

2020 SPONSORSHIPS



 Gulf States
Chapter

About PCMA

The Professional Convention Management Association (PCMA) is the definitive authority in education, business networking and community engagement for leaders in the global meetings, convention and business events industry. With more than 6,500 members and 50,000 customers PCMA drives innovation through risk taking, research and data driven decision-making.

The **PCMA Gulf States Chapter** serves more than 300 members throughout Texas, Louisiana, and Mississippi. Members are made up of approximately 45% planners and 55% suppliers. Our goal is to provide compelling professional development opportunities and grow membership by combining quality educational offerings with networking activities to attract influential decision makers from all segments of the meetings & events industry.

Contact

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2020 Event Calendar

All dates and times are tentative as of August 1, 2019.

The Chapter targets the second Wednesday of each month, but there is flexibility based on speaker and/or venue availability.

TBD February	12:00 PM - 1:00 PM	Education - Webinar
TBD March	11:30 AM - 1:30 PM	Education - Live Meeting
TBD May	4:30 PM - 6:30 PM	Networking Meetup
TBD July	11:30 AM - 1:30 PM	Education - Live Meeting
TBD	TBD	Signature Event
TBD October	12:00 PM - 1:00 PM	Education - Webinar
TBD November	11:30 AM - 1:30 PM	Education - Live Meeting
TBD December	6:00 PM - 9:00 PM	Networking Meetup



Gulf States
Chapter

CHANGE

Annual Sponsorships



BENEFIT (continued on next page)

PRESENTING
\$7500

PARTNER
\$5000

SUPPORTER
\$2500

Logo recognition with link on chapter website (gulfstates.pcma.org) for 12 months

✓

✓

✓

Logo recognition with link in digital communications to 300+ members throughout Texas, Louisiana and Mississippi for 12 months

✓

✓

✓

Logo recognition at all chapter educational and networking events

✓

✓

✓

Up to 2 complimentary registrations at any monthly educational or networking event throughout your sponsorship term (monthly educational or networking events only; does not include Mix & Bowl, GMID or chapter receptions at PCMA Convening Leaders)

✓

✓

✓

One (1) social media post on PCMA Gulf States' social media channels featuring sponsor's message and up to 3 images. Content subject to approval.

✓

Dedicated email blasts delivered to all members on sponsor's behalf during sponsorship term

Two

One

BENEFIT (continued from previous page)

PRESENTING
\$7500

PARTNER
\$5000

SUPPORTER
\$2500

One banner ad in monthly chapter newsletter

12 issues

6 issues

Spotlight articles in chapter newsletter during sponsorship term (chapter's choice of sponsor-provided unique content, previously published content, or Q&A interview format)

Two

One

Your choice of events during sponsorship term to “headline” (monthly educational or networking events only; does not include Main Social Events, GMID or chapter receptions at PCMA Convening Leaders or Education Conference)

Choice of two events

Choice of one event

Headline event includes:

- Logo recognition with custom signage at each headline event
- Promotional table at each headline event for brochures and information
- Verbal recognition by chapter President at each headline event
- Up to 5 complimentary registrations at each headline event
- Three minutes of podium time at each headline event to highlight your product/service
- Opportunity to conduct door prize drawing (sponsor provides door prize)
- Reserved seating with speaker and/or board members



Special Event Sponsorships

The PCMA Gulf States chapter hosts two annual social & fundraising events. These events would not be possible without the generosity of our sponsors and partners, whose contributions support educational programs and other chapter activities for more than 300 members throughout Texas, Louisiana and Mississippi. Both paid and in-kind sponsorships are available.



Chapter Reception @ Convening Leaders

PCMA's Convening Leaders is the pre-eminent annual business event industry conference. More than 4,200 global professionals participate in three days of senior-level education, community building and orchestrated networking. The Gulf States Chapter hosts a networking reception which brings together more than 100 members and potential members in a fun, social and interactive setting.

Convening Leaders Reception Sponsors and In-Kind Partners	Titanium \$2,500	Platinum \$1,500	Gold \$500	Silver In-Kind
Logo recognition with link on chapter website (gulfstates.pcma.org) for 4 months (pre and post Convening leaders reception 2 months each)	✓			
Dedicated email blast delivered to all members on sponsor's behalf	✓			
Ability to provide a giveaway or handout to the 100+ in attendance at Convening Leaders Chapter reception.	✓	✓		
Logo recognition with link in digital communications and invitations to Convening Leaders Reception to 300+ members throughout Texas, Louisiana and Mississippi	✓	✓	✓	
Logo recognition on signage listed in tier level of sponsorship at Convening leader's reception.	✓	✓	✓	✓
Verbal announcement and recognition by PCMA Gulf States Board Member at Convening Leaders Reception to all in attendance.	✓	✓	✓	✓

Chapter Reception In-Kind Partnerships

If needs for any in kind area approach the Gold or Platinum value, those benefits will apply for sponsor.

Audio Visual Star - Support the event with an Audio Visual Sponsorship.

