



Building professionalism in project management.™

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# Project Management Institute Canberra

## 2009-10 Sponsorship Opportunities

### Introduction

The PMI Canberra Chapter has an annual sponsorship program for interested parties. Canberra has seen a significant growth in project management and the need for professional networking opportunities and sharing of relevant knowledge and expertise. The PMI Canberra Chapter holds monthly events with keynote and guest speakers on topics ranging from technical, case studies and soft management skills. The Chapter is also very active in establishing professional relationships with registered training providers to enable the members to gain certification in CAPM, PMP and project management methodologies.

### Value Proposition for Sponsors of PMI Canberra

- Generate the awareness of your Brand to over thousands of project management professionals in Canberra, the region and Australia.
- Increase brand awareness in the Project Management market both in Canberra and Australia.
- Networking opportunities with key PMI international guests and members of the Chapter.
- Form a 1 on 1 relationship with the PMI Canberra chapter representatives.
- Build longer term relationships with PMI
- Your corporate logo will be highly visible on the PMI Canberra website
- Overall a highly cost effective means of marketing your organisation to targeted audiences.
- Flow on benefit for commercial engagements for a non-government agency.
- Flow on benefit for increasing visibility for the sponsoring government agency as supporting professional and best practice standards in project and programme management.

## **Sponsorship Options**

A list of sponsorship options has been provided below to suit your requirements. Other sponsorship options can be discussed with the Events Director with final approval from the PMI Canberra Chapter Board.

Contact details are at: <http://www.pmichapters-australia.org.au/canberra/Board/board.asp>.

## **Historical Note:**

PMI Canberra also participates in the annual Project Manager of the Year (PMOTY) awards and Component Award which seeks sponsors for these events. The 2004 PMOTY Awards were held in Melbourne, 2005 Awards in Brisbane, 2006 awards in Sydney, 2007 awards in Perth and 2009 awards in Canberra.

## **1. Chapter Sponsorship**

### **1. Chapter Sponsorship**

**Valued at \$5,000 inclusive of GST**

The sponsorship package is available to more than one organisation. The Sponsorship package includes:

- Recognition as the PMI Canberra sponsor on the event flyer (eg: "This event is sponsored by <your organisation name>").
- Corporate logo and acknowledgment as 'Chapter Sponsor' at each event, and in the event flyer and any additional promotional material by PMI Canberra.
- Your corporate logo together with short company description and a hyperlink to your organisation's website from PMI Canberra website.
- Display a free standing banner at the event (sponsor supplied).
- Opportunity to display a product within the venue or to provide a gift to the speaker (subject to approval by the PMI Canberra Board); (sponsor to provide product or gifts)
- A 5 minute speaking slot at the mid year social function and/or Christmas social function
- Complementary tickets for up to 5 registered attendees from the Sponsor's organisation for any 1 chapter event.

### **2. Monthly Event Venue Sponsorship**

**Valued at \$2,500 inclusive of GST**

This sponsorship is only available to one organisation. The Sponsorship package includes:

- Ability to hold the monthly event at the Sponsor's venue.
- Corporate logo and acknowledgment as Event Venue Sponsor at each event and in the event flyer and any additional promotional material by PMI Canberra.
- Corporate logo on the PMI Canberra Chapter web site.
- Authority to promote sponsorship in own marketing and promotion activities.

- Complimentary tickets for up to 5 registered attendees per event sponsored.

### **3. PMI Canberra Special Events Sponsorship**

**Valued at \$1,250 inclusive of GST**

This sponsorship is for federal government agencies or Education and Training suppliers seeking to support special events such as one day training program and Breakfast seminars. The Sponsorship package includes:

- Corporate logo and acknowledgment as a <event name> sponsor on any promotional brochure.
- Free registration for 2 attendees per event during sponsorship period.
- Display a free standing banner at the event (sponsor supplied).
- Authority to promote sponsorship in marketing and promotion activities.

### **4. PMI Education and Training Supplier Sponsorship**

**Valued at \$1000 inclusive of GST**

This sponsorship is available to DEEWR Registered Training Organisations or PMI Registered Education Provider (REP) or equivalent. The Sponsorship package includes:

- Corporate logo on the PMI Canberra website with link to corporate website.
- Corporate logo and acknowledgment as a 'training and education supplier' sponsor at the monthly event.
- Authority to promote sponsorship in marketing and promotion activities.
- Notification of upcoming training in the weekly chapter email.

### **5. PMI Webinar Sponsorship**

**Valued at \$850 inclusive of GST**

This sponsorship is for federal government agencies seeking corporate membership. The Sponsorship package includes:

- Corporate logo and acknowledgment as a 'webinar sponsor' at the monthly event.
- Complimentary tickets for 1 registered agency guest per event during sponsorship period
- Corporate logo on the PMI Canberra website with link to corporate website.
- Authority to promote sponsorship in marketing and promotion activities

**6. PMI Federal/State Agency Sponsorship**      **Valued at \$1,000 inclusive of GST**

This sponsorship is for federal government agencies seeking corporate membership. The Sponsorship package includes:

- Corporate logo and acknowledgment as a federal agency sponsor with at least 10 individual PMI Canberra Chapter members.
- Complimentary ticket for 1 registered agency guest per monthly event.
- Corporate logo and acknowledgment as an 'agency sponsor' at the monthly event.
- Corporate logo on the PMI Canberra website with link to agency website
- Authority to promote sponsorship in marketing and promotion activities

**7. PMI Catering at an Event Sponsorship**      **Valued at \$250 inclusive of GST**

This sponsorship is for sponsors seeking to provide a one-off catering services at a monthly event. The Sponsorship package includes:

- Corporate logo on Event Flyer and acknowledgment as a sponsor for catering services for a specific event.
- Complimentary tickets for 1 registered guest per event catered.
- Corporate logo and acknowledgment as 'catering sponsor' at the specified event.
- Authority to promote sponsorship in marketing and promotion activities.

## **Other Sponsorships**

The PMI Canberra Board is willing to discuss other sponsorship opportunities that may be identified.

## **Sponsor's Responsibilities**

Sponsor has the following responsibilities associated with their sponsorship agreement:

- Payment in full of the nominated sponsorship amount by direct transfer or cheque payable to PMI in accordance with the payment terms specified on invoice.
- Provide link from corporate website to sponsors hyper link
- Provide PMI with Corporate logo in a high-resolution electronic format on signing the application form.

## **Sponsor's Terms and Conditions**

- This is an invitation to Sponsors. PMI reserves the right to refuse any application and may decide not accept any application for any reason whatsoever.
- The term of the sponsorship will be one year with an option to terminate the contract with three months notice by either party. There is an option to renew the sponsorship at the end of the sponsorship period for a further 12 months.
- All sponsors benefits are conditional on receiving payment, and receiving artwork, goods etc. in a timely manner.
- The deposit of 50% of the total amount required for sponsorship is non-refundable. No refunds will be issued for cancellations notified less than 30 days prior to the event and sponsor will be liable at this point for the full amount requested on the application form.
- In the event of non-payment of any monies due pursuant to this agreement or in the event of the breach of any condition on the part of any sponsor to be observed, then all monies paid hereunder will be absolutely forfeited and the sponsor will make no claim against PMI. In the event of forfeiture of any reason the sponsor will not be released from any liability hereunder.
- Any changes to the corporate/agency logo or information regarding your sponsorship on the PMI Canberra website will incur an administrative fee of \$30 per change request.