



SPONSORSHIP OPPORTUNITIES

AND BENEFITS FOR 2021 MEETING AND EVENTS

Sponsorship is an effective way to reach more than 350 members from eastern and central Pennsylvania, South Jersey and Delaware who look to PCMA PHL for education, networking, and service opportunities. Sponsors are seen as PCMA PHL partners in supporting our mission and goals. Events attract 75-125 attendees with an estimated ratio of 45% planners, 55% suppliers.

Meetings and events in 2021 are currently scheduled to be virtual events. If we are able to meet in-person, we will adjust the sponsor benefits listed on pages 2-3. Dates are subject to change. Customized sponsorship packages are available. *Sponsorships for Global Meetings Industry Day are sold separately.

OPEN DATES

Thursday, February 11, 2021

Chapter Meeting

Thursday, March 18, 2021

Mid-Day Break

Thursday, April 8, 2021

Global Meetings Industry Day*

Thursday, May 20, 2021

Mid-Day Break

June Date TBD

Phillies Networking Event

Monday, July 19 and Tuesday, July 20, 2021

Chapter Retreat

Thursday, September 9, 2021

Education Day

Thursday, October 14, 2021

Chapter Event

Thursday, November 18, 2021

Mid-Day Break

Thursday, December 2, 2021

Holiday Celebration and Chapter Awards

EVENT SPONSOR LEVELS AND BENEFITS

Platinum Sponsor - \$5,500

1. Recognition as an official Platinum sponsor of the event
2. Special thank you during opening remarks on the day of the event
3. Presentation time on the day of the event up to three minutes, can include a promotional video
4. Platinum recognition for the event on invitation, registration site, and website
5. Social media exposure on LinkedIn and Facebook on meeting announcements
6. Platinum recognition for the live event on opening and break slides
7. Four complimentary registrations to virtual event
8. Recognition as a 2021 sponsor in the 2021 e-newsletters.
9. Full page advertisement in the newsletter with an option to write a full-page informational article
10. One email blast designed/written by sponsor and sent to the PCMA PHL membership on your behalf

Gold Sponsor - \$3,300

1. Recognition as an official Gold sponsor of the event
2. Special thank you during opening remarks on the day of the event
3. Presentation time on the day of the event up to two minutes
4. Gold recognition for the event on invitation, registration site, and website
5. Social media exposure on LinkedIn and Facebook on meeting announcements
6. Gold recognition for the live event on opening and break slides
7. Two complimentary registrations to the event
8. Recognition as a 2021 sponsor in the 2021 e-newsletters.
9. Half page advertisement in the newsletter with an option to write a half page informational article

Silver Sponsor - \$2,200

1. Recognition as an official Silver sponsor of the event
2. Special thank you during opening remarks on the day of the event
3. Silver recognition for the event on invitation, registration site.
4. Social media exposure on LinkedIn and Facebook on meeting announcements
5. Silver recognition for the live event on opening and break slides
6. Recognition in the 2021 e-newsletters
7. One complimentary registration to the event
8. Quarter page advertisement in the newsletter

Bronze Sponsor - \$1,100

1. Recognition as an official Bronze sponsor of the event
2. Special thank you during opening remarks on the day of the event
3. Bronze recognition for the event on invitation, registration site, and website
4. Social media exposure on LinkedIn and Facebook on meeting announcements
5. Bronze recognition for the live event on opening and break slides
6. Recognition in the 2021 e-newsletters

ADDITIONAL SPONSOR OPPORTUNITIES

Underwriter Sponsor (Yearlong opportunity) - \$6,500

1. Underwriter sponsor for 2021
2. Recognition as an official Underwriter sponsor for one year
3. Underwriter recognition for all events on each monthly invitation, on registration site, and website
4. Presentation time, during three events, up to three minutes, which can include a promotional video
5. Special thank you during opening remarks on the day of the three events
6. Social media exposure on LinkedIn and Facebook on meeting announcements
7. Underwriter recognition on break slides during events
8. Two registrations for each virtual event
9. Information about each event will be shared with other PCMA chapter presidents for dissemination to their members.
10. Recognition as an Underwriter sponsor, for one year, in all e-newsletters, on the website, and during introductions during virtual meetings
11. Four full page e-newsletter advertisements (\$2,000 value), during the year of sponsorship
12. Option to write one full page informational article for one e-newsletter
13. Option to have chapter administration send an e-gift to planners from sponsor
14. Two email blasts designed/written by sponsor and sent to the PCMA PHL membership on your behalf

NOTE: The “year” is 365 days from when payment is received.
This sponsorship does not include GMID.

2021 Newsletter Sponsorships

Our quarterly electronic newsletter includes a full page ad in the issue being sponsored, recognition and logo on page 1 and listed with 2021 sponsors in all four issues of Connections. One sponsorship is sold for each quarterly newsletter, and the cost is \$750.

NOTES

- Multiple sponsors will be accepted for each sponsor level (if applicable).
- The contract and fees are due within thirty days of sponsorship confirmation.
- Sponsorship dollars offset the expenses for each event including the cost of speakers, event costs, and other administrative expenses.
- Sponsors can partner together to split costs for Platinum and Gold levels. One form of payment is preferred but a maximum of two will be accepted. A maximum of two logos will be accepted for event promotions.
- Sponsorship fees do not include AV equipment expenses for sponsors’ presentations unless already ordered for the speakers.

For more information, contact:

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