



Southeast Chapter

VIRTUAL | LIVE | HYBRID

2021 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

Packages already Bundled for Your Organization for Maximum 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 a achievable financial reach at just \$300. 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:

- 2/17/21: Educ. – Virtual
- 3/23/21: Educ. – ORL
- 4/8/21: GMID - Global
- 6/22/21: Social – ATL
- 8/11/21: Educ.– ATL
- 10/6/21: Educ.– ORL
- 10/13/21: Social – ATL
- 11/10/21: Educ.&Annual – ATL
- 12/1/21: Holiday Lunch – ATL

More Details, click here.



Southeast Chapter ORGANIZATION OVERVIEW

Sponsorship support is vital to our efforts!

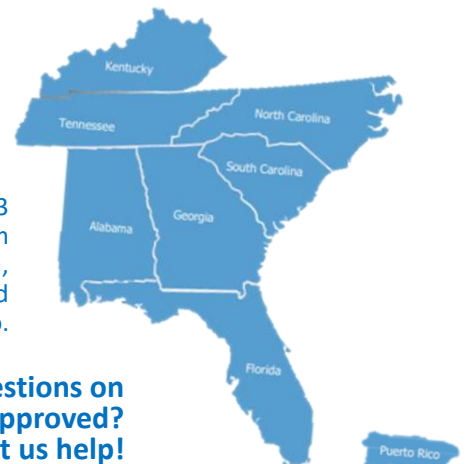
The PCMA Southeast Chapter proudly supports the community by enhancing the effectiveness of meetings, conventions and exhibitions through membership and industry education, while also the promoting the value of the meetings industry.

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!

PACKAGE DATE LOCATION	DESCRIPTION BENEFITS Please note benefits can be added or customized to fit virtual needs.	AVAILABILITY PRICING per Sponsor
<p>Education Programs (4)</p> <p>2/17/21 – Atlanta (Virtual)</p> <p>3/23/21 – Orlando/Kissimmee</p> <p>8/11/21 – Atlanta</p> <p>10/6/21 – Orlando/Kissimmee</p>	<p><i>As one of the Education Program Sponsors, your organization receives unique opportunities to get in front of our membership, share your message, build brand awareness, publicize products and services, and network with industry leaders.</i></p> <ul style="list-style-type: none"> • Presentation time (2-3 minutes) at your sponsored Education Program • Two (2) complimentary registrations to your sponsored Education Program • Two (2) complimentary registrations to one (1) additional Education Program in the Atlanta or Central Florida area • One (1) complimentary table-top exhibit or breakout room at your sponsored Education Program • Logo recognition on your sponsored Education Program registration page and related email communications • The opportunity to distribute materials (in person or virtually) at your sponsored Education Program • Sponsor Spotlight article inclusion in one (1) Chapter E- Newsletter (provided by your organization) • Verbal recognition from Chapter President at your sponsored Education Program • Clickable logo recognition on Chapter website for one (1) year • Sponsor Ribbon identification at sponsored Education Program • Slide recognition during all local Education Program presentations <div style="border: 1px solid blue; border-radius: 50%; padding: 10px; width: fit-content; margin: 10px auto;"> <p>Ask about sponsoring a remote WATCH PARTY (IN-KIND)!</p> </div>	<p>February: (1) CVB+(1) Org. SOLD</p> <p>March: (1) CVB+(1) Org. SOLD</p> <p>August: (1) CVB+(1) Org. SOLD</p> <p>October: (1) CVB+(1) Org.</p> <p>Aug/Oct: \$2,500 Watch Party: \$1,500</p> 
<p>Social Events (2), Spring and Fall</p> <p>6/22/21 – Atlanta, Mercedes-Benz Stadium</p> <p>10/13/21 – Atlanta</p>	<p><i>This is an exclusive sponsorship opportunity for one of the most well attended events of the year! This has been hosted at the Porsche Driving Experience and Braves Stadium, as well has been a cooking competition in the past. Both customizable Events typically sell out quickly and is a fan favorite!</i></p> <ul style="list-style-type: none"> • Presentation time (3-5 minutes) at the Spring Social event • Three (3) complimentary registrations to the Spring Event • Two (2) complimentary registrations to one (1) additional Education Program in Atlanta or Central Florida • Opportunity to do a raffle drawing and obtain attendee contact information at the Spring Social Event • Hyperlink to your promotional video on Chapter website • Logo recognition on the Spring Social Event registration page and related email communications • The opportunity to distribute materials (in person or virtually) at the Spring Social Event • Sponsor Signage to be placed at the Spring Social Event • Sponsor Spotlight article inclusion in one (1) Chapter E- Newsletter (provided by your organization) • Attendee mailing list distributed following the Spring Social Event (no telephone numbers or emails included) • Two (2) complimentary registrations to the Fall Social Event • Three (3) social media posts promoting your organization (to be provided by your organization) during the year • Clickable logo recognition on Chapter website for one (1) year • Sponsor Ribbon identification at the Spring Social Event 	<p>Summer: (1) Organization</p> <p>Fall: (1) Organization</p> <p>Each: \$3,500</p> 
<p>Annual Meeting SOLD</p> <p>11/10/2021 – Atlanta</p>	<ul style="list-style-type: none"> • Presentation time (3-5 minutes) at the Annual Meeting • Three (3) complimentary registrations to the Annual Meeting • Two (2) complimentary registrations to one (1) additional Education Program in the Atlanta or Central Florida area • One (1) complimentary registration to the May OR September Social Event (These have been held at Braves Stadium and Porsche Driving Experience in the past) • One complimentary National PCMA Supplier <ul style="list-style-type: none"> • Membership for the year (or renewal) • Opportunity to do a raffle drawing and obtain attendee contact information at the Annual Meeting • Hyperlink to your promotional video on Chapter website • Clickable logo recognition on Chapter website for one (1) year • Logo recognition on the Annual Meeting registration page and related email communications • The opportunity to distribute materials (in person or virtually) at the Annual Meeting • Sponsor Spotlight article inclusion in one (1) Chapter E- Newsletter (provided by your organization) • Verbal recognition from Chapter President at the Annual Meeting • Attendee mailing list distributed following the Annual Meeting (no telephone numbers or emails included) • Slide recognition during all Education Program presentations • Sponsor Ribbon identification at the Annual Meeting (if held in person) • One (1) complimentary table-top exhibit at the Annual Meeting (if held in person) 	<p>(1) CVB+(1) Org.</p> <p>\$3,500</p> 

