



Sponsorship Opportunities

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About PMI-SAC

Welcome to the Project Management Institute - Southern Alberta Chapter (PMI- SAC) and thank you for your interest in our chapter.

The PMI-SAC is a voluntary, not-for-profit association dedicated to being the recognized leader in Project Management Excellence by developing passionate project managers through Professionalism, Mastery, and Involvement. The PMI-SAC remains one of the strongest and most vibrant chapters of PMI in North America. As of December 2017, we are the 3rd largest Canadian chapter.

With over 2,500 members across Southern Alberta, PMI-SAC has established a valued presence in the field of Project Management as the voice of project management professionals to their organizations, agencies, governments, and to the public. In addition to playing a vital advocacy role for the industry, the PMI-SAC offers its members a number of valuable services, including education, training, professional recognition, career resources, industry relations and acts as the representation of member interests in all industry areas in Southern Alberta.

Our chapter's strength and success is due largely in part to the support from our corporate partners, so we thank you for your support and we look forward to working with you over this coming year.

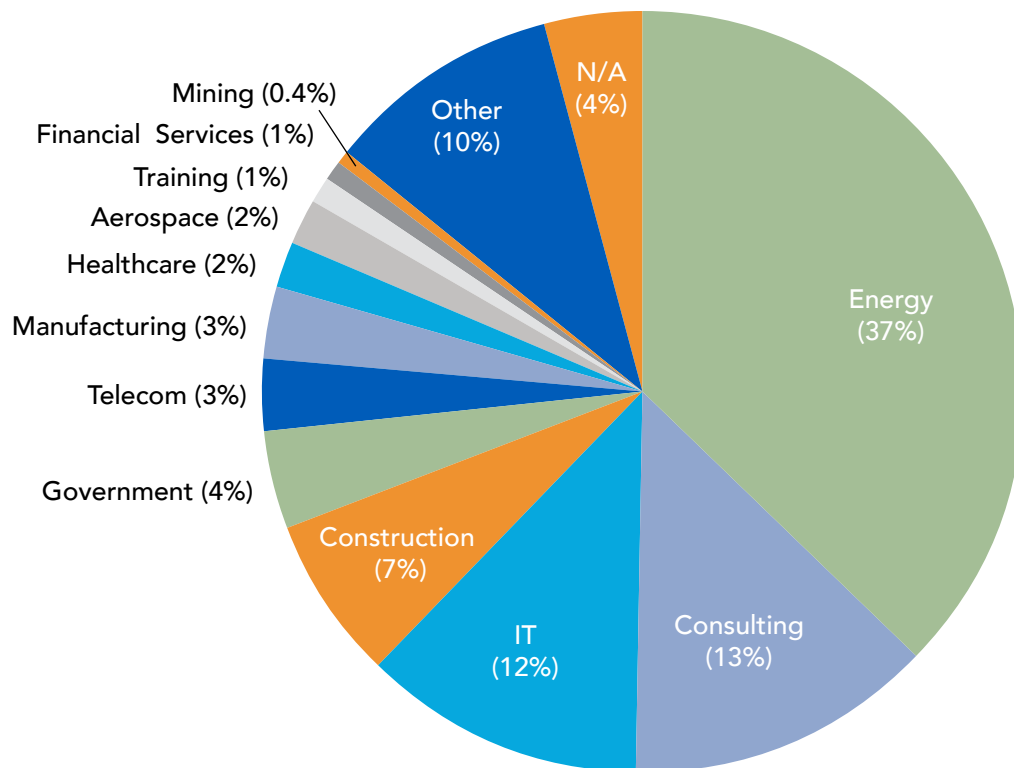




Chapter Demographics

The PMI-SAC is the 3rd largest Project Management Institute Chapter in Canada with more than 2,500 active members from various industries. A large portion of the PMI SAC members (37%) are involved in the energy industry. A breakdown of the top 20 industries is below.