May include items such as environmental lighting, mics, speakers, projector, screen, connection for musical guest.

Hosted Bar Star - Support the beverage package with a direct in kind payment to offset F&B costs.

Branded Cocktail napkins can be provided for the bar and tables.

Décor Star - Support the reception with sponsorship of décor and furniture costs.

Branded Cocktail napkins can be provided for the bar and tables.

Entertainment Star – Support the evening’s ambiance by sponsoring the live entertainment.

Announcement by the entertainment to thank the sponsor is allowed.

A dimly lit restaurant table set for a dinner event. The table is covered with a patterned tablecloth and is set with white plates, glasses, and silverware. A centerpiece of lit candles and a small plant is visible. In the background, a city skyline is visible through a window, with lights reflecting on the glass. A table number '27' is visible on a stand in the background.

2020 Signature Event

2020 Signature Event

	Title \$5,000	Platinum \$3,000	Gold \$1,500	Silver In Kind
Only one title sponsorship is offered for the Signature Event. Sponsor will receive all monthly benefits as a presenting sponsor (table 1 above).	✓	NA	NA	NA
Option to have a representative speak onstage at the Signature Event with approved message by the PCMA Gulf States Board. Not to exceed 5 minutes. Can include visuals / video.	✓			
Reserved VIP table and complimentary registration for 8-10 guests	✓			
Logo recognition with link on chapter website (gulfstates.pcma.org) for 4 months (pre and post Signature Event 2 months each)	✓	✓		
Option to present an award on stage with recognition of sponsorship.	✓	✓		
Logo recognition with link in digital communications and invitations to the Signature Event to 300+ members throughout Texas, Louisiana and Mississippi	✓	✓	✓	
Option to provide a giveaway or handout to those in attendance at the first annual PCMA Gulf States Signature Event.	✓	✓	✓	
Complimentary registrations	Included with reserved table	Four	Two	
Verbal announcement and Recognition by PCMA Gulf States Board Member at Signature Event to all in attendance.	✓	✓	✓	✓
Logo recognition on screens in tier level of sponsorship at the Signature Event.	✓	✓	✓	✓
Logo recognition on signage listed in tier level of sponsorship at the Signature Event.	✓	✓	✓	✓

2020 Signature Event In-Kind Partnerships

If needs for any in kind area approach the Gold or Platinum value, those benefits will apply for sponsor. [Continued on next page.](#)

Audio Visual Star

A spectacular Audio visual experience is cornerstone for the success of the event. The Signature Event committee is looking to work with a great team as an Audio Visual Sponsorship.

May include items such as environmental lighting, staging, mics, speakers, projector, screen, connection for musical guest. Who knows...we may ask for a 4 foot disco ball! Challenge extended!

Hosted Bar Star

We all know that attendees will gravitate to one specific area! The bar!! Support the beverage package with a direct or in kind payment to offset F&B costs.

Branded Cocktail napkins can be provided for the bar and tables.

If you want to get really creative a custom cocktail can be discussed with the committee. Let's mix it up!

Décor Star

It's not a party until the mood is set. Support the Signature Event with sponsorship of décor and furniture costs to make it a night to remember. Branded or custom décor can be discussed with the planning committee.

Do you have another idea for an in kind sponsorship? The Signature Event committee would love to hear it and discuss opportunities!

2020 Signature Event In-Kind Partnerships

If needs for any in kind area approach the Gold or Platinum value, those benefits will apply for sponsor. [Continued from previous page.](#)

Venue Partner Star

Bring everyone to your location and show it off! Support the event with comped or discounted event space rental for the event including appropriate load in and out time.

If in house F&B and AV are required please consider negotiating some areas of costs savings.

Transportation Star

Support the safety of all the attendees with free or discounted parking or uber / Lyft coupons. You could be the first or last impression the attendees will have of the Signature Event!

