

Become a Sponsor



**Project
Management
Institute®**
Western Michigan

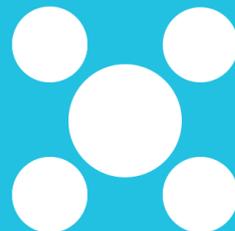
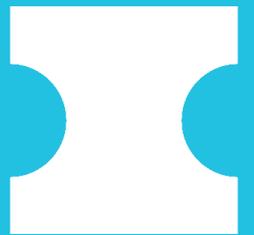
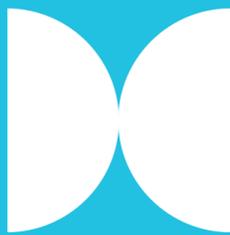
Sponsorship Prospectus

Targeted Audience

Networking

Brand Visibility

Complimentary Events
Attendance



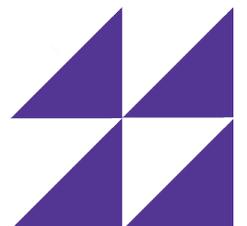
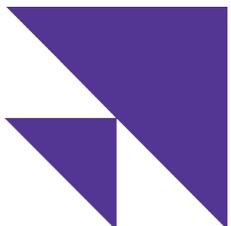
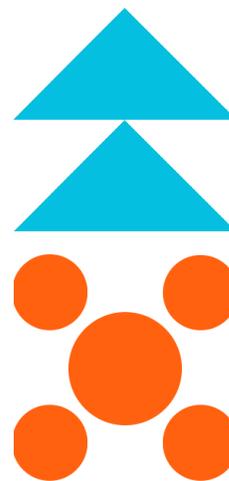
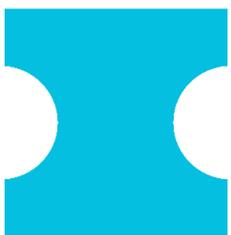
Connect With a Leading Project Management Organization

Founded in 1969, PMI delivers exceptional value to more than 2.9 million professionals in 80 countries across the globe through advocacy, collaboration, education, and research. Worldwide membership in PMI® is more than 450,000 Professionals! PMI has over 300 geographic chapters globally. As one of these chartered PMI chapters, WMPMI serves as the premier professional association for Project Managers and for the project management profession in Western Michigan.

With over than 700 members, we are dedicated to leading the growth and development of all project professionals and the project management discipline. WMPMI provides you with an opportunity to connect with influential professionals, academic organizations, veterans' groups, and other professional organizations.

WMPMI is a collaborative center of excellence that builds connections between the people and resources critical to project management.

WMPMI is proud to host dozens of events for our members each year. Powered by volunteers, we rely on the generous support of our sponsors like you!



The Value of a Strategic Partnership with WMPMI

- **Increase recognition**, visibility, and credibility of your organization and brand within your industry and to your customers
- **Provide access to professionals** on the cutting edge of project management trends and expertise
- **Support your employees'** professional development
- **Align your organization with a strong PMI chapter** that is celebrating more than 25 years
- **Showcase your organization's technologies, products, and services**
- **Gain visibility** as a leader and supporter of PMI both within your organization and externally to the business community



What is the purpose of the PMI Sponsorship Program?

The purpose of the Western Michigan PMI Chapter (WMPMI) Sponsorship Program is to create and maintain relationships with organizations that benefit from, support, and want to advance the discipline of Project Management. By creating a foundation of mutually beneficial cooperation, WMPMI seeks to strengthen its presence within the project management profession as well as the knowledge base of its members within the Western Michigan region.

What is the benefit of sponsoring WMPMI?

Become a sponsor of the Western Michigan PMI chapter to connect with West Michigan's top project management professionals. Our chapter has over 700 Project Managers and Senior Manager practitioners who are active and influential in their field. WMPMI is the perfect platform to showcase your brand, products and services with this audience and connect your organization with a pipeline of experienced talent!

Generous support from all of our sponsors allows WMPMI to fund programs designed to enhance project management and build the leadership, business and strategy, and technical skills of its members. It also benefits sponsoring organizations by providing them with prominent visibility in the Western Michigan business and project management community. We invite you to sponsor WMPMI and engage with its 700+ members that work for West Michigan companies that represent over \$200 billion in top line revenue.

