



# 2024

# Sponsorship Opportunities

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[EVENTS.GMPCMA@GMAIL.COM](mailto:EVENTS.GMPCMA@GMAIL.COM)

# Greater Midwest Chapter Audience Profile

**1,200**

Members



57% Planners  
43% Suppliers

**\$1-10M**

66% of members say they  
work with events in this range

**78%**

identify as key decision-  
makers

**BUYING  
POWER**

**80%**

hold titles of director or  
higher and have final say in  
purchasing



# Extend Your Reach

Sponsors who spend the below dollar amounts will receive the following benefits



Sponsor Levels	SILVER \$5,000	GOLD \$10,000	DIAMOND \$15,000	PLATINUM \$20,000
Recognition on GMC website	✓	✓	✓	✓
1 Comp Registration to all events		✓	✓	✓
Recognition on Social Media		✓	✓	✓
Post Event Attendee List for all events			✓	✓
Monthly Newsletter Banner			✓	✓
President's Award Sponsor Title				✓

01 JANUARY

GMC Reception at  
Convening Leaders

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07 JULY

7/22 Annual Golf Classic  
Itasca Country Club

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11 NOVEMBER

Bowl-A-Thon  
Signature Event

03 MARCH

Awards and  
Education Event

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09 SEPTEMBER

DEI Education  
Event

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12 DECEMBER

Holiday Mixer

05 MAY

Behind the  
Scenes Tour

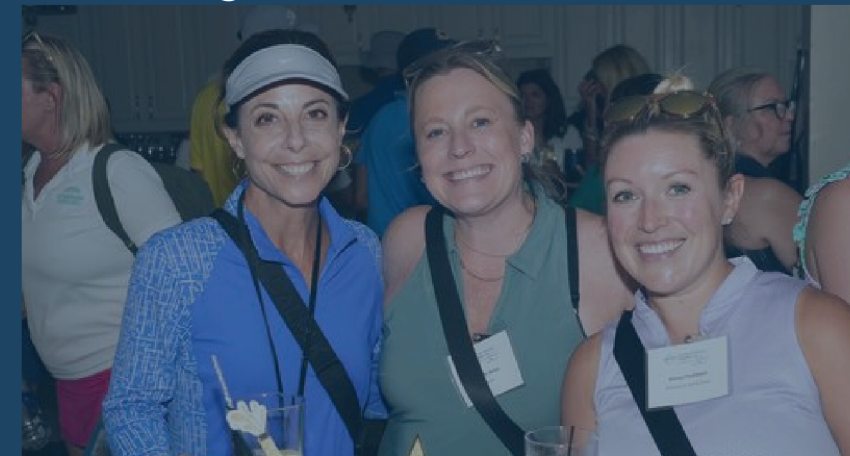
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10 OCTOBER

Career Fair with  
Chicago Public Schools

# Agenda

Dates and opportunities are subject to change based on venue. Check the website for more up to date offerings and details.







# ACTIVATING Possibilities

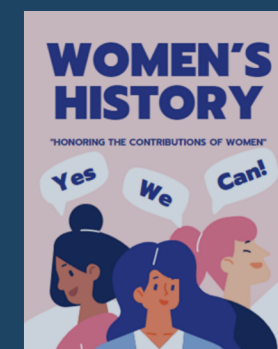
Bring **Diversity**, **Equity** and **Inclusion**  
to the main stage of our events.

PCMA GMC is looking to our sponsors to help strengthen our DEI initiative at each of our events.

In addition to the sponsorship packages that we have built, if your organization has a DEI Initiative, we would love to help you spotlight it.

Let us know what your DEI initiatives are and connect with us to see how we can help align them with PCMA's events.

Help us share the word about your programs or community vendors that are bringing DEI to the forefront.





# ALL EVENTS

In-Kind Sponsorships are accepted for each event. 1 complimentary registration with the possibility of further benefits depending on the value. In-kind wish-list includes: swag, entertainment, signage, AV, furniture, photography, or anything you are able to offer.



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## **\$7,000 Title Sponsor**

*can be split among  
multiple sponsors*

3 min Podium Time  
3 Comp Registrations  
Event Registration List  
Social Media Post  
Logo on Signage

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## **\$5,000 Education Sponsor**

90 Second Podium Time  
2 Comp Registrations  
Event Registration List  
Logo on Signage

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## **\$4,000 Registration Sponsor**

2 Comp Registrations  
Greet attendees at Reg table  
Provide lanyards or swag at Reg  
Event Registration List  
Logo on Signage

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## **\$3,000 Reception/Bar Sponsor**

2 Comp Registrations  
Sign on bar with logo and signature drink  
Provide branded items in bar area  
Logo on Signage

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## **\$1,000 Entertainment or Photobooth Sponsor**

Cover cost of Entertainment or Photobooth  
during reception  
Logo on Signage

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## **\$500 Display Table**

High Boy or 6ft Table (depending on space)  
Provide branded items  
Logo on Signage

Dates and opportunities are subject to change based on venue. Check the website for more up to date offerings and details.



