

# Sponsorship Opportunities

# About the PMI Northern Alberta Chapter

**“Engage, Connect, and Inspire Project Professionals Towards Excellence!”**

Project Management Institute (PMI) is the world’s leading not-for-profit professional membership association for the project, program and portfolio management profession.

Founded in 1969, PMI delivers value to more than 2.9 million professionals working in nearly every country in the world through global advocacy, collaboration, education and research.

Project Management Institute Northern Alberta Chapter (PMINAC) is a volunteer organization founded in 1981 that covers the geographic area of Northern Alberta and Northwest Territories.

Throughout the year, the chapter delivers monthly dinner and breakfast meetings, a world-class conference, and a host of networking opportunities. In addition, the chapter is committed to providing ongoing training and education through our programs, including our popular study group. These events and services provide members with the opportunity to earn Professional Development Units (PDUs) to maintain their professional designation. PMINAC is committed to the project management community and provides scholarships to deserving recipients through the Project Management Institute Educational Foundation (PMIEF).

## Mission

To be the innovative leader in the Northern Alberta community for advancing project management and making individuals and organizations more successful. We are a responsive and collaborative centre of excellence promoting knowledge, skills, quality, integrity and leadership.

## Vision

To be the pre-eminent project management leader in Northern Alberta so that individuals and organizations will embrace project management and attribute their success to it.

## Guiding Principles

- Sustainability
- Quality (Best of the Best)
- Value to members
- Advocacy & Visibility for project management
- Fiscal responsibility
- Community
- Transparency

## PMINAC PILLARS

### Services:

PMINAC provides the highest quality services to project management professionals to support their learning, networking, certification and other professional development needs.

### Member Engagement:

Members of PMINAC are fully engaged with the chapter because we offer them support, services and opportunities that meet their expectations for quality and value. This includes opportunities to volunteer in chapter operations and management through creative thinking and sound execution.

### Sponsor Engagement:

PMINAC has value-based relationships with business partners and sponsors who prefer to support our chapter year after year.

### Community Engagement:

PMINAC stays strongly connected to the project management and post-secondary communities and the community-at-large through appropriate programming and services that support engagement.

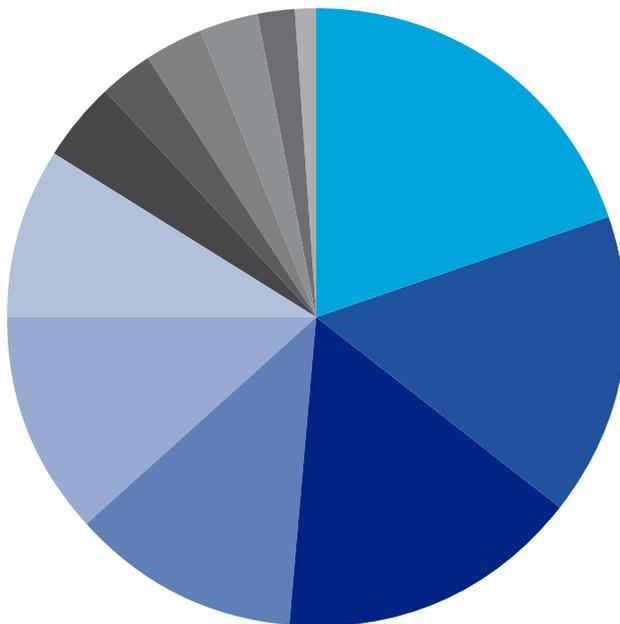
### Innovative and Transformative Chapter:

PMINAC aspires to be a model in transformation and innovation by the PM community. PMINAC has Board and volunteer leaders who manage change and continuous improvement.

