



Southeast Chapter

VIRTUAL | LIVE | HYBRID

# 2023 Sponsorship Opportunities

## Two flexible types of options for your organization:

Our goal is to provide an opportunity for any budget and desired amount of exposure for your organization-

1

**Tiered bundles for Your Organization for Maximum Annual Exposure!** See our robust packages on pages 2 - 4.

OR

2

**“You Select” – Create your own Sponsorship Bundle!**

See page 5 for a list of beneficial options to select from, each item is in an achievable financial reach at just \$500. Perfect for pairing your preferences on limited budgets. What works best for your organization or is it an “In-Kind” Sponsorship – let us assist you in putting it together.



### SAVE THE DATE – Future Events:

- 2/17-18/22: Educ. – 2 Day - CLT
- 3/30/22: Educ. – ORL
- 4/7/22: GMID - Global
- 5/3/22: Social – ATL
- 8/4/22: Educ.– ATL
- 10/4/22: Social – ATL
- 11/3/22: Educ.&Annual – ATL
- 12/7/22: Holiday Lunch – ATL

More Details, [click here.](#)



Southeast Chapter

ORGANIZATION OVERVIEW

## Sponsorship support is vital to our efforts!

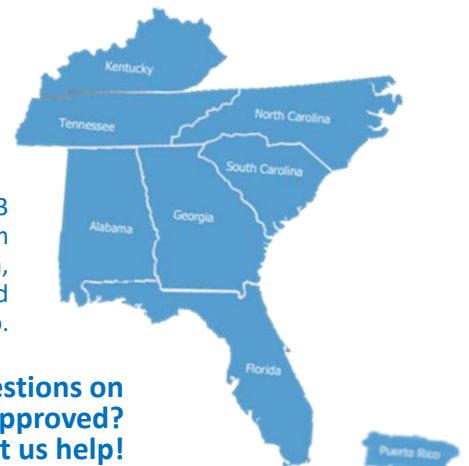
The PCMA Southeast Chapter proudly supports the community by enhancing the effectiveness of meetings, conventions and exhibitions through membership and industry education, while also the promoting the value of the meetings industry.

### CHAPTER MEMBERSHIP PROFILE

**SUPPLIER MEMBERS 46%**

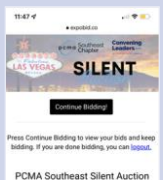





**PLANNER MEMBERS 54%**

The Southeast chapter was formed in 1993 and represents 450 plus members from Georgia, Alabama, Florida, South Carolina, North Carolina, Tennessee, Kentucky and Puerto Rico.



