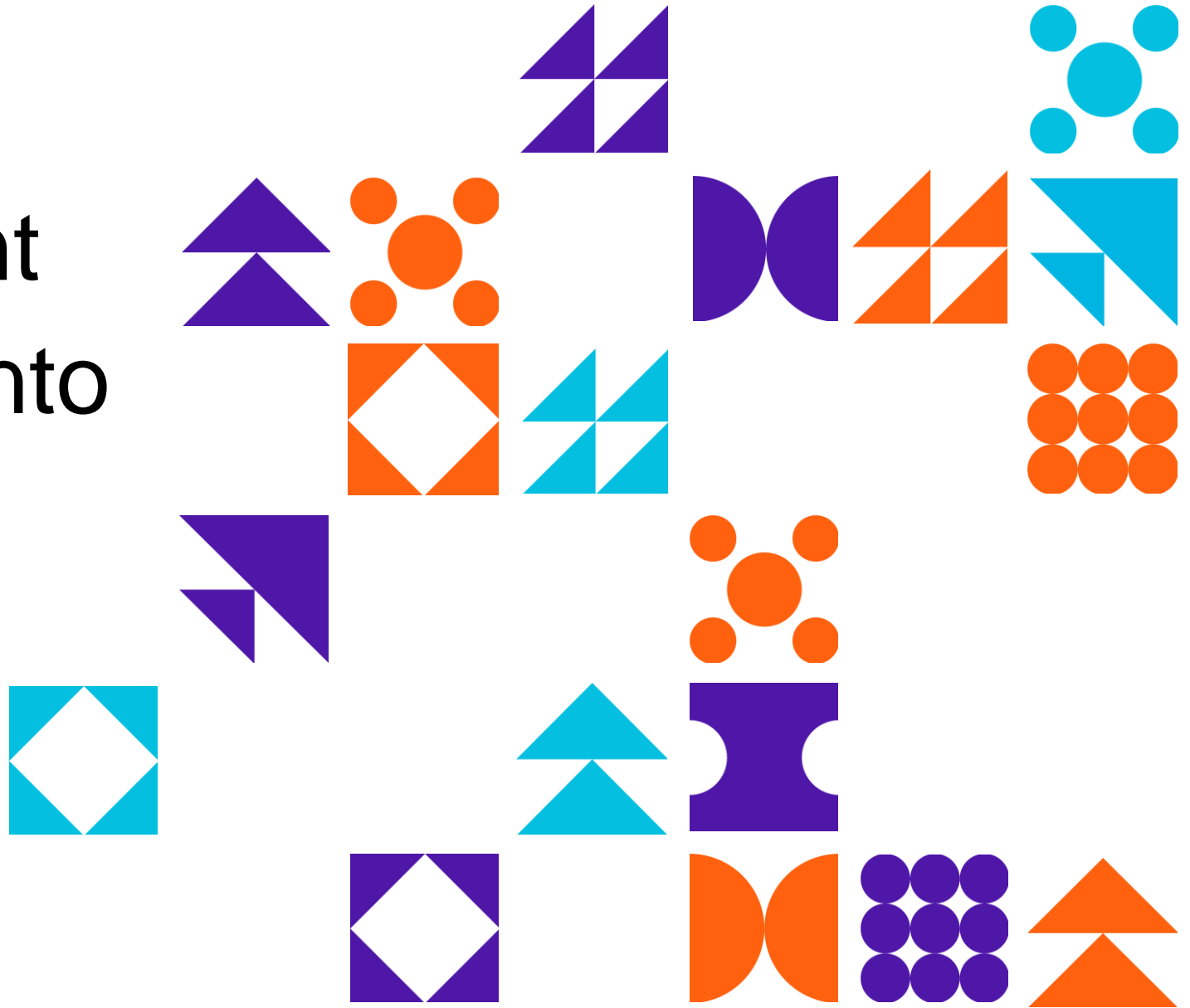




Project Management Institute (PMI) Toronto

Digital Event Sponsorship

JULY 2020 – JUNE 2021





WHO WE ARE

PMI TORONTO is **one of the largest Chapters** within the Project Management Institute (PMI) with over **5,500** members across all industries, and we are dedicated to promoting the adoption, advancement and success of project management in all the communities we serve.