# Chapter Membership

PMINAC currently has over 1700 members representing private corporations, government municipalities, and small, medium, and large consulting firms. Our members come from many industries, including:

## Membership Count Summary - Top 20 Industries



Industry	Member Count
<b>Total</b>	<b>1,709</b>
Energy (20%)	345
Construction (16%)	265
Other (16%)	262
Government (12%)	213
Consulting (12%)	207
IT (9%)	160
Healthcare (4%)	63
Manufacturing (3%)	52
Financial Svcs (3%)	46
Training (3%)	44
Telecom (2%)	32
Mining (1%)	20

# NEW!

## Introducing the PMINAC 12-month sponsorship term

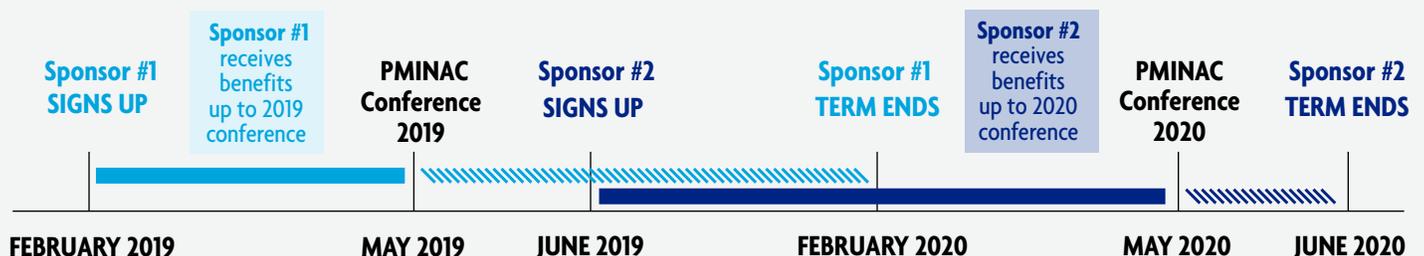
In order to provide our corporate partners with maximum exposure to our membership, the PMI Northern Alberta Chapter is pleased to announce that our sponsorship year will now be effective on a 12-month, continuous timeline.

Sponsors will receive 12 months' worth of branding and marketing benefits based on the date they sign up as a sponsor, rather than the traditional calendar year.

This change will allow our corporate partners to get the most out of their investment with the PMINAC while managing their sponsorship commitment to align with their corporate marketing and fiscal timelines.

As exposure before and during the PMINAC Conference is one of the key assets our chapter offers, we encourage sponsors to sign up early in the year to maximize your exposure at the upcoming conference. Your benefits will apply to the conference that takes place within your 12-month sponsorship time frame.

### 12-MONTH SPONSORSHIP TERM



## About the Events

The chapter strives to provide its members with a variety of opportunities for both career and personal growth through education, collaboration, and networking. In addition to these services for members, PMINAC conducts exclusive events to promote the application of project management among professionals, as well as provide unique marketing and branding opportunities for sponsors. For this purpose, PMINAC offers exceptional access to the sponsorship benefits through chapter events, including monthly chapter meetings, annual professional development conference, seminars, golf tournament, study group, and community of practice.

### Monthly Meetings

The chapter hosts monthly dinner meetings and breakfast meeting opportunities. The meetings are an opportunity for members and non-members to network and earn Professional Development Units (PDUs) in alignment with the PMI Talent Triangle and Continuing Certification Requirements System. Attendance at monthly meetings varies based on the topic and time of year with an average of 75-100 attendees.

### PMP / CAPM Study Group (Members Only)

Our chapter offers members a valuable opportunity to participate in the study group to achieve success in their PMP / CAPM exams. Over 30 members benefit from this volunteer effort every offering. The chapter has been fortunate to receive support from corporate strategic partners, to run this free, 12 week-long event.



## Community of Practice (Members Only)

Members of PMINAC enjoy being part of our Project Manager's Community of Practice. Our Community of Practice has grown over the years and has engaged dialogue and learning for our members in Yellowknife and Fort McMurray, along with local participation from Edmonton. More than 100 members take advantage of this free monthly event, which is supported by our corporate strategic partners.

## Golf Tournament & Other Social Events

The Edmonton-based golf tournament takes place every summer, attracting up to 30 golfers each year. The chapter also stages a series of social events to get members out for some fun and networking opportunities.

## Seminars

The chapter hosts one or two day Seminars in Edmonton which provide for more in-depth learning than typically provided at our monthly meetings.