**Need additional support or have questions on how to get your sponsorship approved? Let us help!**

| TIER                   | DESCRIPTION   BENEFITS<br>Please note benefits can be added or customized to fit virtual needs.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | PRICING        |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| <b>Diamond Marquee</b> | <ul style="list-style-type: none"> <li>• Top Marquee logo for each event as the premiere Sponsor</li> <li>• Banner logo with hyperlink to your website on PCMA-SE's website for the calendar year</li> <li>• Presentation time (3-5 minutes) at two events, can be commercial video or in person</li> <li>• Six (6) complimentary registrations to the any Educational Event</li> <li>• Six (6) complimentary registrations to the any Social Event</li> <li>• Opportunity to do a raffle drawing and obtain attendee contact information at two (2) Events</li> <li>• Logo recognition on chapter's sponsorship page</li> <li>• Logo recognition on related email communications</li> <li>• The opportunity to distribute materials (in person or virtually) at two (2) Events</li> <li>• Sponsor Spotlight article inclusion in one (1) Chapter E- Newsletter (provided by your organization)</li> <li>• Attendee mailing list distributed following up to four (4) Events (no telephone numbers or emails included)</li> <li>• Four (4) social media posts promoting your organization (to be provided by your organization) during the year</li> <li>• Two (2) sets of mailing addresses for members, President approval required</li> <li>• Sponsor Ribbon identification at each attended Event</li> </ul> | <b>\$7,500</b> |
| <b>Platinum</b>        | <ul style="list-style-type: none"> <li>• Logo for each event as the platinum Sponsor</li> <li>• Banner logo with hyperlink to your website on PCMA-SE's website for the calendar year</li> <li>• Presentation time (3 minutes) at one event, can be commercial video or in person</li> <li>• Four (4) complimentary registrations to the any Educational Event</li> <li>• Four (4) complimentary registrations to the any Social Event</li> <li>• Opportunity to do a raffle drawing and obtain attendee contact information at two (2) Events</li> <li>• Logo recognition on chapter's sponsorship page</li> <li>• Logo recognition on related email communications</li> <li>• The opportunity to distribute materials (in person or virtually) at one (1) Event</li> <li>• Sponsor Spotlight article inclusion in one (1) Chapter E- Newsletter (provided by your organization)</li> <li>• Attendee list following up to two (2) Events (no telephone numbers or emails included)</li> <li>• Two (2) social media posts promoting your organization (to be provided by your organization) during the year</li> <li>• One (1) sets of mailing addresses for members, President approval required</li> <li>• Sponsor Ribbon identification at each attended Event</li> </ul>                                     | <b>\$5,000</b> |
| <b>Gold</b>            | <ul style="list-style-type: none"> <li>• Logo for each event as the fourth-tier Sponsor</li> <li>• Banner logo with hyperlink to your website on PCMA-SE's website for the calendar year</li> <li>• One (1) complimentary registrations to the any two (2) Educational Events</li> <li>• One (1) complimentary registrations to the any two (2) Social Events</li> <li>• Opportunity to do a raffle drawing and obtain attendee contact information at two (2) Events</li> <li>• Logo recognition on chapter's sponsorship page</li> <li>• Attendee list following up to one (1) Event (no telephone numbers or emails included)</li> <li>• One (1) social media posts promoting your organization (to be provided by your organization) during the year</li> <li>• Sponsor Ribbon identification at each attended Event</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>\$2,500</b> |