Membership Demographics





About our Events

In addition to evolving services and programs for members, the PMI-SAC has a proven track record of delivering great events that offer our partners a number of marketing and promotional channels.

We strive to add value and ensure return on investment for our partners and this year, we are committed to doing even more. To that end, we are excited to continue the PMI-SAC corporate partnership program to provide sponsors and partners unprecedented access to marketing and sponsorship benefits across Chapter activities and events –including the Golf Classic, our movie events, dinner meetings, networking events and the incredibly popular Professional Development Conference (PDC).

Monthly Meetings

The chapter hosts monthly dinner meetings and breakfast meeting opportunities where attendance varies between 75-150 attendees, depending on the topic and time of year. The meetings are an opportunity for members to network and earn Professional Development Units (PDUs) in alignment with the PMI Talent Triangle and Continuing Certification Requirements System.

Golf Tournament

The popular PMI Golf Classic tournament takes place every summer and is very well attended, attracting approximately 130-160 golfers each year. This event is a great way for our sponsors to network with participants while expressing their own brand and creativity through interactive activities at holes throughout the tournament.

Other Events

The chapter also stages a series of social events including movie premieres, stampede parties, and other networking events to get members out to meet each other and have some fun!

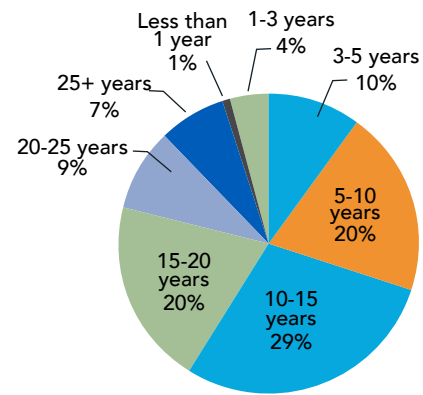
About our Events

Continued

Professional Development Conference

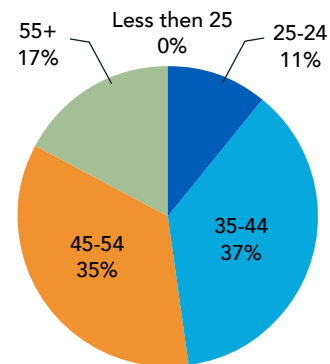
Since its inaugural PDC in 2007, the PMI-SAC has delivered an annual flagship event focused on providing its membership with valuable education, networking and learning opportunities to enhance their profession. With significant emphasis placed on professional development and growth, the annual PDC offers a unique forum for Project Management Professionals to take in relevant and leading-edge education to support advanced knowledge and performance in their tool kits.

The opportunity to network at this event fosters many intangible benefits including problem-solving, perspective building, empathy, shared learning and best practices. Since inception, the format of the event has grown throughout the years to now include a themed annual event which is fully supported by all our sponsors who actively participate in the theme, a sophisticated sponsorship program, and two full days of industry-leading educational and networking opportunities.



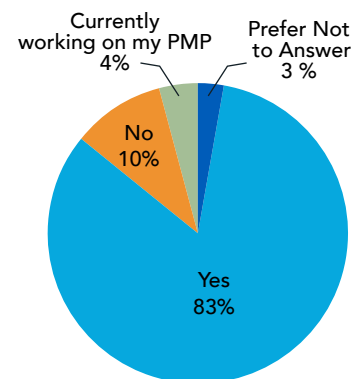
Years as a PM Professional

The majority of the attendees (65.2%) at the PMI-SAC PDC are senior project managers whom have been in the profession for over 10 years.



Attendee Age Range

The majority of the attendees (52%) at the PMI-SAC PDC are over the age of 45.



Attendee Designations

The majority of the attendees (83%) at the PMI-SAC PDC have obtained their Project Management designation.