PMINAC Board members attend **leadership training** to share best practices each year to better serve our members



PMINAC is consistently ranked **above average in PMI's satisfaction survey among the 16 chapters** in Region 1. Our chapter has been invited to compete for PMI's Chapter of the Year Award



## About the PMINAC Conference

This two-day event provides carefully selected learning opportunities with a strong focus on technical content in alignment with the new PMI Talent Triangle and Continuing Certification Requirements System. In-depth content and carefully selected workshop-style sessions are interwoven with engaging leadership, communication and management topics.

We have taken on this exciting approach to our program development to equip conference attendees with the skills and knowledge to enable them to professionally elevate their projects and organizations.

PMINAC Conference remains a platform for important conversations to take place, stimulating personal and professional growth. This event is a catalyst to contribute to the next stage of project management in Northern Alberta and ultimately shape how project professionals take on their roles and create value.

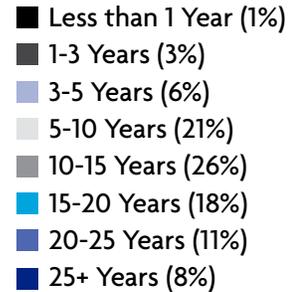
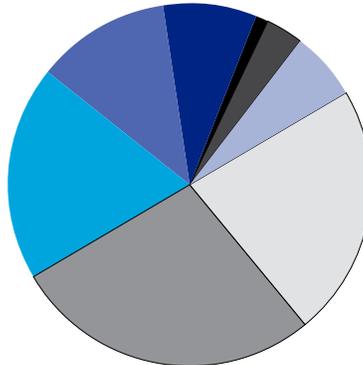
The opportunity to network at this event fosters many intangible benefits for our corporate partners. The event includes opportunities to engage in perspective building, learning and sharing best practices. Since inception, the event has grown through the years and is viewed as an industry-leading educational and networking event.



## Conference Demographics

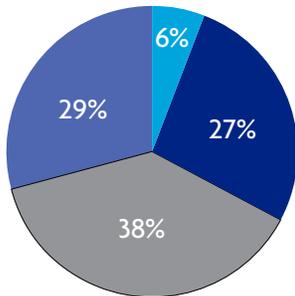
### Years as a PM Professional

The majority of the attendees (62%) at the PMINAC Conference 2018 are senior project managers who have been in the profession for 10+ years.



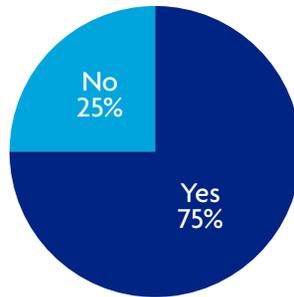
### Attendee Age Range

The vast majority of the attendees (94%) at the PMINAC Conference 2018 are over the age of 35.



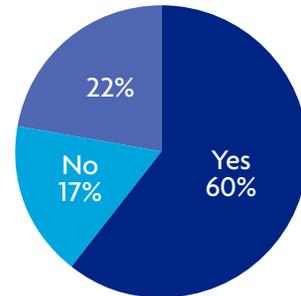
### PMINAC Membership

The majority of the attendees (75%) at the PMINAC Conference 2018 are members of PMI.



### Attendee Designations

The majority of the attendees (60%) at the PMINAC Conference 2018 have obtained their PMP designation.



## 2018 Conference Feedback

“I attend other conferences and the PMINAC consistently ranks in the top; through all aspects.” - Attendee

“I really enjoyed attending the conference and am grateful to the volunteers that made this possible! Thank you!” - Attendee

“Be Bold. Be Moved – Be the Change” one of the best planned and executed events I have attended!



- James Snyder  
(PMI Founder)