| PACKAGE DATE & LOCATION                                                                                                                                      | DESCRIPTION BENEFITS – Please note Virtual Components can be added or customized.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | AVAILABILITY PRICING                                                                                                                                                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>2023 Convening Leaders Chapter Reception Sponsors</b></p> <p>1/8-11/2023 – Columbus, OH</p>                                                            | <p><i>Host our largest mixer and fundraiser of the year! Each Chapter of PCMA hosts a chapter reception before the opening reception at Convening Leaders. It is a wonderful opportunity to network with Chapter members and kickoff our annual silent auction!</i></p> <ul style="list-style-type: none"> <li>• Clickable logo recognition on Chapter website for one (1) year</li> <li>• Sponsor Ribbon at Chapter Reception</li> <li>• Presentation time (2-3 minutes) at Reception</li> <li>• Logo recognition on Chapter Reception registration page and related email communications</li> <li>• Sponsor signage at registration table and near podium</li> <li>• Two (2) complimentary registrations to one (1) Education Program in Atlanta or Central Florida</li> <li>• Sponsor Spotlight article inclusion in one (1) Chapter E-Newsletter (provided by your organization)</li> </ul>                                                                                                                                                                                                                    | <p>\$3,500</p> <p><b>STILL AVAILABLE: Want to be the Silent Auction app sponsor? \$900</b></p>   |
| <p><b>A/V – Hybrid Sponsor</b></p> <p>Year Long</p>                                                                                                          | <p><i>Support our quarterly Chapter programs by providing your audio-visual expertise, staffing, and equipment. In return, your company will get great exposure where planners can experience your services firsthand!</i></p> <ul style="list-style-type: none"> <li>• Presentation time (3-5 minutes) at program of choice</li> <li>• Two (2) complimentary registrations to each sponsored program</li> <li>• Logo recognition on sponsored program registration page and related email communications</li> <li>• Logo on program slide deck at each program</li> <li>• Clickable logo recognition on Chapter website for one (1) year</li> <li>• The opportunity to distribute materials (in person or virtually) at your sponsored programs</li> <li>• Sponsor Spotlight article inclusion in one (1) Chapter E- Newsletter (provided by your organization)</li> <li>• Sponsor Ribbon identification for attendees from sponsored organization</li> <li>• One (1) complimentary table-top exhibit at all programs OR the ability to set up a demonstration or equipment at your sponsored programs</li> </ul> | <p>IN-KIND SPONSOR</p>                                                                                                                                                                                                                                                 |
| <p><b>Volunteer of the Year and Quarter Sponsor</b></p> <p>Year Long </p> | <p><i>This sponsor receives unique opportunities to get in front of our membership at events each quarter, through Chapter communications, and during the Holiday Luncheon in December. This is a wonderful way to recognize those who make this Chapter possible! Thank you, Nashville!</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <p>One (1) Organization</p>                                                                                                                                                       |
| <p><b>Planner Recruitment</b></p> <p>Year Long </p>                       | <p><i>As our planner recruitment sponsor you are providing planners within the Southeast the opportunity to attend our programs at no cost if they meet specific criteria. Thank You, Cobb!</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <p>One (1) Organization</p>                                                                                                                                                       |
| <p><b>Table-Top Exhibitor</b></p> <p>Per Event</p>                                                                                                           | <p><i>As a table-top exhibitor, you will gain valuable exposure to event attendees and quality interaction while boosting your brand awareness to our membership.</i></p> <ul style="list-style-type: none"> <li>• Two (2) complimentary registrations to the Education Program of your choice</li> <li>• Verbal recognition from Chapter President at the Education Programs</li> <li>• Slide recognition during Education Programs</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p>\$500</p>                                                                                                                                                                                                                                                           |
| <p><b>Annual Board Retreat Sponsor</b></p> <p>Open - Oct/Nov/Dec, typically Th-Sat pattern</p>                                                               | <p><i>As the exclusive Southeast Chapter Annual Board Retreat Sponsor, you will have an opportunity to network with Chapter leaders and receive exclusive opportunities to benefit your organization!</i></p> <p>As the Board Retreat host, you will welcome the Chapter leaders and have exclusive 1-on-1 time to network during the Opening Reception. You can present, share a video, and/or take the team on a tour of any facilities of your choosing. As well as:</p> <ul style="list-style-type: none"> <li>• Sponsor Spotlight article inclusion in one (1) Chapter E- Newsletter (provided by your organization)</li> <li>• One (1) ad in any other newsletter.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                | <p>In-Kind</p>                                                                                                                                                                                                                                                         |

2021 had over 3k impressions!

# “You Select” – Create your own Sponsorship Advertisement Bundle!

This is the perfect way to customize what works best for your organization and/or “In-Kind” Sponsorship. The following options are not limited to just these opportunities, let’s put our heads together to find what will make your tailored package work best.

## EVENTS – Live &/or Virtual:

Avg: ~100+ attendees

- Presentation/Commercial Segments & Recognition
- Breaks/Activities
- Podium/Displays
- Program/Education Host/Moderator
- Award Presenter
- Logo Recognition
- Exhibit
- In-Kind: \_\_\_\_\_
- Fill-in: \_\_\_\_\_

## SOCIAL MEDIA/DIGITAL:

1,400+ Emails/1,000+ Social Followers and Growing

- Email Blasts
- One-off Posts
- Your Special Promotions
- Takeover our Twitter, Facebook, and/or Instagram- Day or Week
- Website Logo Representation
- Banner Ads
- Spotlight/“What’s New” Articles
- In-Kind: \_\_\_\_\_
- Fill-in: \_\_\_\_\_

Each only **\$600** or will vary on mutually agreed upon packaged value, buy more save more.

The PCMA Southeast Chapter offers relevant education, caring community service projects, and an abundance of participation opportunities for meeting professionals. As a chapter we are committed to supporting the future of our industry through quality programming, networking, and the participation of our enthusiastic students. **Sponsorships run from for 12 months rolling.**

To secure your Sponsorship, have any questions or to brainstorm, please contact:

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