

Sponsorship Package



Project
Management
Institute®
Newfoundland
& Labrador

Who are we?

About PMI

We are proud to be the world's leading authority on project management. PMI empowers professionals to transform ideas into reality through best practices, global advocacy, networking, collaboration, research, and continuing education. PMI offerings include globally recognized standards and certifications, online courses and continuing education, thought leadership from world leaders in project management, digital publications, helpful communities and more.

Since 1969, PMI has been a “for-purpose” organization, working in nearly every country around the world to advance careers, strengthen organizational success, and enable change-makers with new skills and ways of working that maximize their impact.

About PMINL

PMINL is your local chapter of the PMI global organization. Chartered in 2001, PMI Newfoundland and Labrador provides its members with professional development and networking opportunities to help increase project management knowledge and make connections in the professional community.

At PMINL (Project Management Institute Newfoundland & Labrador Chapter), we are dedicated to supporting and advancing the project management profession. Our events and programs provide valuable learning, networking, and professional development opportunities for project managers and industry leaders.

By becoming a sponsor, your organization will gain exclusive exposure to industry professionals, business leaders, and key stakeholders, helping you enhance your brand presence and build meaningful connections.



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Why Sponsor us?

1. Brand Visibility & Recognition

- Gain exposure to a network of project management professionals.
- Your company's logo and branding featured on our website, social media, and event materials.
- Recognition in promotional campaigns and email communications.

2. Networking & Lead Generation

- Direct engagement with decision-makers, industry leaders, and professionals.
- Opportunities to showcase your products and services.
- Exclusive speaking opportunities for high-level sponsors.

3. Community & Industry Support

- Align your brand with professional development and education.
- Demonstrate corporate social responsibility by supporting the local project management community.
- Strengthen partnerships and collaboration with PMINL members.



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Sponsorship Packages

BRONZE

\$1000

- Logo on website & event materials
- 1 social media post + 2 job postings
- 1 conference ticket

BOOK NOW!

SILVER

\$2000

- Logo on event materials
- 2 social media posts + 3 job postings
- 2 conference tickets

BOOK NOW!

GOLD

\$3500

- Prominent event branding
- 3 social media posts + 4 job postings
- Booth + 4 conference tickets

BOOK NOW!

PLATINUM

\$5000

- Premier branding across PMINL events
- 5 social media posts + 5 job postings
- Booth + 8 conference tickets

BOOK NOW!

A more detailed breakdown of each level can be found in the following pages.



Iron Package



\$500

The Friend package is a simple way to support the project management community, gain recognition, and participate in the annual conference, while maintaining a minimal financial commitment.

Benefit	Details
Name / Logo on Website	Listed
Event Recognition	✓
Social Media Recognition	1 thank-you post
Newsletter Listing	Listed
Complimentary Conference Ticket	1 ticket
Social Media Promotions	Two dedicated social media posts
Job Postings	Two job postings
Corporate Giveaways	✓
Exclusive Sponsor Recognition	0
Symposium Admission	1 complimentary pass
Employee Discount for Symposium	5%

Why Choose Friends of PMINL– \$500

For individuals and organizations who want to support PMINL and stay connected to the community.

It provides recognition as a supporter of PMINL’s mission while offering an opportunity to engage with the local project management community and participate in the annual conference at an accessible level.

Bronze Package

\$1000

The Bronze Sponsorship Package is a great entry-level opportunity for companies looking to build relationships and gain visibility within the PMINL network.

Benefit	Details
Events Sponsored	1 Event
Logo Placement on Event Materials	Standard placement
Website Logo Placement	Sponsor page
Company Logo & Link	Yes
Social Media Promotions	2 posts
Promotional Video on Social Media	30s × 2
Newsletter Listing	Listed
Job Postings	2
Corporate Giveaways at Events	✓
Speaking Opportunity	30 sec meeting slot
Recognition as Event Sponsor	1 Networking or Summer event

Bronze Package

Benefit	Details
Complimentary Conference Tickets	1 ticket
Discount for Additional Employees	5%
Sponsorship Page Advertising	12 months
PMINL Logo Usage Rights	✓

Why Choose Bronze- \$1000

For organizations seeking entry-level sponsorship with tangible exposure.

The Bronze package is ideal for smaller organizations or first-time sponsors who want to establish their presence, gain visibility at events, and support PMINL initiatives while keeping sponsorship investment manageable



Silver Package



\$2000

The Silver Sponsorship Package is perfect for organizations seeking targeted brand visibility and networking opportunities at PMINL events.