6,796
followers



1,648
followers



2,430
followers

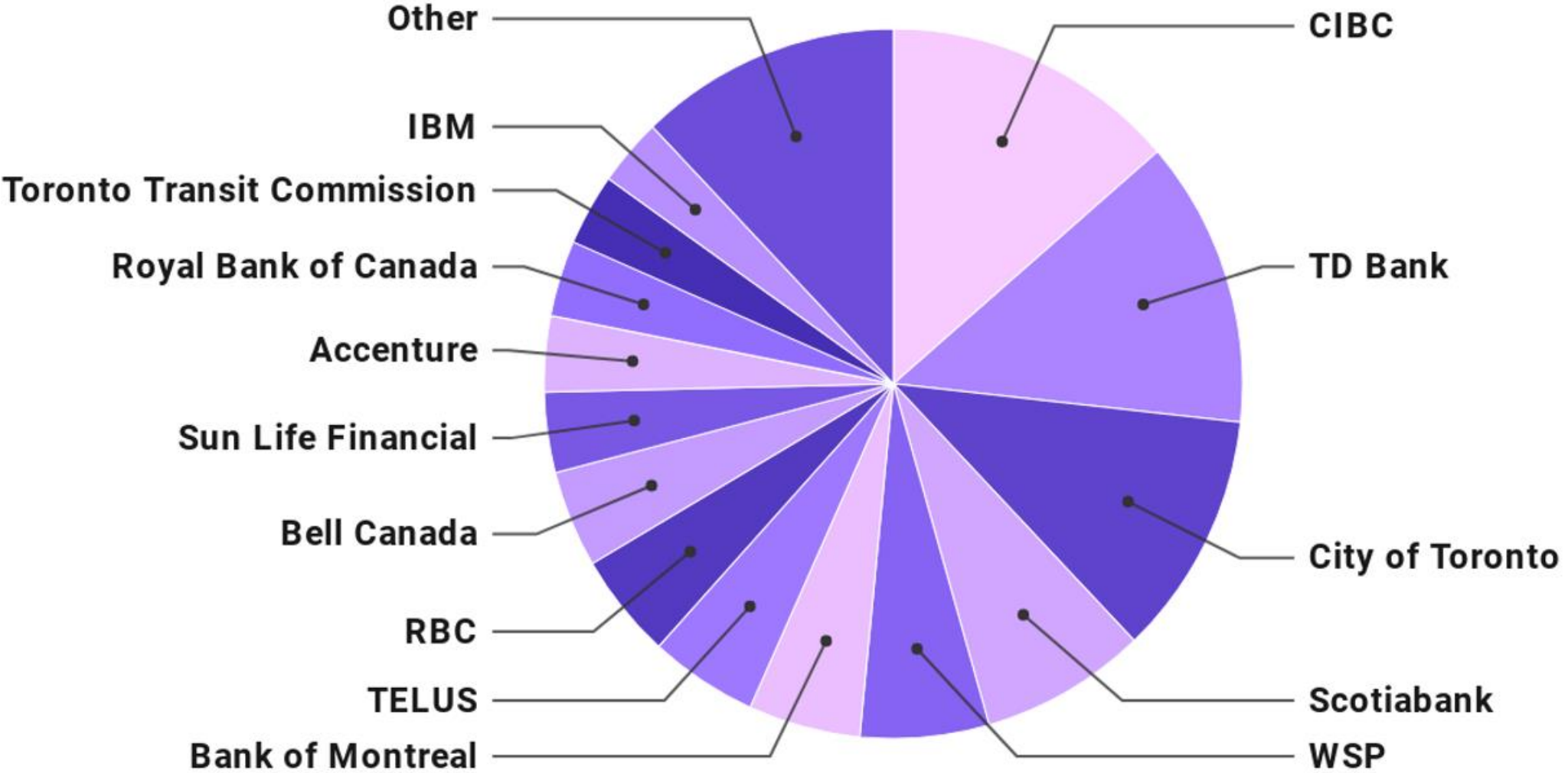


1,137
followers

Why Sponsor PMI Toronto?

