

pcma Chesapeake Chapter

Sponsorship Opportunities Prospectus 2017



pcma Chesapeake Chapter

Become a Strategic Partner with PCMA Chesapeake Chapter
Professional Convention Management Association, Chesapeake Chapter
Want to reach a geographically diverse group of PCMA members and be a part of building a strong PCMA network in Maryland, Delaware and Southern Pennsylvania reaching a large audience of planner and supplier members?
The PCMA Chesapeake Chapter is here to help!





About PCMA

Professional Convention Management Association (PCMA) is the definitive authority in education, business networking and community engagement for leaders in the global meetings, convention and business events industry. With more than 6,500 members and 50,000 customers PCMA drives innovation through risk taking, research and data driven decision making. The mission of PCMA is to deliver superior and innovative education and promote the value of professional convention management.

About the Chesapeake Chapter

The Chesapeake Chapter’s geographic territories cover Maryland, Delaware and southern Pennsylvania and include an influential group of meeting planners who collectively bring millions of dollars in business to the region and beyond. With nearly 200 members, the Chesapeake Chapter has been recognized for its great educational and networking events.

Our chapter hosts a variety of educational and networking programs throughout the year including the annual Best in Class speaker, our highly-anticipated annual summer event, creative networking designed to socialize with colleagues, and a charitable event. Our events also showcase unique and fun destinations across the region Baltimore, Annapolis, Columbia, and the BWI area through our sponsors and event hosts. We know you will find a place with the Chesapeake Chapter, so we hope you will join one of our events soon! The nearly 200 members of the Chesapeake Chapter look forward to welcoming you to our next event.

Opportunities to Engage, 2017 Calendar of Events

Program	Date	Venue	Estimated Attendance	Sponsor
What’s Hot! What’s Not!	March 13, 2017	Royal Sonesta Harbor Court Baltimore, MD	50-60	Co-hosting with NACE
Global Meetings Industry Day (Lunch)	April 6, 2017	TBD	60-80	Cash Sponsor
Chesapeake Chapter Happy Hour at Educon	Sunday, June 11, 2017 New York, NY	TBD	25	Cash Sponsor
Charity/Networking Event	June/July 2017	TBD	40	Cash Sponsor Venue Sponsor



Chesapeake Chapter

Orioles Game Fundraiser	August 21, 2017	Orioles Park at Camden Yards	60	Cash Sponsor Venue Sponsor
Chesapeake Chapter BOD Mid-Year Retreat	August 2017	TBD	15	Cash Sponsor Venue Sponsor
Women @ Work Educational Event	September 2017	TBD	60-80	Cash Sponsor Venue Sponsor
Best in Class Educational Experience	October 2017	TBD	50-60	Cash Sponsor Venue Sponsor
Annual Awards & Town Hall	November 2017	TBD	50-60	Cash Sponsor Venue Sponsor
Webinar Series	TBD	N/A		Cash Sponsor Venue Sponsor



Monthly Educational & Networking Experiences, Venue Partnership

For every meeting PCMA Chesapeake Chapter will require an event space, service staff, food & beverage, and audio visual. **Our educational meetings typically have (30-50 attendees) and our special events/networking opportunities typically have (40-60 attendees).** The Venue Sponsor benefits would apply in exchange for facility's complimentary services as outlined in the RFP for the catering, meeting space and audio visual needs for selected sponsored event. Please contact the Chesapeake Chapter directly if you cannot fully sponsor a meeting.

In-Kind Partnership

Want the chance to showcase your work at a widely attended event by suppliers and planners alike? Look no further than our in-kind sponsorship opportunities. We have multiple events throughout the year where this may be the case.

- Venue: Hotels/Resorts/Off-Site Locations/Convention Centers
- Caterers & Restaurants
- Production Companies
- A/V Service Providers
- Broadcast & Web Services
- Printing & Signage
- Photographer & Video Services
- Airline & Transportation Companies
- Decorations & Furniture
- Floral Services



PCMA Chesapeake Annual Global Meetings Industry Day

April 6, 2017

Time and Location TBD

PCMA Education Event Sponsorship Opportunity:

We are looking for a \$3,000 sponsor for a PCMA Best in Class speaker to discuss managing risks and emergencies at events.

In exchange for the generous cash donation being provided, PCMA will supply:

- PCMA's attendance list for What's Hot What's Not (Name, company and title only);
- Opportunity for (1) representative from your organization to attend/participate in the networking reception, program and dinner.
- Recognition on the PCMA Chesapeake Chapter page and in The Channel newsletter;
- Logo on email blast designed by PCMA to be sent to the chapter's entire membership to promote the event; 3 left to be sent before the event!!!
- Other benefits in addition to those listed above to be discussed



Annual Cash Sponsorships

Need to reach meeting planners? As a Cash Sponsor you will have a chance to make your presence known.

*All sponsors receive a sponsor ribbon for ALL events and recognition at the year end event.

Levels:

Gold - \$5000 (select 6 from list below)

Silver - \$2000 (select 3 from list below)

Bronze - \$1000 (select 2 from list below)

- Podium time at ALL events
- Complimentary registration at ALL events
- One free planner registration at ALL events
- Lists of attendees for ALL events (name and company name only)
- Logo placement on all promotional material (including but not limited to website, emails, and newsletter) and logo placement on event PowerPoint slides
- SPECIAL! Table at one event with input on the event theme
- Distribute physical collateral and promotional material at ALL events
- Mention on Facebook and Twitter social media
- Opportunity to conduct prize drawing at one event
- Right to write article for email newsletter

We are flexible in our cash sponsorship packages, so please reach out to our Sponsorship Director, K.C. Hopson, at kchopson@eventrebels.com to discuss the possibilities.

* Lists have no contact info but are full attendee lists with company name and title



Sponsorship Application Form

Please indicate which program and date you would like your Strategic Partnership/Sponsorship to occur or if there are other ways you would like to sponsor our chapter. You may submit one form for multiple dates and/or programs.

Sponsorship Type: Cash In-Kind (Please indicate goods and/or services)

Sponsorship Cash In-Kind (Donation of Goods and Services) Value / Dollar Amount: \$ _____
Program(s):

Date(s): _____

Company: _____

Address: _____

Company Information (Email, Phone, Website): _____

25 word description of your product and/or service:

Company Contact Information (Name, Email, Phone): _____

Credit Cards are accepted for cash sponsorships. Please indicate credit card by checking the box below.

VISA MasterCard American Express Check

Card No.: _____ CCV No.: _____ Expiration Date: _____

Name on Card: _____ Amount to Charge: _____

Billing Address: _____

Signature: _____



Thank you for supporting the PCMA Chesapeake Chapter!

Still have questions? Reach out to [Sponsorship Committee at kchopson@eventrebels.com](mailto:kchopson@eventrebels.com).
Ready to commit? Please fill out above form completely and return via email to kchopson@eventrebels.com for tracking and fulfillment purposes.