Benefit	Details
Events Sponsored	2 Events
Logo Placement on Event Materials	Standard placement
Website Logo Placement	Sponsor page
Company Logo & Link	Yes
Social Media Promotions	4 posts
Promotional Video on Social Media	30s × 4
Newsletter Mention	Mention + Listed
Job Postings	3
Corporate Giveaways at Events	✓
Speaking Opportunity	1 min meeting slot
Recognition as Event Sponsor	Networking / Summer activities



Silver Package



Benefit	Details
Complimentary Conference Tickets	2 tickets
Discount for Additional Employees	10%
Sponsorship Page Advertising	12 months
PMINL Logo Usage Rights	✓

Why Choose Silver– \$2000

For organizations that want strong visibility and meaningful engagement.

The Gold package provides a powerful balance of exposure and interaction. It is ideal for organizations that want a consistent presence at events, opportunities to engage directly with professionals through Lunch & Learns, and visibility at the conference, without the commitment of a top-tier sponsorship.



Gold Package



\$3500

Our Gold Sponsorship Package provides extensive brand exposure and engagement with industry professionals. Ideal for companies looking to grow their presence within the project management sector.

Benefit	Details
Events Sponsored	3 Events
Logo Placement on Event Materials	Prominent placement
Website Logo Placement	Homepage
Company Logo & Link	Yes
Social Media Promotions	6 posts
Promotional Video on Social Media	60s × 3
Newsletter Mention	Mention + Listed
Job Postings	4
Corporate Giveaways at Events	✓
Exclusive Sponsor Recognition	1 Event
Speaking Opportunity	3 min meeting slot
Lunch & Learn Hosting Opportunity	✓
Mentorship Cohort Sponsorship	Sponsor of 1 cohort



Gold Package



Benefit	Details
Complimentary Conference Booth	✓
Complimentary Conference Tickets	4 tickets
Discount for Additional Employees	15%
Sponsorship Page Advertising	12 months
PMINL Logo Usage Rights	✓

Why Choose Gold– \$3500

For organizations that want strong visibility and meaningful engagement.

The Gold package provides a powerful balance of exposure and interaction. It is ideal for organizations that want a consistent presence at events, opportunities to engage directly with professionals through Lunch & Learns, and visibility at the conference, without the commitment of a top-tier sponsorship.



Platinum Package



\$5000

Our Platinum Sponsorship Package offers maximum brand visibility, premium engagement, and exclusive access to our high-value professional network. This package is ideal for organizations looking to position themselves as industry leaders within the project management community.

Benefit	Details
Events Sponsored	4 Events
Logo Placement on Event Materials	Premier placement (digital & print)
Website Logo Placement	Homepage (Premium)
Company Logo & Link	Yes
Social Media Promotions	8 posts
Promotional Video on Social Media	60s × 5
Newsletter Feature	Featured article + Gold
Job Postings	5
Corporate Giveaways at Events	✓
Exclusive Sponsor Recognition	1 Event
Speaking Opportunity	Keynote or Workshop at Conference + 5 min meeting slot



Platinum Package



Benefit	Details
Lunch & Learn Hosting Opportunity	✓
Branding on Lunch & Learn & Networking Materials	✓
Mentorship Cohort Sponsorship	Exclusive cohort sponsor
Complimentary Conference Booth	✓
Complimentary Conference Tickets	8 tickets
Discount for Additional Employees	20%
Sponsorship Page Advertising	12 months
PMINL Logo Usage Rights	✓

Why Choose Platinum – \$5000

For organizations looking to increase visibility, influence, and leadership presence within PMINL.

The Platinum package is designed for organizations that want to position themselves as leaders within the PMINL community. It offers the highest level of brand exposure across PMINL events and digital platforms, along with exclusive opportunities to share your ideas through speaking engagements, mentorship support, and conference participation.

Custom Sponsorship Options

Marketing & Promotional Services

PMINL offers additional promotional services to enhance your brand visibility across our network.

Service	Price (\$)	Details
Job Postings	50	List up to 5 job positions per posting
Email Blast	50	Direct email blast to PMINL members
Target Promo Activities	100-450	Custom campaigns tailored to your company's goals
Social Media Campaigns	100-450	Sponsored

PMINL Friends

Apart from cash donations, our Association accepts in-kind sponsorship, which can include:

- Provision of meeting rooms or/an/ord meet-up places
- Provision of conference halls
- Meal tickets
- Swags and souvenirs

Join Us as a Sponsor!

Thank you for considering a partnership with PMINL. Your support will help us enhance professional development, foster industry connections, and create valuable opportunities for our community.

By sponsoring PMINL, you gain exclusive visibility, branding opportunities, and direct engagement with key industry professionals.

Contact Us:

For additional opportunities to show your support to the PMI NL community, please reach out to the Director of Sponsorship at sponsorship@pminl.ca



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