NYPCMA 2020 VIRTUAL SPONSORSHIP PROSPECTUS
300+ MEMBERS STRONG

WHY PARTNER WITH PCMA?

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.
SPONSORS OF THE NEW YORK CHAPTER SERVE AS PARTNERS IN SUPPORTING THE MISSION AND GOALS OF PCMA.

VIRTUAL SPONSORSHIP OPPORTUNITIES

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)
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

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

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 +1-732-465-649
**VIRTUAL EVENT 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 through NYPCMA Social Media
- Custom follow up email sent to all AMA Attendees
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
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!

CONTACT

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DIRECTOR OF SPONSORSHIP
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