Past Event Attendees

ABB Inc.
Access Pipeline Inc.
ActivEng
Acumen PMO
AE&P
AECOM
AER
AESO (Alberta Electric System Operator)
Agile Global Results
Agile Perspective Inc.
AGO Group
Agrium
Alberta Department of Energy
Alberta Electric System Operator (AESO)
Alberta Energy Regulator
Alberta Health Services
Alberta Transportation
AltaLink
Amec Foster Wheeler
Applied4Sight
Arnett & Burgess
ARTIS GeoConsult & PM, Limited
ATB Financial
ATCO
ATCO Electric
ATCO Energy Solutions Ltd.
Barrier Free Planning & Design Inc.
BC Hydro
BCLC
Benevity, Inc.
Beniva Group
BHP Billiton Canada
BlackRock EMI
Blue Door 7
Bluegum & Maple Consulting Inc.
Calgary Board of Education
Calgary Economic Development
Calgary Housing Company
Calgary Police Service
Calgary Zoo
CANA Limited
Canadian Natural Resources Limited
Canadian Pacific Railway Limited
CATSA
Celero
Cenovus Energy
Centron Group of Companies
Certae Consulting
CGI
Chrysylys
City of Calgary
City of Chestermere
City of Lacombe
City of Lethbridge
City of Portland
City of Red Deer
CNRL
Cocentric Solutions
Columbia Power Corporation
Consultant
Convergence Project Management Inc
Corporate Oasis
Corvelle Consulting
CP Rail
CPS
Crux Projects
CUPS Payment Services
Danax Projects Ltd.
DBrady Risk Associates Ltd.
Debra L Beaton Management Inc
Defence Construction Canada
Dempsey Consulting
Devon Canada Corporation
Dilan Solutions Inc.
Eagle
EllisDON
Emerson Automation Solutions
Emerson Process Management
Enbridge Inc.
Encana / Taladro Inc
ENMAX Energy Corporation
ENMAX Power
Ethier
exp Services Inc.
Explore Leadership
Farm Credit Canada
FGL Sports Ltd.
FLYHT Aerospace Solutions
Focus Environmental Consulting
Focus Systems
Folded Sky
Fort Mckay GOC LP
FortisAlberta Inc.
Fromson Consulting
Fundi Project Management
FWbuilders
Gas Liquids Engineering Ltd
GCTi
General Dynamics Mission Systems
Golder Associates
Government of Alberta
Grantierra Energy
GuestTek Interactive Entertainment Ltd.
Haskayne School of Business
Husky Energy Inc.
IBM
ICOM Productions
Identicor
Inexertus
Infinity Consulting
InfoPrag inc.
Infosol
Inspiring Minds Consulting Ltd
Inter Pipeline
Inti Inc
ITMax Inc
Iwanski Architecture
Kenterprise Solutions
Keyano College
Keywest Projects
Kite Project Management
KoZenith PM Solutions
Lagrangian
LEMA Consulting Ltd
Long View Systems
Luu Data Corp
Marks
MCG Group
MDM Consulting Ltd.
MEG Energy
Mi9 Retail
MNP
Mount Royal University
Nalco Champion
Natasha Platt Consulting LTD
National Energy Board
Nexen
NGX
North West Redwater
NOVA Chemicals Inc.
NovAtel Inc.
NSE
NWR Partnership
OnQuest Canada
Ontracks Consulting
OnX Canada
Oracle Canada ULC

Past Event Attendees

Paramount Resources
Parkland Fuel Corporation
Parks Canada - Project Delivery Service - Western and Northern Canada
Pathfinder
PCM Canada
Pembina Pipeline Corporation
Phoenix Business Management Inc.
PKNL Solutions Inc.
Plains Midstream Canada
PM Enterprises
PM On the Go Ltd
PMI Southern Alberta Chapter
Popeye Media
PPEI
Procom
Progress Energy
QM Environmental
Quadrus Development
Quarry Bay Investments Inc.
Rapier Solutions Consulting Ltd
Raytheon Canada Limited
Red Pearls IT Consulting
Repsol Oil & Gas Canada Inc.
Ridgeback Resources
Rocky View County
SAIT Construction Project Management
Servus Pro Consulting
Shaw Cablesystems