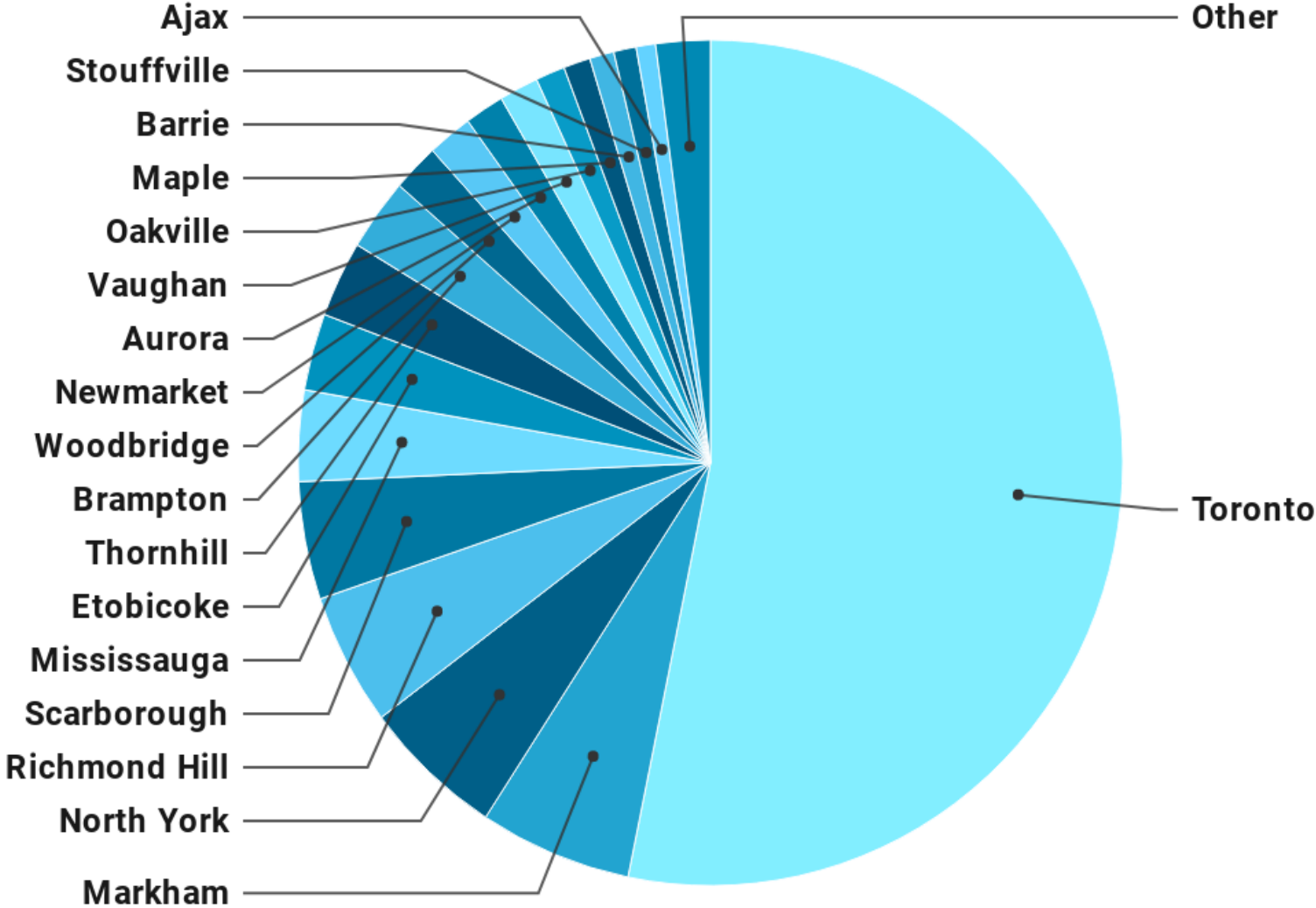
- Gain **direct exposure** to **10,000+ professionals** in Greater Toronto Area (GTA) who subscribe to our Weekly Scope eBlast (5,000+ PMI Toronto members and over 5,000+ industry professionals)
- **Align** with a Chapter that is celebrating its **45th Anniversary** (2nd Largest of 300+ chapters globally)
- Collaborate with PMI Toronto continued excellence of delivering **high quality events and programs** in the Project Management Community
- Gain **visibility as a leader and supporter** of PMI Toronto both internally within your organization and externally to businesses within the province and beyond
- Increase your organization's **brand awareness**
- Support our members and the community to obtain and maintain internationally recognized certifications including the **Project Management Professional (PMP)**

Demographics – Employers*



* Aggregate member demographics

Demographics – Geography*



* Aggregate member demographics

Our Digital Events

COVID-19 has affected every industry in countless ways and we have adapted to provide digital content to our members as they adjust to this new reality. We have transitioned our events to virtual including our webinars, Chapter Meetings, Lunch & Learns, Workshops and Certification Courses.

We have hosted digital events with 200+ participants and have showcased a variety of international and local speakers. With your continued support, we can continue to develop and build content and success in this digital field.



