

2018

Strategic Partnership Opportunities

Project Management Institute (PMI)



Table of Contents

Strategic Partnership Overview	2
Annual Symposium	2
Sponsorship Levels with opportunities at Symposium and other events.....	2
Platinum Level - \$6,000.....	3
Gold Level - \$3,500	3
Silver Level - \$2,500	3
Bronze Level - \$1,000 (non-Symposium supporter)	3
Military Outreach event sponsor - \$750 (non-Symposium supporter)	3
Lipscomb SPARKS IDEA CENTER.....	3
The Symposium Package.....	4
Payment Information.....	4
Partnership and Advertising Application Form.....	5

Strategic Partnership Overview

PMI Nashville is pleased to present our 2018 Strategic Partner opportunities. By becoming a strategic partner, your organization can be part of and support a chapter of 1500+ local project managers, that has continuously grown since its found over 20 years ago. PMI Nashville's strategic partners enjoy numerous marketing and networking advantages:

- Annual Symposium Exhibit and Showcase Package
- Opportunities to sponsor regular Chapter Events:
 - Monthly Chapter Luncheons
 - Professional Development Events, including our Lipscomb SPARKS Workshops
 - Communities of Practice (CoP) Events
 - Social Events
 - Military Cohort Outreach
- Promotion on the PMI Nashville website and social media
- Employee discounts of 25% for the Agile Certified Professional (ACP) boot camp
- Increased brand recognition for company products and services
- Build awareness of your business through PMI Nashville's established network
- Attract skilled leaders and project managers to your organization
- Be part of our Military Outreach program for veterans transitioning to civilian project management careers

Annual Symposium

In addition to the above opportunities, the annual PMI Nashville Chapter Symposium offers a unique opportunity to showcase a company's products and services to a professional PMI audience. This showcase provides an opportunity to share leading project and program development strategies and support the project management community in the Nashville market.

The Symposium will be **April 25th and 26th, 2018** at the Music City Convention Center. Maximize the benefit of your Symposium support at the level of Platinum, Gold, and Silver with additional visibility at our monthly events included in the Symposium support.

For Example: A Platinum sponsor will receive the visibility at 2 Community of Practice events in Nashville, one CoP event at Ft. Campbell, a luncheon and one weekend workshop at the Lipscomb SPARKS IDEA center.

We are excited for a **NEW** Military Outreach sponsorship category to increase awareness of the Nashville Chapter's effort to assist transitioning military professionals in their quest for civilian careers. Sponsors may combine a Military Sponsorship with a Gold or Silver Symposium level support to broaden their visibility throughout the year.

Sponsorship Levels with opportunities at Symposium and other events

Strategic Partner Level	Platinum	Gold	Silver	Bronze	Military*
Participation	\$ 6,000.00	\$ 3500.00	\$ 2500.00	\$ 1,000.00	\$750.00
Symposium Package	1	1	1		
CoP Event Nashville	2	1		2	1
CoP Event Ft. Campbell	1				2
Luncheon	1	1		1	
SPARKS Workshop @Lipscomb	1	1	1		

Platinum Level - \$6,000

- Recognition as *Platinum Level Partners of the PMI Nashville Symposium* at the kickoff and closing sessions. All Symposium marketing materials distributed before and during the event are clearly highlighted with *Annual Symposium Presented By [Organization Name]*.
- Includes Symposium Package plus 2 CoP events, a Luncheon and one SPARKS Workshop
- The opportunity to offer a 5-minute corporate overview presentation (speaker and/or multimedia) to the general assembly at one of the general sessions (estimated at 450-500 people)
- 30% discount Employee Education Credit for the Agile Certified Professional boot camp – up to 4 per annum
- PMI Nashville Symposium web page advertisement for the year

Gold Level - \$3,500

- Recognition as a *Gold* partner of the Symposium at the kickoff and closing sessions
- Includes Symposium Package plus 1 CoP event, a Luncheon and one SPARKS Workshop
- The opportunity to include marketing materials in the welcome bag given to all attendees
- The following are posted on the PMI Nashville Symposium web page for the remainder of the year
 - Company name, logo, and corporate website link
 - Short description of services and products

Silver Level - \$2,500

- Recognition as a *Silver* Partner of the Symposium at the kickoff and closing sessions
- Includes Symposium Package plus a Luncheon and one SPARKS Workshop

Bronze Level - \$1,000 (non-Symposium supporter)

- Company logo and description of services on our website
- Social media support and free employee attendance at two **Community of Practice events** in 2018
- 10 minute promotion opportunity at a Chapter Luncheon

Military Outreach event sponsor - \$750 (non-Symposium supporter)

- Be part of the Nashville Chapter support of 'Onward2Opportunity' career guidance cohorts
- Provide a 10 to 30 minute presentation on your product, industry and the opportunity for transitioning veterans at two Ft. Campbell Community of Practice events, and one CoP Nashville event
- The opportunity to meet candidates in the certification program
- Recognition of support posted on the PMI Nashville web page for the remainder of the year

* Sponsors may combine a Military Sponsorship with a Gold or Silver Symposium level support to broaden their visibility throughout the year.

Lipscomb SPARKS IDEA CENTER

Our weekend workshops are half day events that bring in high level skills presentations for our chapter members. Project management training opportunities may include product specific events by software companies such as Microsoft, Atlassian, Planview, etc.

These events have been popular and provide high visibility to Nashville's project management community.

The Symposium Package

PMI Nashville offers opportunity to provide strategic partnership for the annual Symposium event, newsletter advertising, and pminashville.org website advertising. Held at the Music City Center, our Symposium draws 400 to 500 attendees from around the country for two days of technical, strategic and leadership programs to promote the development of professions in project management.

Package includes:

- Two (2) attendee registrations are included at a value of \$500 each
 - Company logo printed on the cover of the Symposium program in addition to logo and service description printed in the Partner section of the program
 - Company logo added to all electronic and printed event marketing materials.
 - The opportunity to display a floor banner with company name/logo in the main auditorium.
 - One (1) 6' skirted table and two (2) chairs in the Partner area, plus meals/snacks for up to two (2) employees to manage the table
 - Partners may conduct drawings/promotions to encourage interaction with event attendees.
 - Company logo on the PMI Nashville Symposium partner card stamped for Symposium raffle
- Note: Partnerships and advertisements should be focused on products, services, and organizational awareness that have a relationship to project management and/or professional development in the project management field*

Payment Information

- Payments via check are due Twenty **five (25) business days prior** to the symposium event.
- The *Partnership and Advertising Application Form* is online at PMINashville.org/sponsorship partner
- Credit card payments can be accepted online. Please contact PMI Nashville to arrange.
- If you plan to pay online, please provide the contact information and email address

NOTE: *Please do not provide credit card payment information via email or phone.*

PMI Nashville Chapter

ATTN: Director of Marketing

P.O. Box 1166

Brentwood, TN 37024-1166

Partnership and Advertising Application Form

Applicant Information

Name	_____	Date Submitted	_____
	<i>Last</i> <i>First</i>		
Email	_____	Phone #	_____
Company	_____	Title	_____
Address	_____		
	<i>Street Address</i>		
	_____	_____	_____
	<i>City</i>	<i>State</i>	<i>Zip</i>

Remittance Information

1. Please Submit the "Partnership and Advertisement Application Form" to marketing@pminashville.org
2. Content that Partner would like on advertisement website and/or newsletter
3. Company logo and company tag line (one line)
4. Emailed permission for PMI Nashville to use the company logo
5. Names of up to two (2) attendees for an event.