Form below constitute an agreement between NC PMI and the Company or organization for full level sponsorship.

1. Select a Participation Level and Fee

- | | | |
|---|---------|--|
| <input type="checkbox"/> Platinum Sponsor | \$1,800 | |
| <input type="checkbox"/> Gold Sponsor | \$1,200 | |
| <input type="checkbox"/> Silver Sponsor | \$800 | |

Total Fee: _____

2. Company Contact Information

Company Name _____

Company Web Address _____

Address: _____

City _____ State _____ Zip/Postal Code _____ Country _____

Main Contact Name _____

Main Contact Title _____

Main Contact's Email _____

Telephone _____ Fax _____

Printed _____ Name _____ of _____ Authorized
Signature _____

Authorized Signature _____

(Signature of an authorized company representative along with the signature of the NCPMI President will constitute a binding contract between NC PMI and the company applying for the Sponsorship)

Signature Date: ____ / ____ / ____

NC PMI President Signature _____

Signature Date: ____ / ____ / ____

Individual to whom all future communications should be sent: _____

Email address: _____

Phone number: _____

3. Payment

Please return completed by email the signed application. We offer multiple options for payments: Credit Card, PayPal or a check made payable to NC PMI, in U.S. Dollars. No refunds will be issued.

4. NC PMI Contact Information

Kaali Dass
VP Information Technology and Communications
Telephone: 919-460-0065
Email: vp_information@ncpmi.org

F. Partial Level Sponsorship Value Proposition

For a one-time payment or a monthly basis, a sponsor can select the following options:

e-Newsletter advertisement

The NC PMI e-newsletter may be used to advertise a Company logo and thus products and/or services. A sponsor may also use the NC PMI e-newsletter to place a company featured article. Advertisement in the NC PMI e-newsletter may be purchased on a month-to-month basis.

The NC PMI Monthly e-newsletter is distributed between the first and the fifth of the upcoming month.

Chapter Monthly Meeting Booth

Chapter Monthly Meeting sponsors would have a booth (table) at the Chapter Monthly Meeting to promote products and services and/or to recruit staff; could have flyers at the booth (table) and will have an announcement slide before the meeting starts. This option may be purchased on a month-to-month basis.

The Chapter Monthly Meeting is held the third Thursday of each month.

| Monthly / Month-to-Month Advertisement | |
|--|-------|
| e-Newsletter advertisement | \$250 |
| Chapter Monthly Meeting Booth | \$400 |

G. Partial Level Sponsorship Rules

1. Applicants must submit and NC PMI must receive applications by the 15th of the month for advertisement in the coming month.
2. A seventy word count article or text or logo must be routed with the application for advertising purposes in the e-newsletter or for distribution at the Chapter Monthly Meeting.
3. Upon review and approval of the application, payment must be made by check or credit card to NC PMI.
4. NC PMI may reject an applicant due to limited space at the Chapter Monthly Meeting or in the NC PMI e-newsletter or an article that it deems inappropriate to publish.
5. NC PMI review and approval of applicants will occur on a first come, first serve basis. While it is not a final number, generally space for a maximum of three (3) sponsors will be available on the e-newsletter or the Chapter Monthly Meeting. In any given month, the number of advertisement spaces or tables at the Chapter Monthly Meeting may increase depending on the amount of NC PMI content that must be presented. Preference will always be given to internal NC PMI business related communications.
6. Partial Level NC PMI sponsorship does not include any other benefit described under the full level NC PMI sponsorship section of the NC PMI Sponsorship Brochure, nor does it include any other special e-newsletter published by NC PMI.
7. The approved sponsor acknowledges that an agreement by NC PMI to market any Company's product and/or service and/or feature article does not mean that NC PMI endorses what is advertised.

Note: A copy of the NC PMI Sponsorship Brochure can also be obtained from the NC PMI website: www.ncpmi.org.



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1. Partial Level Sponsorship Fee(s)

NC PMI Month-to-Month Advertisement

Advertisement Options

- a. Number of Month(s) and Year for Advertisement(s): ___ Month(s) Year: 201___
- b. Requested Start and End Advertisement(s) month: Start: _____ End: _____
- c. Total Fee: Number of Months () X \$250/Month = \$ _____

2. Company Information

Company Name _____

Company Web Address _____

Address: _____

City _____ State _____ Zip/Postal Code _____ Country _____

Main Contact Name _____

Main Contact Title _____

Main Contact's Email _____

Telephone _____ Fax _____

Printed Name of Authorized Signature _____

Authorized Signature _____

(Signature of an authorized company representative along with the signature of the NCPMI President will constitute a binding contract between NC PMI and the company applying for the Sponsorship)

Signature Date: ___ / ___ / _____

NC PMI President Signature _____

Signature Date: ___ / ___ / _____

Individual to whom all future communications should be sent: _____

Email address: _____

Phone number: _____

3. Payment

Please return completed by email the signed application. We offer multiple options for payments: Credit Card, PayPal or a check made payable to NC PMI, in U.S. Dollars. No refunds will be issued.

4. NC PMI Contact Information

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