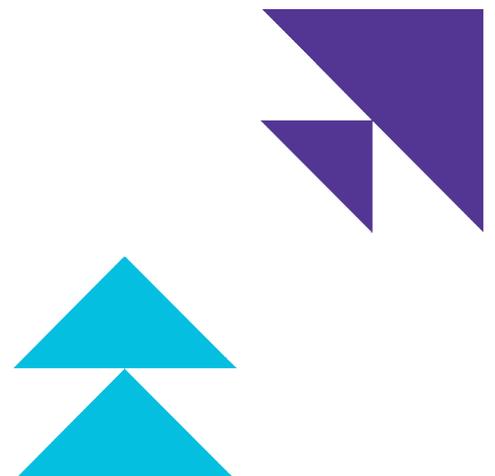
Project, Program, Portfolio Management Visibility

We have a lot going on throughout the year! Your organization would be represented prominently at all our events and programs. And, what's more, your organization will receive a number of complimentary tickets to our events relative to the sponsorship package you choose. Here is a list of our meetings and programs:

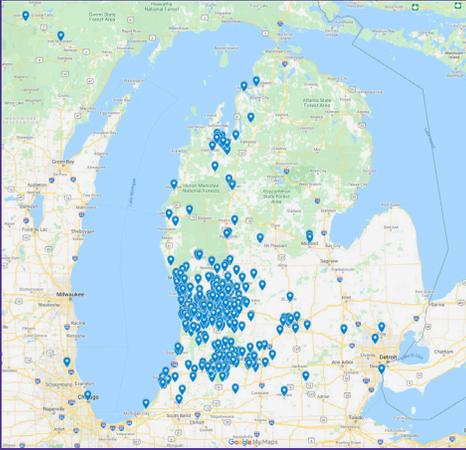
- **Monthly education and networking** breakfast, lunch, and dinner meetings.
- **Professional Development Day** held in October (300+ Attendees – best learning experience with nationally recognized speakers).
- **THE Project Collegiate Project Management Competition** where college and university students compete with schools throughout West Michigan to solve a real-life issue and present their solutions in the form of a project plan.
- **Opportunity to earn Professional Development Units (PDUs)**, required for certifications issued by PMI.
- **PMO Community of Practice meetings** with PMO leaders to network and exchange ideas, find solutions.

- **Prerequisite Exam certification education** for Project Management Professional (PMP), PMI-ACP and DASM.
- **9-12 Project management introduction**, where WMPMI members teach project management to West Michigan high school students.

The profession and impact of Project Management continues to grow. Partnering with WMPMI sends a strong message to the business community and attracts professional project managers who are valuable assets for maintaining and growing your competitive and innovative edge. Bringing projects in on time, within budget, and meeting requirements equates to a more effective use of your capital.

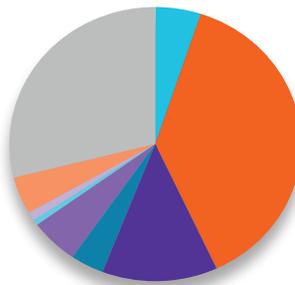


About WMPMI



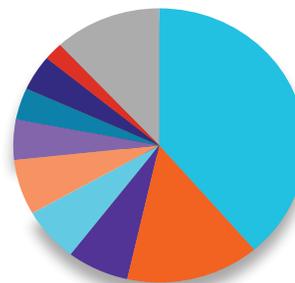
Western Michigan PMI professionals come from virtually every major industry including aerospace, automotive, business management, construction, engineering, financial services, information technology, pharmaceuticals, healthcare, and telecommunications. Our chapter extends from Benton Harbor to the Western Upper Peninsula, including Houghton, and their surrounding suburbs. With approximately 4 million people, a labor force of over 2 million and a regional gross domestic product of nearly \$170 billion, WMPMI's region ranks as the 15th largest CSA (Combined Statistical Area) in the United States.

CREDENTIALS



TITLE

Consultant	5%
Project Manager	38%
Program Manager	13%
Analyst	4%
Director	5%
Student	1%
Business Owner	1%
Engineer	4%
Other	29%



INDUSTRY

Manufacturing	39%
Healthcare & Pharmaceutical	15%
IT	7%
Consulting	6%
Education, Non-Profit, Government	7%
Financial & Insurance	5%
Utilities	4%
Food & Retail	4%
Logistics	2%
Other	11%