## Participating Companies & Organizations at the PMINAC Conference

Abalone Construction  
ACRWC  
Acute Project Consulting  
Adar Horizons  
AECOM  
AIMCo  
Alberta Blue Cross  
Alberta Energy  
Alberta Environment and Parks  
Alberta Gaming and  
Liquor Commission  
Alberta Health Services  
Alberta Justice and Solicitor General  
Alberta Land Use Secretariat  
Alberta Municipal Affairs  
Alberta Pacific Forest Industries  
Alberta Pension Services  
Alberta Pensions Services Corp  
Alberta-Pacific Forest Industries  
Allnorth Consultants  
AltaSteel  
APEGA  
ATB Financial  
ATCO  
Autopro Automation Consultants  
Basecamp4  
Bird  
Black Diamond Group  
Blackrock EMI  
Blatchford Redevelopment Office,  
IIS - City of Edmonton  
Brightsands Consulting Inc.  
Canadian Western Bank  
Capital Power  
CDML Consulting  
CGI  
Charleson Construction Services Ltd.  
Chrono Project Scheduling  
& Controls Inc.  
City of Belmont  
City of Edmonton  
Climax Oil Field Services  
Compass Consulting Group Inc.  
Computronix  
Concordia University of Edmonton  
ConsciousWorks  
County of Grande Prairie  
CPA Western School of Business  
Credit Union Deposit  
Guarantee Corporation  
CY Consulting Inc.  
Darkhorse Analytics  
Defence Construction Canada  
Dell  
Dene Tha First Nation  
Dexcent Inc.  
Dezman CET PMP  
Dialogue Partners  
DNow  
Eastlink  
EATON  
eDARA  
Edmonton Police Service  
Edmonton Public Schools  
Elevate Consulting  
EllisDon  
ENB  
Enbridge Pipelines Inc.  
ENMAX  
EPCOR  
Falldien IT Consulting  
Finning Canada  
FortisAlberta  
Fujitsu Consulting  
GateFive Consulting Inc.  
GE Power  
Government of Alberta  
Harvard Property Management  
Health Canada  
Hooligan Consulting  
Husky Energy  
Imagine Health Centres  
Industrial Logic  
Inteqna  
International Institute for Qualitative  
Methodology, University of Alberta  
Intertek  
Interworks Contracting Ltd.  
IZAK Canada Immigration  
Consulting Inc.  
Jayman BUILT - Multifamily  
Jen-Col Construction Ltd.  
JUNA Consulting Inc.  
Justice and Solicitor General  
Kari Mirabal, INC.  
Kerr Technical Services Inc.  
Kleinfelder  
K-Pic Systems Inc.  
KSCK Consulting Inc.  
Kuzuk Consulting Ltd.  
Ledcor  
Legacy Building Solutions  
MacEwan University  
Marten Management Consulting  
Maskwacis Education  
School Commission  
Millennium EMS Solutions  
Ministry of Alberta Health  
Morrison Hershfield  
Mountain View Partners  
MRJ Consulting  
NAIT  
New Omega Consulting Inc.  
NorQuest College  
Northwestel Inc.  
ONEC  
Onlea Corporation  
Parkland County  
PCL Construction Inc.  
Performance Excellence Institute  
Performance Systems  
PMI Northern Alberta Chapter  
Power Link Dynamics  
Precision Engineering Inc.  
Procept Associates  
Public Services and Procurement  
Canada  
Qualico Communities  
R. L. Darr Project Consulting  
Rally Engineering  
Royal Canadian Mounted Police  
self employed  
Service Alberta  
Servus Credit Union  
Sherritt International Corporation  
SMS Equipment  
Spencer Horn Solutions, LLC  
Stantec  
StevenArmstrong.ca  
Strathcona County  
Strathcona Project Consultants Inc.  
Syncrude Canada Ltd.  
synKINEA  
The Bethany Group  
The Gear Centre Group  
Thermal Works  
Tolko Industries Ltd.  
Town of Beaumont  
TransAlta Generations  
TransCanada  
University of Alberta  
USC  
Valard Construction LP  
Veteran Oilfield Services Ltd.  
VTEK  
Waiward Steel LP  
Wajax  
Wavefront Enterprises  
Wier Oil and Gas  
Willowglen Systems Inc.  
Workers' Compensation  
Board Alberta  
X Factor Consulting, LLC  
XCURA Systems

## HOW WE WILL BUILD YOUR BRAND



### Website & Electronic Promotion

Sponsor logos and branding will appear on the chapter website, [www.pminac.com](http://www.pminac.com).



### E-Blast (E-mail)

Our sponsors will have their logos included in a series of email communications sent directly to the inboxes of hundreds of industry professionals. **Approximately 50 e-blasts are sent out each year with a 30.87% "open Rate", 7% higher than the industry standard.**

30.87%  
"open  
Rate"



### Social Media

The chapter's programs, events, services and its sponsors will be promoted via PMINAC's **Twitter, Facebook & LinkedIn accounts with currently 2600 followers collectively.**

2600  
followers



### Event Program

Every attendee of selected events will receive an event program featuring information about our sponsors.



