



# 2022

## Sponsorship Prospectus

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Northern California  
Chapter

## Who is PCMA?

- PCMA is the world's largest, most respected and most recognized network of business event strategists with over 8,000 members and an audience of 100,000 business event stakeholders across North America, Europe, the Middle East and Asia. With 17 chapters and activities in 40 countries, PCMA is the global leader in business events.

## Who are we?

- The Northern California Chapter of PCMA offers cutting-edge programs, community service projects, professional recognition, and many other opportunities for our business event stakeholders.
- We have more than 240 members across Northern California with about 49% Planners and 51% Suppliers.

## What We Do

- Most importantly **we give back to our regional industry through scholarships and learning opportunities**. We do not stop there by also giving back to local charity organizations.

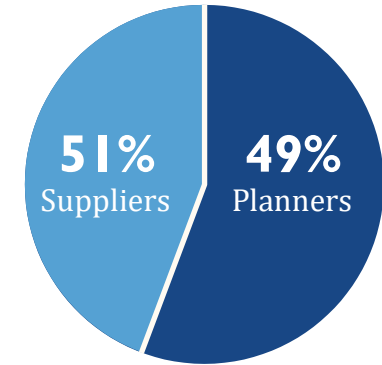
Annual chapter engagements include:

- ✓ Educational and networking programs averaging 50+ individuals
- ✓ BAMIES GALA attendance of 250+ attendees
- ✓ Town Hall Meeting 75+ attendees
- ✓ LEAP Full Day Educational Event 100+ attendees



~240

members across  
Northern California



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2022 SPONSORSHIP OPPORTUNITIES

## 2022 Sponsorship Opportunities

The Northern California Chapter of PCMA sponsors are companies/organizations that believe in the work we do for our industry just as much as we do. It is with the help of each sponsor that we are able to make meaningful contributions to our profession. This year we are pivoting to a sponsorship program that is more focused on chapter level packages compared to our traditional event specific opportunities. All packages will run from the signing date for one full year. If you see a package you are interested in, reach out to **Maria Dempsey**, at [maria\\_dempsey@yahoo.com](mailto:maria_dempsey@yahoo.com), or **Angelica Perez** at [angelica.perez@49ers-smc.com](mailto:angelica.perez@49ers-smc.com) to start the conversation.

### Platinum Sponsors (2 Available) - \$10,000

#### Platinum Level - \$10,000

- Prominent logo and name recognition on Chapter website
- Two minute presentation at all events
- Four (4) comp registrations at each event
- Six (6) Social Media Shoutouts
- One Sponsor Spotlight in online PCMA newsletter
- Collateral material provided by sponsor placed on each seat at all educational programs
- Verbal recognition at all Chapter events
- Logo and name recognition on signage at all chapter events
- Tabletop display during all networking receptions
- Recognition on email notifications promoting each chapter event
- Two (2) tables at the BAMIES
- Two minute video at LEAP event
- Sponsor selected registration question added to specified registration (ie: Do you hold off site events? Average spend?)
- First right of refusal for the following year



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### Diamond Level Sponsors (3 Available) - \$7,500

- Prominent logo and name recognition on Chapter website
- Two minute presentation at three (3) events (excluding BAMIES)
- Two (2) comp registrations at each event
- Five (5) Social Media Shoutouts
- One Sponsor Spotlight in online PCMA newsletter
- Collateral material provided by sponsor placed on each seat at 4 educational programs
- Verbal recognition at all Chapter events
- Logo and name recognition on signage at all chapter events
- Tabletop display during all networking receptions
- Recognition on email notifications promoting each chapter event
- One (1) Table at the BAMIES
- Two minute video at LEAP event
- First right of refusal for the following year



### Gold Level Sponsors (5 Available) - \$5,000

- Prominent logo and name recognition on Chapter website
- Two minute presentation at two (2) events (excluding BAMIES)
- Two (2) comp registrations at each event
- Four (4) Social Media Shoutouts
- One Sponsor Spotlight in online PCMA newsletter
- Collateral material provided by sponsor placed on each seat at 3 educational programs
- Verbal recognition at all Chapter events
- Logo and name recognition on signage at all chapter events
- Tabletop display during two (2) networking receptions
- Recognition on email notifications promoting each chapter event
- One (1) Table at the BAMIES



## Silver Level Sponsors - \$2,500

- Prominent logo and name recognition on Chapter website
- Two minute presentation at one (1) event (excludes BAMIES)
- Two (2) comp registrations at six (6) events
- Three (3) Social Media Shoutouts
- One Sponsor Spotlight in online PCMA newsletter
- Collateral material provided by sponsor placed on each seat at 4 educational programs
- Verbal recognition at all Chapter events
- Logo and name recognition on signage at all chapter events
- Tabletop display during one (1) networking reception
- Recognition on email notifications promoting each chapter event



## Bronze Level Sponsors - \$1,500

- Prominent logo and name recognition on Chapter website
- Two minute presentation at one (1) event (excludes BAMIES)
- Two (2) comp registrations at four (4) events
- Two (2) Social Media Shoutouts
- One Sponsor Spotlight in online PCMA newsletter
- Collateral material provided by sponsor placed on each seat at 3 educational programs
- Verbal recognition at all Chapter events
- Logo and name recognition on signage at all chapter events
- Tabletop display during one (1) networking reception
- Recognition on email notifications promoting each chapter event



Please reach out to learn  
more about our other  
sponsorship opportunities!

All packages will run from the signing date for one year. If you see a package you are interested in but would like to have a further conversation, please reach out to **Maria Dempsey** at [maria\\_Dempsey@yahoo.com](mailto:maria_Dempsey@yahoo.com) or **Angelica Perez** at [angelica.perez@49ers-smc.com](mailto:angelica.perez@49ers-smc.com).



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