PACKAGE DATE & LOCATION	DESCRIPTION BENEFITS – Please note Virtual Components can be added or customized.	AVAILABILITY PRICING
<p>GMID – Global Meeting Industry Day </p> <p>4/8/2021</p>	<p><i>This is a unique opportunity to partner with several other industry organizations to host the Southeast GMID event in Atlanta. In 2019, we had a partnership with multiple hospitality organizations that featured a prestigious panel. Your organization would be one of the PCMA Southeast Chapter sponsors of the event!</i></p> <ul style="list-style-type: none"> • Logo recognition on GMID registration page and related email communications • Presentation time (2-4 minutes) prior to event start or at conclusion of event • Clickable logo recognition on Chapter website for one (1) year • Sponsor can provide any giveaways of their choosing for GMID participants • Three (3) complimentary registrations to GMID event for your organization employees or customers • Two (2) complimentary registrations to the Education Program of your choice • One (1) complimentary table-top exhibit at Education Program of your choice • Sponsor Ribbon identification for GMID event 	<p>(1) CVB+(1) Org. + (1) In-Kind</p> <p>\$2,000</p> 
<p>2022 Convening Leaders Chapter Reception Sponsors </p> <p>1/9-12/2022 – Las Vegas, NV</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"> • Clickable logo recognition on Chapter website for one (1) year • Sponsor Ribbon at Chapter Reception • Presentation time (2-3 minutes) at Reception • Logo recognition on Chapter Reception registration page and related email communications • Sponsor signage at registration table and near podium • Two (2) complimentary registrations to one (1) Education Program in Atlanta or Central Florida • Sponsor Spotlight article inclusion in one (1) Chapter E-Newsletter (provided by your organization) 	<p>(1) CVB+ (1) Org.</p> <p>\$2,500</p>  <p>STILL AVAILABLE: Want to be the Silent Auction app sponsor? \$1,000</p>
<p>A/V Sponsor</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"> • Presentation time (3-5 minutes) at program of choice • Two (2) complimentary registrations to each sponsored program • Logo recognition on sponsored program registration page and related email communications • Logo on program slide deck at each program • Clickable logo recognition on Chapter website for one (1) year • The opportunity to distribute materials (in person or virtually) at your sponsored programs • Sponsor Spotlight article inclusion in one (1) Chapter E- Newsletter (provided by your organization) • Sponsor Ribbon identification for attendees from sponsored organization • One (1) complimentary table-top exhibit at all programs OR the ability to set up a demonstration or equipment at your sponsored programs 	<p>One (1) Organization</p> <p>IN-KIND SPONSOR</p>
<p>Volunteer of the Year and Quarter Sponsor </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!</i></p> <ul style="list-style-type: none"> • Sponsor will be recognized verbally and with a promotional slide in the presentation at each Educational Program and the Holiday Luncheon in December • Sponsor will present the award to the recipient at each Educational Program • Presentation time (2-3 minutes) at one (1) Educational Program • Recognized as Sponsor in Chapter Newsletters five (5) times during the year when VoQ and VoY are announced • Logo recognition on Chapter GMID registration page and related email communications • Clickable logo recognition on Chapter website for one year 	<p>One (1) Organization</p> 
<p>Planner Recruitment </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.</i></p> <ul style="list-style-type: none"> • Clickable logo recognition on Chapter website for one (1) year • Sponsor Ribbon identification at all chapter events • Logo inclusion on all planner outreach, with “your registration is sponsored by” • Logo inclusion in the slide deck at each Education Program in 2021 • Opportunity to host one (1) complimentary table-top exhibit at an Education Program • Presentation time (2-4 minutes) at one (1) Educational Program 	<p>One (1) Organization</p> 

