



2021 SPONSORSHIP OPPORTUNITIES

The Northern California Chapter of PCMA is growing at a rapid pace and this is your chance to get in front of the leaders in the Bay Area Hospitality Industry by amplifying your company's image and reputation in the local marketplace. In these "unprecedented times", there is no better time to support PCMA and to contribute to your continuing education and business development. We currently have over 260 members and 43% of our membership are planners. This gives you great exposure for you and your company.

Platinum Level - \$10,000

- One sponsor spotlight in online PCMA NCC newsletter
- Three sponsor spotlights on PCMA NCC social media platforms
- One email blast to be sent out to PCMA NCC Membership (to be sent by PCMA)
- Collateral material provided by sponsor placed on each seat at educational programs
- Logo and name recognition at all chapter events
- A 2-minute presentation at all chapter events
- Tabletop display during all networking receptions
- Prominent logo and name recognition on PCMA NCC website for a year
- Four complimentary registrations at each event for a year (excludes LEAP and BAMIES)
- Recognition on email notifications promoting each chapter event
- Two tables at the BAMIES

Additional Benefits Added for COVID-19:

- Two additional sponsor spotlights on PCMA NCC social media platforms
- One sponsor highlight at a PCMA NCC virtual education program
- One sponsor highlight at a PCMA NCC virtual Happy Hour
- Sponsor Recognition in monthly PCMA NCC email blasts
- A 2-minute video at each PCMA NCC virtual event
- Recognition/Logo as a Premier sponsor for BAMIES and all pre-marketing materials

Diamond Level - \$7,500

- One sponsor spotlight in online PCMA NCC newsletter
- Two sponsor spotlights on PCMA NCC social media platforms
- Collateral material provided by sponsor placed on each seat at educational programs
- Logo and name recognition at all chapter events
- A 2-minute presentation at three events
- Tabletop display during all networking receptions
- Prominent logo and name recognition on PCMA NCC website for a year
- Two complimentary registrations at each event for a year (excludes LEAP and BAMIES)
- Recognition on email notifications promoting each chapter event
- One table at the BAMIES

Additional Benefits Added for COVID-19:

- One additional sponsor spotlight on PCMA NCC social media platforms
- One sponsor highlight on PCMA NCC virtual education program
- One sponsor highlight on PCMA NCC virtual Happy Hour
- Sponsor Recognition in monthly PCMA NCC email blasts
- A 2-minute video for three (3) PCMA NCC virtual events
- Recognition/Logo as sponsor for BAMIES in pre-marketing

Gold Level - \$5,000

- One sponsor spotlight in online PCMA NCC newsletter
- One sponsor spotlight on PCMA NCC Social media platforms
- Collateral material provided by sponsor placed on each seat at educational programs
- Logo and name recognition at all chapter events
- A 2-minute presentation at two events
- Tabletop display during two networking receptions
- Prominent logo and name recognition on PCMA NCC website for a year
- Two complimentary registrations at each event for a year (excludes GMID, LEAP and BAMIES)
- Recognition on email notifications promoting each chapter event
- One table at the BAMIES

Additional Benefits Added for COVID-19:

- One additional sponsor spotlight on PCMA NCC social media platforms
- One virtual Happy Hour (sponsor/Host)
- Sponsor Recognition in monthly PCMA NCC email blasts
- A 2-minute video for one PCMA NCC virtual event
- Recognition at BAMIES
- Logo and Name recognition on all virtual events

Silver Level - \$2500

- One sponsor spotlight in online PCMA NCC newsletter
- Collateral material provided by sponsor placed on each seat at two educational programs
- Logo and name recognition at all chapter events
- A 2-minute presentation at one event
- Tabletop display at one networking event
- Prominent logo and name recognition on PCMA NCC website for a year
- Two complimentary registrations at six events for a year (excludes GMID, LEAP and BAMIES)
- Recognition on email notifications promoting each chapter event
- Verbal recognition at all PCMA NCC meetings and events

Additional Benefits Added for COVID-19:

- 3 sponsor spotlights on PCMA NCC Social media platforms
- One sponsor highlight on PCMA NCC virtual education program
- One sponsor highlight on PCMA NCC virtual Happy Hour
- Sponsor Recognition in monthly PCMA NCC email blasts
- A 2-minute video for a PCMA NCC virtual event

Bronze Level - \$1500

- One sponsor spotlight in online PCMA NCC newsletter
- Collateral material provided by sponsor placed on each seat at one educational program
- Logo and name recognition on signage at all chapter events
- A 2-minute presentation at one event
- Tabletop display at one networking reception
- Prominent logo and name recognition on PCMA NCC website for a year
- Two complimentary registrations at four events for a year (excludes GMID, LEAP and BAMIES)
- Recognition on email notifications promoting each chapter event
- Verbal recognition at all PCMA NCC meetings and events

Additional Benefits Added for COVID-19:

- One additional sponsor spotlight on PCMA NCC social media platforms
- Sponsor Recognition in monthly PCMA NCC email blasts
- Two-minute video on each PCMA NCC virtual event
- Sponsor recognition and logo displayed for one virtual event
- One sponsor spotlight in online PCMA NCC newsletter

BAMIES table sponsorship (TBD in 2021 Based on In-Person event or virtual event)

LEAP sponsorship (In-Person or virtual)- \$3,500

- One sponsor spotlight in online PCMA NCC newsletter
- One sponsor spotlight on PCMA NCC Social media platforms
- Collateral material provided by sponsor placed on each seat
- Logo and name recognition at all chapter events
- A 5-minute presentation at LEAP event
- Tabletop display at LEAP event, 2-minute video if virtual
- Prominent logo and name recognition on PCMA NCC website for a year
- One complimentary registration at each event for a year (excludes GMID and BAMIES)

A LA Carte Items to Choose:

NEW SPONSORSHIP LEVELS

Elite: \$1,000 minimum spend

Emerald: \$500 minimum spend

\$250.00	Per sponsor spotlight in the PCMA NCC Newsletter – only pay when you would like to promote something
\$250.00	Per sponsor spotlight on the PCMA NCC social media channels (Pick one channel IG, FB, LI, or Twitter, if interested in multiple channels, possible discount may apply)
\$100.00	Logo at chapter event
\$500.00	2- minute presentation at one-chapter event
\$650.00	Logo on PCMA NCC website with hyperlink for one year
\$750.00	Logo on marketing emails for all chapter events

Customized Packages

Please contact us directly and we can discuss specialized packages and partnerships that achieve your specific business goals.

Maria Dempsey, CMM, PCMA NCC Director of sponsorship, Maria_dempsey@yahoo.com ; 925-250-2336 text/message

Tentative Schedule for 2021 virtual/In-Person events/education programs

January/February: Virtual

April: Virtual

May: Virtual

June or July, August or September: Virtual or In-Person

October: BAMIES Bay Area Meetings Industry Excellence Awards

December: Virtual or In-Person, Town Hall education program