Opportunities for Visibility and Promotion of Your Organization



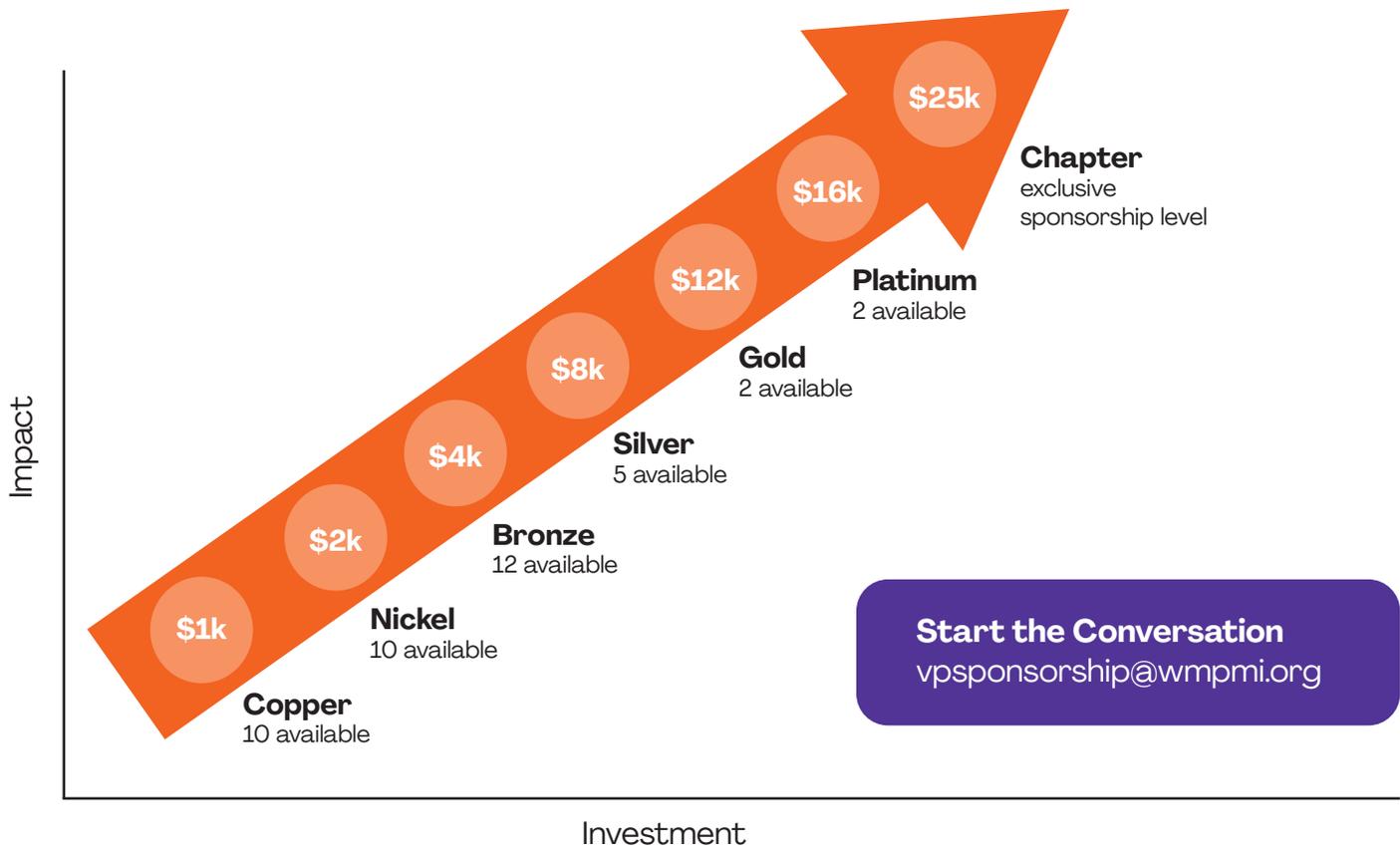
Highly-visited sponsorship
tables at our annual
Professional Development Day.



- **Professional Development Day** – WMPMI’s signature event with 300+ attendees.
- **Monthly breakfast** and **lunch meetings** and **dinner meetings** throughout the year. These are excellent networking opportunities for our members and guests, as well as opportunities to earn professional development units (PDUs) to maintain their PMI credentials, such as the well-known PMP® and PMI-ACP certifications. Sponsoring organizations have the ability to present their company and interact with members and guests.
- We **broadcast our dinner meetings live** to the organizations with bronze (or higher) sponsorships, and even provide you with the recordings, so your employees can benefit from our programming.
- We **provide exhibit tables** for sponsors at our events as needed.
- We will **feature your organization** on our **website**, **social media pages**, and **newsletter**.
- We **partner with top vendors** of project management webinars, workshops, and PMP preparation courses and pass that value on to our sponsors, their employees, as well as our members.

We invite you to sponsor WMPMI and engage with over 700 members and over 2,000 subscribers that work for West Michigan companies that represent over \$200 billion in top line revenue.

Access to Project Managers is Hard...



But it Doesn't Have to be.