Custom **PLATINUM** Sponsorship
(\$20,000+) packages available
upon request.

**GOLD
SPONSOR**
\$10,000

**SILVER
SPONSOR**
\$5,000

**BRONZE
SPONSOR**
\$2,500

Gold Sponsor \$10,000

2 opportunities available

- **Prime logo placement** on all relevant digital event marketing communications
- **Virtual Event Host:** Title slide for all digital content and **speaking opportunity** for up to 5 webinars
- Opportunity to showcase **promotional video** (60 seconds x 5)
- Ability to advertise in events geared to specific **PMIT Communities** (e.g Technology, Healthcare, Construction, Government and others)
- Sponsor logo and link to website on the PMI Toronto website
- **1 targeted branded eBlast** (based on scheduling availability) for the PMI Toronto audience
- **Featured article and graphic** in 1 issue of the “PMI Toronto Weekly Scope” eBlast distributed to 10,000+ subscribers. Sponsor logo included in all PMI Toronto Weekly Scopes.
- 10 total **social media posts** to be shared on our channels (content to be provided by sponsor and approved by PMI Toronto)
- 5 complimentary **event registrations** per select events
- Opportunity to provide digital **promotional materials** to attendees
- Specialized PMI Toronto sponsor logo to use
- 5 complimentary **job postings** for your organization

Silver Sponsor

\$5,000

10 opportunities available

- **Secondary logo placement** on all relevant digital event marketing communications
- **Virtual Event Host:** Logo placement on event content and **speaking opportunity** for up to 2 webinars
- Opportunity to **showcase promotional video** (30 seconds x 2)
- Ability to advertise in events geared to specific **PMIT Communities** (e.g Technology, Healthcare, Construction, Government and others)
- **Featured graphic** in 1 issue of the “PMI Toronto Weekly Scope eBlasts” distributed over 10,000+ subscribers. Sponsor logo included in all PMI Weekly Scopes.
- 5 total **social media posts** to be shared on our channels (content to be provided by sponsor and approved by PMI Toronto Board)
- 2 complimentary **event registrations** per select events
- Opportunity to provide digital **promotional materials** to attendees
- Specialized PMI Toronto sponsor logo to use
- 2 complimentary **job postings** for your company

Bronze Sponsor

\$2,500

15 opportunities available

- **Logo placement** on all relevant digital event marketing communications
- Logo placement on events slides
- Sponsor logo and link to website on the PMI Toronto website
- Sponsor logo included in all “**PMI Toronto Weekly Scope**” eBlasts distributed to over 10,000+ subscribers
- 2 total **social media posts** to be shared on our channels (content to be provided by sponsor and approved by PMI Toronto)
- 1 complimentary **event registration** per select events
- Specialized PMI Toronto sponsor logo to use
- 1 complimentary **job postings** for your company

Benefits Summary*

Benefits	Gold	Silver	Bronze
Logo placement on event marketing communications	Prime	Secondary	Featured
Virtual Event Hosting and speaking opportunity	up to 5 webinars	up to 2 webinars	logo on slide only
Promotional video during webinars (option to choose events geared to specific industries)	60 Second Ad x5	30 Second Ad x 2	
Logo inclusion on website	X	X	X
1 targeted eBlast Communication	X		
Featured article/graphic in eBlast	X (1 featured article/graphic)	X (1 graphic)	
Logo inclusion in weekly eBlast	X	X	X
Social media post	10	5	2
Complimentary event registrations (select events)	5	2	1
Opportunity to distribute digital promo material	X	X	
Use of PMIT logo	X	X	X
Job Posting(s)	5	2	1



*Custom **PLATINUM** Sponsorship (\$20,000+) packages available upon request.

A La Carte Opportunities

Job Posting
\$100

Box Ads & eBlast
\$500

Social Media
Campaigns
\$200 - \$1,500

Targeted
Promotional
Activities
\$250 - \$,1000

Website Ad (30 days on homepage
carousel)
\$500 - \$2,000



Interested in becoming a sponsor? Whether you are looking to give back to the association/industry and get more involved, or to increase your brand's exposure, PMI Toronto is here to work with you!

Should any of the benefits of your sponsorship not fit with your goals, talk to us! Our team can work with you to ensure you are getting the most out of this partnership. Together we can collaborate to create a customized opportunity to ensure you maximize your return on investment and see the results you want.

CONTACT US FOR MORE INFORMATION

sponsorship@pmitoronto.ca

www.pmitoronto.ca