Shaw Communications
Shell Canada Ltd.
Shelley Tremblay Consulting Corp.
Shufelt & Associates
Silver Dart Project Management Inc.
Simplifique Consulting
SITE Resource Group
SJJS & Associates Inc
Smart Technologies
SNC-Lavalin
Snow Ghost Consulting Ltd.
snowdolphin inc.
Social Confidence Mastery
Solum
Solvera Solutions
Southern Alberta Institute of Technology (SAIT)
Spotlight Data Management Inc
Stand & Deliver Inc.
Stantec
Stuart Olson Industrial
Suncor Energy
Swan Management Solutions, Inc
Syrnick Enterprises Ltd.
Taleo
Tall City Telecom
Tarpon Energy Services
TELUS
Tempest Management Inc
Tervita

TESCO Corporation
The Alberta New Home Warranty Program
The Bethany Group
The Cyber Training Academy
The Law Society of Alberta
The Meeting Revolution
Thunder Project Consulting
Timberline Consulting Inc.
Town of Banff
TransAlta Corporation
TransCanada Pipelines Ltd.
TRG IT and Digital Solutions LTD
Trident Exploration Corp
Tundra Process Solutions Ltd.
University of Calgary
University of Lethbridge
Veerum Inc.
Veris Inc.
Volker Stevin Contracting
Waterline Resources Inc.
West Canadian
Western Principles
WestJet
Wood Group
WSP
Xerox
Your IT Results Inc.
Zippered Tiger Inc.

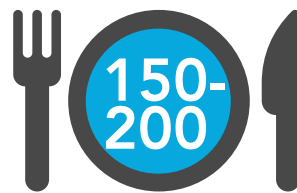


Why Sponsor?

PMI-SAC offers sponsors a dedicated marketing channel guaranteed to reach over 2,500 active members. We pride ourselves on strong partnerships with organizations that believe in the value of project management and our industry and there are many reasons for you to get involved:

- Demonstrate your organization's commitment and dedication to the project management profession.
- Position your organization as vendor, educator or employer of choice for project management professionals.
- Reward and retain current employees, clients and partners through the networking opportunities provided by our annual events.
- Allow your organization and staff to network with the PMI-SAC community. There is at least one monthly event each year to build prospective client base and generate sales leads.

The PMI-SAC provides major touch points for our sponsors throughout the year include:



150-200 people at each of our monthly dinner meetings (year-round)

144+

people at our Golf Classic (June)



Over 500

people at our Professional Development Conference

6 levels of sponsorship to match your marketing budget & objectives

6

In 2004 900 members, 4 sponsors



PMI-SAC membership has almost tripled in 12 years



In 2016 2500 members, 26 sponsors



A tonne of other

networking and volunteer events where you can promote your services, products and brand to our membership

How We'll Build Your Brand

As a PMI-SAC sponsor, you benefit from a wide variety of branding opportunities as we promote this year's events. Here is a breakdown of our marketing activities that will include your brand:



Website & Electronic Advertisements

Sponsor's logo will appear on our website, event pages and mobile app.



E-mail campaign

Our annual events and our sponsors will be promoted via a series of monthly email communications sent directly to the inboxes of thousands of industry professionals.



On-Site Displays

Sponsor logos will be featured on a variety of on-site signage and digital presentation formats (sample picture included on next page).



On-Site Integration of Brand

Branding of the event venues using décor, signage and electronic displays to ensure excellent brand recognition and connection with the audience.



Verbal Thank You & Recognition at Events

We will announce a verbal thank you to our sponsors at all events throughout the year.



Complimentary Passes to Events

As a sponsor you will be provided complimentary passes to our events that you can distribute to your staff, clients and consultants on behalf of your company.