# Awards

*In addition to the offerings on page 6, we are able to offer:*

**\$500 - Full Page** Printed Program Ad  
**\$250 - Half Page**

## \$1,500 Awards Sponsors

*Award Recipients to be announced after the new year*

1 comp registration  
2 min podium time (30 sec about your company/ 90 sec about award recipient)  
Logo on signage

- Richard A. “Dick” Daignault Award (Supplier)**
- Robert J. Donovan Award (Professional)**
- Pillar Award (Professional or Supplier)**
- Spirit Award**
- Gem Award “Going the Extra Mile”**
- Broad Shoulders (President Awarded)**
- President’s Award (President Awarded)**



# CPS Career Fair

**\$12,000 Lunch Sponsor** 2 Comp Registrations  
Opportunity to brand bags & pass out lunch  
Logo on Signage

**\$2000 or in-kind AV Sponsor** 2 Comp Registrations  
Logo on Signage

**\$1,500 or in-kind Signage Sponsor** 2 Comp Registrations  
Logo on Signage

**TBD School Bus Sponsor** Sponsors the busses transporting the students. TBD on costs.



# Golf Event

**Hole Sponsor** 2 Comp Registrations  
Golf Cart & 6ft table with 2 chairs  
Provide branded items at hole  
Logo on Signage

**\$1,500**  
**\$1,500**  
**\$1,500**  
**\$1,800**  
**\$1,800**

**Regular Hole**  
**Closest to the pin**  
**Longest Drive**  
**Premium Location**  
**Beverage Hole**

**\$2,000**  
**Clinic Sponsor** 2 Comp Registrations  
6ft table for branded items  
Logo on Signage

**\$2,500**  
**Breakfast or Lunch Sponsor** 2 minute remarks @ meal  
2 Comp Registrations  
Provide branded items  
Logo on Signage

**\$3,000**  
**Beverage Cart Sponsor** 1 Comp Registration  
Beverage Cart with bartender  
Sponsor will pay cart bar bill  
Logo on Signage

# Bowl-A-Thon

*In addition to the offerings on page 6, we are able to offer:*

**\$500 Commercial Sponsor** Graphic image advertisement loop on extra large video screens above bowling lanes  
Logo on Signage

**\$750 Lane Sponsor** 8 Comp Registrations  
1 50-minute timeslot  
Provide branded items at lane  
Logo on Signage

**\$1,500 Bathroom Sponsor** Opportunity to decorate the men’s and women’s restrooms with your branding  
Logo on Signage

**\$2,000 Silent Auction App Sponsor** 2 Comp Registrations  
Logo on Signage





# Year Round



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**Member Monday**  
**\$150**

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Provide a member to highlight with your company's logo on the frame

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**Social Media Post**  
**\$200 Static**  
**\$300 Video/Reel**

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Want to share gratitude for an upcoming client to thank for coming to your venue or city? Or does your company have a new promotion or campaign you want to highlight for the PCMA GMC? Work with PMCA GMC on the date, graphic or video, and caption on LinkedIn, Instagram, and Facebook.

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**Banner Ad**  
**\$250 Newsletter**  
**\$1,000 GMC Website**

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Reach your target demographic in our monthly newsletter or website viewed by over 3,500 industry planners and suppliers.

Newsletter Specs: 600x300px or any 600px wide header

Website Specs: Specs for submission: 1500 x 500px

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**Sponsored Email**  
**\$1,000**

Spotlight your company directly in an email communication to over 3,500 industry planners and suppliers.

# HOST AN EVENT

Don't miss this unique opportunity to be front and center in 2024.

Events	LOCATION	DATES	EXPECTED ATTENDANCE
Awards & Education	Downtown Chicago	March	250
Behind the Scenes Tour	Chicago, Rosemont, Suburbs	May	50-100
Board Retreat	Flexible	June	15-20
DEI Education	Flexible	September	150-200

*Visit [greatermidwest.pcma.org](https://greatermidwest.pcma.org) for more information and to submit and RFP*

# A Message from the PCMA GMC President

On behalf of the Greater Midwest Chapter of PCMA, I want to express my sincerest appreciation for your generous sponsorship and support. Your commitment to our organization and the meetings and events industry as a whole is truly commendable.

Your financial contribution allows us to provide valuable educational resources, networking opportunities, and professional development programs. With your support, we are able to host successful educational programs, and events that bring together industry professionals from across our chapter. Your sponsorship does not only help us create a platform for knowledge-sharing and collaboration but also foster a sense of community among our members. Furthermore, your partnership will enable us to invest in the next generation of professionals who will undoubtedly contribute to the growth and success of our industry.



We are grateful for your continued dedication and belief in our mission. The success of our chapter is a testament to your support and the collaborative efforts of our sponsors. We look forward to continuing our partnership and working together to elevate the meetings and events industry to new heights.

With Sincere Gratitude,

**Yolanda Simmons Battle, MA, NCC, CMP**

2024 President

GMC-PCMA