### On-Site Displays

Sponsor logos will be featured on a variety of on-site signage and digital presentation formats.



### 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 the events.



### Complimentary Networking Opportunities

Your sponsorship package will include various complimentary passes so your staff can connect with event attendees to generate sales leads and potential clients.

## Why Sponsor?

PMINAC offers sponsors a dedicated marketing channel that is guaranteed to reach over 1700 professionals. We pride ourselves on developing partnerships with organizations that believe in the value of project management and there are many reasons for you to get involved:

- Demonstrate your organization's commitment and dedication to Project Management and community in Northern Alberta and Northwest Territories.
- Position your organization as an employer of choice for project managers
- Allow your organization and your staff to network with the PMI community and attend events to build a prospective client base and generate sales leads

PMINAC provides major touch points for our sponsors throughout the year including:

- 75-100 people at each of our monthly dinner meetings
- Up to 30 people at our Golf Classic
- Over 400 people at our annual Conference
- 2600 followers on various social media channels
- Other networking and volunteer events where you can promote your services, products and brand to our membership
- Up to 100 members participating in Community of Practice

## Sample Sponsorship Marketing from Events



## PMINAC Sponsorship Opportunities

Benefit	Supporter (\$2,000)	Leader (\$4,000)	Champion (\$8,500)	Visionary (\$11,500)
<b>PMINAC Conference Assets</b>				
Maximum Number Allowed	Unlimited	8	4	1
Logo & Link on conference website	√	√	√	√
Logo in conference program guide	√	√	√	√
Logo on event signage displayed in venue	√	√	√	√
Logo on PowerPoint screens during event	Grouped	Grouped	Grouped	Isolated
Verbal recognition during event	√	√	√	√
Right to use the PMINAC logo and name*	√	√	√	√
Opportunity to donate a door prize	√	√	√	√
Opportunity to purchase discounted conference pass	√	√	√	√
Mentions in pre-conference social media promotion	1	3	5	8
Ad in conference program guide		Quarter Page Colour Ad	Half-Page Colour Ad	Full Page Color Ad
Right to provide additional signage		1	2	3
Opportunity to insert an item in delegate bag		√	√	√
Complimentary Conference Registrations (valued at \$899.00)		1	2	4
Exclusive host of a conference asset (see below)		Leader	Champion	Visionary
Logo in all pre and post-event advertising		√	√	√
Corporate profile in pre-conference email blast		1	1	2
Opportunity to present a 1-hour workshop			1	2
Unmanned Display Booth			√	√
Logo & Link on template (every page) of conference website			√	√
Sponsorship of PMINAC Conference Social Event (see below)				√

\* Sponsor has the right to use the PMINAC logo and name in promoting their involvement with the PMINAC during their 12 month sponsorship cycle. Logo must be used in compliance to PMINAC's discretion.

# Conference Assets

## VISIONARY LEVEL SPONSORSHIP ASSET

### Opening Breakfast & Keynote Sponsor (Available – 1)

- Presenting name rights of the keynote (“Presented by your organization”)
- Opportunity for a representative to address the entire conference audience to welcome the crowd, deliver some key corporate messages, and introduce the keynote speaker
- We will work with you to “brand” the room through décor, signage, electronic displays, etc. that tastefully fuse both your brand and the PMINAC brand into the event
- Opportunity to provide promotional materials that will be placed on table settings during your exclusive event
- An opportunity to conduct a door prize during the sponsored event

## CHAMPION LEVEL SPONSORSHIP ASSET

### Conference Meal & Keynote Sponsorship (Available – 3)

- Presenting name rights of the keynote (“Presented by your organization”)
- Opportunity for a representative to address the entire conference audience to welcome the crowd, deliver some key corporate messages, and introduce the keynote speaker
- We will work with you to “brand” the room through décor, signage, electronic displays, etc. that tastefully fuse both your brand and the PMINAC brand into the event
- Opportunity to provide promotional materials that will be placed on table settings during your exclusive event
- An opportunity to conduct a door prize during the sponsored event