Promote Company Expertise

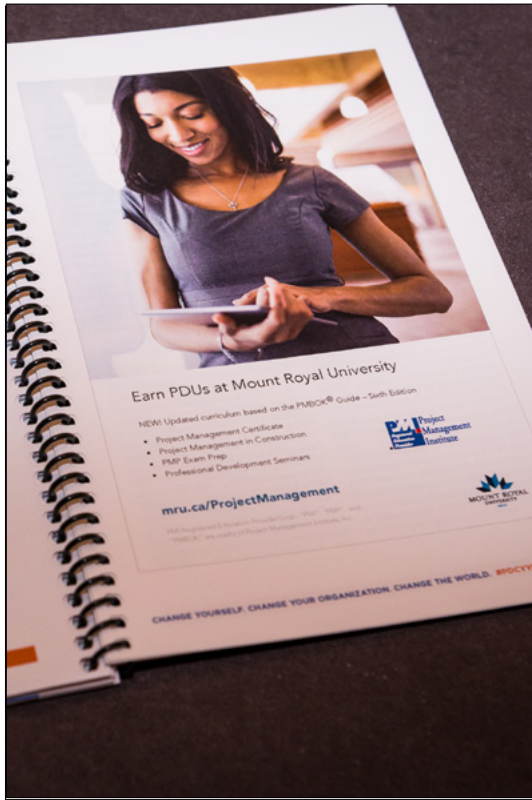
As a sponsor you will have the opportunity to present at dinner meetings, the Professional Development Conference, and/or other events highlighting a project management topic in your company's expertise.



Social Media

The chapter's programs, events, services and its sponsors will be promoted via the PMI-SAC Twitter, Facebook & LinkedIn accounts.

Sample Sponsorship Marketing from Events



Advertisements in event program materials.



Your logo included on the sponsorship page of our event materials.



Your logo included on event signage.



Display booth at the events.

Sample Sponsorship Marketing from Events



Keynote sponsored at the PDC.



Keynote + Breakfast Sponsor at the PDC.



Coffee Break Sponsor at the PDC.



Sponsorship of PDC registration bags.



Logo and exposure at the Golf Classic.



Logo and exposure at the Golf Classic.

2019 Sponsorship Program

Sponsorship Sales Package

BENEFITS	Bronze Partner (\$2,500)	Silver Partner (\$5,000)	Gold Partner (\$7,500)	Platinum Partner (\$10,000)	Sapphire Partner (\$12,500)	Diamond Partner (\$15,000)
Relative ranking to other spots	V	IV	III	II	II	I
PMI-SAC CHAPTER ANNUAL BENEFIT						
Right to use PMI-SAC name & logo in your promotions and communications	✓	✓	✓	✓	✓	✓
Logo on all sponsor recognition collateral	✓	✓	✓	✓	✓	✓
Logo & Link on chapter website	✓	✓	✓	✓	✓	✓
Complimentary PD opportunity listings on chapter website (www.pmisac.com)	6/yr	6/yr	6/yr	6/yr	6/yr	6/yr
Complimentary job opportunity listings on chapter website (www.pmisac.com) Additional postings \$200/each	2/yr	2/yr	4/yr	6/yr	6/yr	6/yr
Complimentary breakfast, lunch or dinner meeting passes (can be used throughout the year) Value \$50 each	2	4	6	8	10	12
Tickets to Sponsorship Summit	1	1	1	2	3	4
Opportunity to host a PMI-SAC Lunch & Learn on PMI and benefits of chapter membership for staff and clients	✓	✓	✓	✓	✓	✓
Organizational profile on sponsor page			✓	✓	✓	✓
Logo & Link on chapter website template (i.e. on every page of website)				✓	✓	✓
Logo & Link on all chapter emails as a "major chapter sponsor"			✓	✓	✓	✓
Opportunity to host a chapter dinner meeting (subject to availability)				✓	✓	✓
Opportunity to submit articles to the PMI-SAC electronic newsletter	1	1	1	2	2	2
Competitive category exclusivity						✓
Top ranking throughout all sponsor recognition collateral						✓