PACKAGE DATE & LOCATION	DESCRIPTION BENEFITS – Please note Virtual Components can be added or customized.	AVAILABILITY PRICING
Program Speaker Sponsors (10) Per Event	<p><i>Help support the Chapter by contributing to our Speaker Pool! Your support will help our Chapter partner with quality speakers that will increase attendance for our Education Programs throughout the year.</i></p> <ul style="list-style-type: none"> • Two (2) complimentary registrations to two (2) Education Programs of your choice • Verbal recognition from the Chapter President at all Education Programs • Slide recognition during all Education Programs • One (1) complimentary table-top exhibit at the Education Program of your choice • Clickable logo recognition on Chapter website for one (1) year 	Ten (10) Available \$500
Social Spotlight Sponsorship Per Preference	<p><i>Get your organization/brand in front of the entire Southeast Chapter throughout 2021</i></p> <ul style="list-style-type: none"> • Option to share two (2) videos (provided by your organization) OR one (1) video twice during the year • Three (3) Social Spotlight posts of your choice will be blasted to our membership on various social media platforms during the year (post must be reviewed and approval by Chapter) • Clickable logo recognition on Chapter website for one (1) year 	Four (4) Available Three (3) Available \$350
Table-Top Exhibitor (20) Per Event	<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"> • Two (2) complimentary registrations to the Education Program of your choice • Verbal recognition from Chapter President at the Education Programs • Slide recognition during Education Programs 	Twenty (20) Available – Two (2) per Event \$250
Silent Auction Item Sponsorship Auction Dates: TBA	<p><i>Help support the Southeast Chapter by donating a silent auction item of your choice! Our chapter hosts a silent auction each year during the Convening Leaders Chapter Reception in January and the Fall Social Event.</i></p> <p><i>The money earned from auctioning donations serves several purposes—a portion is donated to the PCMA Education Foundation and scholarship funds while the remaining funds go directly back into the Chapter's Education Programs.</i></p> <ul style="list-style-type: none"> • Logo recognition on Chapter Reception event page • Sponsor Spotlight article inclusion in one (1) Chapter E-Newsletter (provided by your organization) • Complimentary registration to the Chapter Reception 	Accepting Items now! <div style="border: 1px solid blue; border-radius: 15px; padding: 5px; display: inline-block;"> Want to be the Silent Auction app sponsor? \$1,000 </div>
Annual Board Retreat Sponsor Open – Oct/Nov/Dec, typically Th-Sat pattern	<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><i>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.</i></p> <p>Additional Benefits:</p> <ul style="list-style-type: none"> • Year-round banner ad on our newsletter webpage; • One (1) raffle drawing and Hyperlink to your promotional video on Chapter website; Distribute materials (in person or virtually) at one (1) local and one (1) satellite Education Program of your choice; • Sponsor Spotlight article inclusion in one (1) Chapter E-Newsletter (provided by your organization); • Logo recognition in two (2) Chapter E-Newsletters; • Verbal recognition and logo recognition in slide deck for two (2) Education Programs; • Attendee mailing list distributed following the Education Program of your choice (no telephone numbers or emails included); • Two (2) complimentary registrations to two (2) Education Programs of your choice & to the Both Social Event; • Two (2) Social Spotlight posts promoting your organization (to be provided by your organization) during the year; • One (1) table-top exhibit for the Education Program of your choice; • Clickable logo recognition on the chapter website for one (1) year; • Sponsor ribbon identification at sponsored event 	One (1) Organization IN-KIND SPONSOR

“You Select” – Create your own Sponsorship 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:

900+ Emails/1,000+ Social Followers

- 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 comes with a complimentary registration for the respective event.
Each \$300 or will vary on mutually agreed upon packaged value.

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 1/1 to 12/31.

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

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