### Networking Lunch (Available – 1)

- Presenting name rights of the lunch (“Presented by your organization”)
- Opportunity for a representative to address the entire conference audience to welcome the crowd, deliver some key corporate messages
- We will work with you to “brand” the room through décor, signage, electronic displays, etc. that tastefully fuse both your brand and the PMINAC brand into the event
- Opportunity to provide promotional materials that will be placed on table settings during your exclusive event
- An opportunity to conduct a door prize during the sponsored event

### Registration Sponsor (Available – 1)

- Your logo on the delegate bag
- Your logo on the conference badges designated as the “Registration Sponsor”
- Branding of the registration desk (we will provide basic signage and tent cards but will work with you to incorporate additional signage/décor if you wish)
- Opportunity to provide a delegate registration gift branded with your logo
- Branding the online registration system header with your logo and a message that says “Online registration sponsored by \_\_\_\_\_”

## **LEADER LEVEL SPONSORSHIP ASSET**

### **Room Sponsor (Available – 4)**

- Your logo on all session signage for the stream that you are sponsoring
- Opportunity to introduce (host) the speakers in the session room for the stream you are sponsoring
- An opportunity to provide two (2) additional stock corporate signage (e.g. banners or rollups) from your own company stock for displaying in the session room for the stream you are sponsoring

### **Evaluation Sponsor (Available – 1)**

- Verbal thank you during the breakout sessions to remind delegates to fill out their evaluations for a chance to win a prize, donated by your organization
- Your logo on the evaluations that will be provided to each delegate
- Your logo on the electronic post-conference evaluation that is sent out to all delegates

### **Coffee Break Sponsor (Available – 2)**

- An opportunity to provide additional stock corporate signage (e.g. banners or rollups) from your own company stock for display during the coffee breaks that you are sponsoring
- Verbal thank you during the breakout sessions before and after your coffee breaks on the day you are sponsoring the breaks
- Tent card signage provided by the conference that will be displayed during your coffee breaks

### **Volunteer Sponsor (Available – 1)**

- Exclusive recognition as PMINAC Volunteer sponsor
- Verbal thank you during the conference sessions as the official PMINAC Volunteer sponsor
- Your logo on all volunteer vests & uniforms

# PMINAC Sponsorship Opportunities

<b>BENEFIT</b>	<b>Supporter (\$2,000)</b>	<b>Leader (\$4,000)</b>	<b>Champion (\$8,500)</b>	<b>Visionary (\$11,500)</b>
<b>PMINAC Annual Benefits</b>				
Right to use PMINAC logo in your communications*	√	√	√	√
Logo & Link on chapter website	√	√	√	√
Complimentary PD listings on chapter website (per sponsorship year, posted for 30 days)	1	2	2	3
Complimentary dinner meeting passes	1	2	2	4
Logo & Link on all chapter emails as a "chapter sponsor"		√	√	√
Opportunity to host a PMINAC social event			√	√
Organizational profile on sponsor page			√	√
Opportunity to host a chapter dinner meeting (subject to availability)			√	√
Opportunity to host a chapter breakfast meeting (subject to availability)			√	√
Logo & Link on chapter website template (i.e. on every page of website)				√
<b>PMINAC Annual Golf Classic Benefits</b>				
Opportunity to donate prizes to the golf tournament (subject to approval)	√	√	√	√
Complimentary spots at the PMI Golf Classic Tournament (additional spots available at early bird rate)		1	1	2
Opportunity to setup a 6 foot display table at Golf Tournament		√	√	√

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DISCLAIMER: The Golf Tournament will be hosted subject to appropriate weather conditions.

# PMINAC Sponsorship Opportunities

## **SPONSORSHIP OF A CHAPTER DINNER MEETING OR BREAKFAST INCLUDE THE FOLLOWING BENEFITS:**

- Presenting name rights (e.g. “Hosted by”)
- Logo on signage and a PowerPoint slide
- Opportunity to provide additional stock signage from your inventory
- Opportunity to donate door prize (to collect business cards)
- Five (5) minutes of podium time to address the crowd and introduce the speaker