Entertainment Star

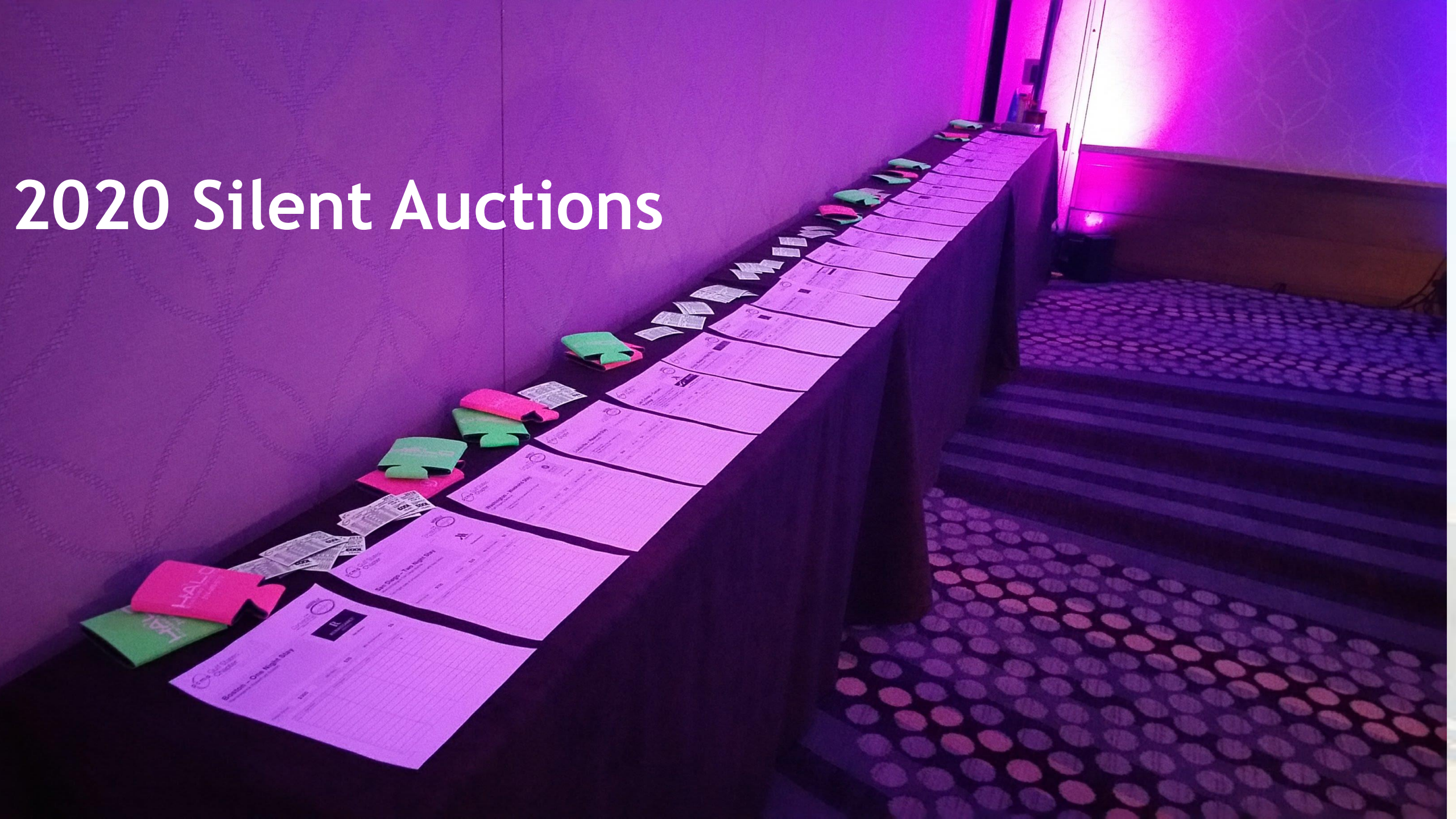
Who doesn't love a local band or interactive entertainment? Support the evening's ambiance by sponsoring the live entertainment. Sponsor will have significant input with planning committee on what entertainment is utilized.

Activity/Enhancement Star

Want to support the fun stuff? Games, activities, photo booths? Think interactive. Then this sponsorship is for you. Work with the Signature Event committee to help our attendees have a blast and they will have you to thank!

[Do you have another idea for an in kind sponsorship? The Signature Event committee would love to hear it and discuss opportunities!](#)

2020 Silent Auctions



2020 Silent Auctions

In 2019, with your support, the chapter was able to raise nearly \$3,500 in auction proceeds to underwrite educational and engagement initiatives for our members.

The Gulf States Chapter remains committed to providing the best educational and networking resources for our members, and in 2020, we have two opportunities for you to continue your support:

January 5 – Chapter Reception at Convening Leaders – San Francisco, CA

TBD – Signature Event – Dallas, TX

The **Chapter Reception** at Convening Leaders is our annual kick-off celebration when we welcome more than 100 members and future members, introduce the incoming Board of Directors, and provide an update on what to look forward to in the new term. In conjunction with the reception, we host a silent auction, and you are invited to donate an item to help raise funds for the chapter. **Chapter Reception Silent Auction Online Donation:** <https://pcmagscl20.givesmart.com>

The **Signature Event** will be an exciting networking opportunity with lots of fun and camaraderie! Still in the planning stages the date/time/location is TBD but in the DFW area, so watch your email for more information! Of course there will be a silent auction with fabulous prizes, let the bidding wars begin!

Past donated items include, but all donations are appreciated:

- Hotel packages
- Spa packages
- Sporting event tickets
- Travel vouchers
- Amazon or Visa gift cards
- Electronics (tablets, smart watches, etc.)

For questions for the Silent Auctions please contact Leah Stefanini at lstefanini@acep.org

Custom Partnership Packages

Don't see what you're looking for? We're happy to craft a package that meets your 2020 marketing objectives, and investment ability. Contact Arron Brooks at (512) 537-9263 or at arron.brooks@marriott.com, to discuss additional options.