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PMI-SAC ANNUAL GOLF CLASSIC BENEFITS (JUNE 2019)						
Opportunity to donate prizes to the Golf Classic Tournament (subject to approval)	✓	✓	✓	✓	✓	✓
Complimentary spots at the Golf Classic Tournament (additional spots available at early bird rate) Value: \$179 each	1	2	4	4	6	6
Dedicated hole at the Golf Classic to host a hole activity & prize. Value \$750 each	+\$750	✓	✓	✓	✓	✓
First right of refusal for Par 3 holes at the Golf Classic (based on availability)				✓	✓	✓
PMI-SAC PROFESSIONAL DEVELOPMENT CONFERENCE 2019 (SUBJECT TO CHANGE)						
Logo & Link on Conference Website	✓	✓	✓	✓	✓	✓
Logo on Conference PPT Screen	✓	✓	✓	✓	✓	✓
Logo on Conference signage & collateral	✓	✓	✓	✓	✓	✓
Access to all picture taken at the PDC	✓	✓	✓	✓	✓	✓
Verbal thank you during plenary sessions	✓	✓	✓	✓	✓	✓
Right to offer discounted conference member rate to clients & affiliates	✓	✓	✓	✓	✓	✓
Tickets to speaker & sponsor dinner at PDC	1	1	1	2	2	3
Opportunity to have a display booth at conference venue	+\$1000	+\$1000	✓	✓	✓	✓
Advertisement in the conference program guide distributed to all attendees	1/4 page colour	1/4 page colour	1/2 page colour	Full-page colour	Full-page colour	Full-page colour
Opportunity to insert item(s) in PDC delegate bag given to every attendee	✓	✓	✓	✓	✓	✓
Opportunity to donate a door prize (prize subject to approval) (Not a booth prize)		✓	✓	✓	✓	✓
Right to provide additional signage for display throughout conference venue (pop up banner 7' x 2')		1	1	2	4	4
Complimentary passes to the PDC (additional passes offered at early bird rate)		1	2	2	3	4
First right to refusal on same sponsorship level in following year			✓	✓	✓	✓
Social Media Mentions			1	1	2	4
Logo in all pre & post conference email and direct mail communications				✓	✓	✓

2019 Sponsorship Program

Sponsorship Sales Package

BENEFITS	Bronze Partner (\$2,500)	Silver Partner (\$5,000)	Gold Partner (\$7,500)	Platinum Partner (\$10,000)	Sapphire Partner (\$12,500)	Diamond Partner (\$15,000)
PMI-SAC PROFESSIONAL DEVELOPMENT CONFERENCE 2019 (SUBJECT TO CHANGE)						
Opportunity to present a one-hour conference workshop (subject to availability)				✓	✓	✓
Opportunity to include a profile in a pre-conference HTML email blast				✓	✓	✓
Contribute questions to delegate post-conference survey & receive results					✓	✓
Rights to be the sponsor & exclusive host of a major PDC asset (see table 1.1 below)	None	Silver Asset	Gold Asset	Gold or Higher Asset	2nd Choice of Asset	1st Choice of Asset

1.1 PMI-SAC MAJOR ASSET INVENTORY		
Asset	Level	Maximum Available
Movie Screening Sponsor (min. 2 per year)	Gold or higher	1
EPC Roundtable Sponsor (2 per year + PDC)	Gold or higher	1
IT PMO Town Hall Sponsor (min. 2 per year)	Gold or higher	1
Change Management Roundtable	Gold or higher	1
Business Relationship Management Roundtable	Gold or higher	1
Business Analysis Roundtable	Gold or higher	1
PDC Keynote Sponsor	Gold or higher	3
PDC Registraton Sponsor	Gold or higher	1
PDC Evaluation Sponsor	Silver	1
PDC All Day Coffee Break Sponsor	Silver	2



10% discount
for signing
up for a
3 year
commitment
at same level.