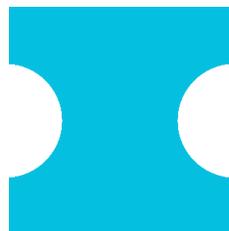
Not Finding What You're Looking For?
Contact us for tailored offerings.

Take advantage of exposure and access to leaders in the project management profession to maximize your brand value. By sponsoring Western Michigan PMI, 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 second largest PMI membership base in Michigan.

Partnering Opportunities

- Newsletter
- Website
- Annual Professional Development Day
- Chapter Meetings
- Certification Preparation Courses
- Educational Workshops
- Online Job Postings
- Social Media
- Community Engagement & Outreach
- Thinking of a different way? Reach out and start the conversation! We're flexible.

Become a WMPMI Chapter Sponsor today!



Sponsorship Packages

Chapter

\$25,000 (only 1 available)

1
available

Exclusive sponsorship level at all events plus the following benefits:

- **Twenty (20) Professional Development Day (PDD) event tickets.** That's a value of nearly \$5,000!
- **Tickets** to all of WMPMI's other outstanding events. (See benefit grid for more details.)
- **PREMIER exhibit table at Professional Development Day** held annually in the Fall.
- **Live, interactive remote access** to the PDD, THEProject, and dinner meetings **plus access to the dinner recordings.**
- **Lunch presentation** to address attendees at chosen events, including the PDD.
- **Full page article** inside the front cover and a **full back cover ad** in PDD and THEProject programs.
- **Featured exposure** on WMPMI's social media sites, website, and events.
- **Exclusive rights** to choose the scenario for THEProject competition. This allows your organization to have student competitors find solutions for you and provide them in the form of a project plans ready to execute.
- **Exclusive access** to the student competitors' biographical information before any other sponsor level listed below. These students are ready to hire and work.

Platinum

\$16,000 (2 available)

2
available

Featured sponsor at the PDD plus the following benefits:

- **Sixteen (16) Professional Development Day (PDD) event tickets.** That's a value of nearly \$4000!
- **Tickets** to all of WMPMI's other outstanding events. (See benefit grid for more details.)
- **Exhibit table** at Professional Development Day held annually in the Fall.
- **Live, interactive remote access** to PDD, THEProject and Dinner Meeting **plus access to dinner recordings.**
- **Full page article, inside back cover ad** in PDD & THEProject program.
- **One full month featured exposure** in WMPMI social media and website.
- **Exclusive access** to the student competitors' biographical information before any other sponsor level listed below. These students are ready to hire and work.

Gold

\$12,000 (2 available)

2
available

Featured sponsor at all dinner meetings and THE Project plus the following benefits:

- **Twelve (12) Professional Development Day (PDD) event tickets.** That's a value of almost \$3,000!
- **Tickets** to all of WMPMI's other outstanding events. (See benefit grid for more details.)
- **Exhibit table at Professional Development Day** held annually in the Fall.
- **Live, interactive remote access** to the PDD, THEProject, and dinner meetings **plus access to the dinner recordings.**
- **Full page ad** in PDD & THEProject program
- **One full month featured exposure** in WMPMI social media and website.
- **Plus:** Exclusive access to students' bio.

Silver

\$8,000 (5 available)

5

available

Featured sponsor lunch meetings plus the following benefits:

- **Eight (8) Professional Development Day (PDD) event tickets.** That's a value of nearly \$2000!
- **Tickets** to all of WMPMI's other outstanding events. (See benefit grid for more details.)
- **Exhibit table at Professional Development Day** held annually in the Fall.
- **Live, interactive remote access** to the PDD, THEProject, and dinner meetings **plus access to the dinner recordings.**
- **Full page ad** in PDD & THEProject program.
- **One full month featured exposure** in WMPMI social media and website.
- **Plus:** Exclusive access to students' bio.

Bronze

\$4,000 (12 available)

12

available

Featured sponsor at all breakfast meetings plus the following benefits:

- **Four (4) Professional Development Day (PDD) event tickets.** That's a value of nearly \$1000!
- **Tickets** to all of WMPMI's other outstanding events. (See benefit grid for more details.)
- **Exhibit table at Professional Development Day** held annually in the Fall.
- **Half page ad** in PDD & THEProject program.
- **One full month featured exposure** in WMPMI social media and website.

Nickel

\$2,000 (10 available)

10

available

- **Two (2) Professional Development Day (PDD) event tickets.** That's a value of nearly \$500!
- **Tickets** to all of WMPMI's other outstanding events. (See benefit grid for more details.)
- **Half page ad** in PDD & THEProject program.
- **Plus:** Mention in WMPMI social media and website.

