

Canadian West Coast Chapter PMI

Advertising and Sponsorship Policy

Policy proposed by Board January 17, 2010

Posted on website January 18, 2010 through March 15, 2010

Policy approved by Board March 15, 2010

1.0 This Document

- 1.1 This document describes the terms and conditions for organizations or people wishing to sponsor the Canadian West Coast Chapter PMI ("CWCC" or the "Chapter") or to advertise in the Chapter's media properties, as defined below.
- 1.2 This document replaces all other policies related to advertising and sponsorship.
- 1.3 This document may be altered by the Board of Directors ("Board") without prior notice.

2.0 Purpose of Sponsorship and Advertising

Sponsorship and advertising aims to balance the objectives of:

- 2.1.1 serving the membership by advising of local PM or Member-related opportunities;
- 2.1.2 generating revenues to expand and enhance or otherwise reduce the cost to our members of our programs and services; and
- 2.1.3 allowing project management-related organizations to market to the project management community served by the Chapter.

3.0 Organizations the Chapter will Engage

The Chapter is open to advertising and sponsorship from project management-related organizations, organizations which use project management in their operations, or organizations which demonstrate some value to members and are consistent with our industry and brand.

4.0 Media Properties and Access Restrictions

The Chapter determines which media properties are available for sponsorship and advertising exposure. Details on rates and exposure to these properties are described in rate schedules available from the Chapter.

4.1 Email communication

Email communication includes Bulletins (the monthly newsletter) and Blasts (scheduled event notifications on a regular basis)

- 4.1.1 The Chapter will not send communications on behalf of other organizations to our Membership.

4.2 Printed material ongoing

Examples include general advertising material or other Chapter documents generated to provide information to Members.

4.3 Printed material event-specific

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Examples include event-specific printed material such as programs or advertising.

4.4 Display material

Examples include signage or other displays used for specific events or general purposes.

4.5 Web presence

The Chapter's web presence includes any web pages or other online media which the Chapter may own or have control over.

4.5.1 Placement of advertising for competitive services will be located on Chapter-determined locations only

4.5.2 The Chapter reserves the right to determine where on any web page logo or sponsorship information will be placed

4.5.3 The Chapter reserves the right to approve the landing page any link is directed to; the Chapter has the right to remove any logo or advertising if the content of the landing page is changed without prior approval

4.5.4 The Chapter reserves the right to determine the size or content of any logo or advertising on any web page

4.6 Use of the Chapter name and logo, including wording such as "proud supporter of Canadian West Coast Chapter PMI"

4.6.1 The Chapter will provide a logo for use in this purpose; any modification of this logo is restricted; the placement of the logo in any material, printed or online, must be approved by the Chapter.

4.7 Events

Advertising or sponsorship opportunities are available to support Chapter-operated events.

5.0 Powers of the Board

5.1 The Board reserves the right to override any policy in this document on an ad hoc basis without setting precedent

5.2 The Board reserves the right to reject any sponsorship or advertising proposal for any reason

6.0 Signing Authority

6.1 The VP Publicity or another officer designated by the Board must approve all agreements.