Copper

\$1,000 (10 available)

10

available

- **One (1) Professional Development Day (PDD) event ticket.** That's a of nearly \$250!
- **Tickets** to all of WMPMI's other outstanding events. (See benefit grid for more details.)
- **Business card sized ad** in PDD & THEProject program.
- **Plus:** Mention in WMPMI social media and website.



All levels receive logo presentation and recognition for the full year at all our events and on the WMPMI Website.

Additionally, our sponsors will be featured on our Facebook and LinkedIn sites.

	CHAPTER \$25,000	PLATINUM \$16,000	GOLD \$12,000	SILVER \$8,000	BRONZE \$4,000	NICKEL \$2,000	COPPER \$1,000
PROFESSIONAL DEVELOPMENT DAY							
Live, interactive remote access to the PDD	X	X	X	X			
Lunch Sponsor and presentation	X						
Social Media and website mention						X	X
Break Sponsor	X	X	X	X			
Targeted social media coverage	X	X	X	X			
Display table at event	X	X	X	X	X		
PDD tickets included – valued at \$349/ticket	20 tickets	16 tickets	12 tickets	8 tickets	4 tickets	2 tickets	1 ticket
Event program logo	X	X	X	X	X	X	X
Event program ads	1 full page article and 2 full page ads	1 full page article and 1 full page ad	1 full-page ad	1 full-page ad	1 half-page ad	1 half-page ad	1 business card sized ad
THEProject COLLEGIATE COMPETITION							
Help choose THEProject competition scenario	X						
Help choose THEProject event’s keynote speaker	X						
Live, interactive remote access to THEProject finalists team presentations, keynote, and awards ceremony	X	X	X	X			
THEProject award dinner tickets – valued at \$35/ticket	12 tickets	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets	1 ticket
Event program ads	1 full page article and 2 full page ads	1 full page article and 1 full page ad	1 full-page ad	1 full-page ad	1 half-page ad	1 half-page ad	1 business card sized ad
Logo displayed in presentation	X	X	X	X	X	X	X
DINNER MEETINGS (2ND MONDAY OF THE MONTH)							
Live, interactive remote access to dinner meetings and access to the recordings	X	X	X	X	X		
5 minute presentation at a dinner meeting (based on schedule)	X	X	X	X	X		
Dinner meeting tickets included for the year – valued at \$35/ticket	24 tickets	16 tickets	12 tickets	8 tickets	4 tickets	2 tickets	1 ticket
Logo displayed in presentation	X	X	X	X	X	X	X
LUNCH MEETINGS (2ND FRIDAY OF THE MONTH)							
5 minute presentation at a dinner meeting (based on schedule)	X	X	X	X	X		
Breakfast meeting tickets included for the year – valued at \$25/ticket	24 tickets	16 tickets	12 tickets	8 tickets	4 tickets	2 tickets	1 ticket
BREAKFAST MEETINGS (3RD FRIDAY OF THE MONTH)							
5 minute presentation at a dinner meeting (based on schedule)	X	X	X	X	X		
Breakfast meeting tickets included for the year – valued at \$25/ticket	24 tickets	16 tickets	12 tickets	8 tickets	4 tickets	2 tickets	1 ticket
VOLUNTEER RECOGNITION DINNER							
Named meeting sponsor and speaking opportunity	X						
Volunteer Dinner tickets included – valued at \$45/ticket	24 tickets	16 tickets	12 tickets	8 tickets	4 tickets	2 tickets	1 ticket
BRAND PROMOTION VALUE							
12 months of promotion across events, social media, WMPMI’s website XXXXXXXXXXXXXXX	\$6,000	\$4,000	\$3,000	\$2,000	\$1,000	\$500	\$250

1/2 PAGE

7.5 w x 5 h

no bleeds

crop marks preferred but not mandatory



Project
Management
Institute.
Western Michigan

1/4 PAGE

3.75 w x 5 h

no bleeds

crop marks preferred but not
mandatory

BUSINESS CARD SIZE

3.75 w x 2 h

no bleeds

crop marks preferred but not
mandatory

Sponsor Ad Print Specifications

for *THEProject* and
the *Professional Development Day*

CMYK color space

Files: PDFs print (PDF/ X 1a), eps (vector),
or high res jpg

All **fonts** must be outlined, or included

No transparencies

Logos: CMYK color space - EPS (vector)
or High res jpg

Bleed available for full page ads only.

Sponsorship Prospectus

Targeted Audience

Networking

Brand Visibility

Complimentary Event Attendance



PMI Western Michigan Chapter
4246 Kalamazoo Ave SE
Grand Rapids, MI 49508

vpsponsorship@wmpmi.org

All events subject to change, per discretion of WMPMI.