

Thank you for your interest in becoming a sponsor of PhIMA! We appreciate your attendance at past events and hope you will continue to support this growing and dynamic group.

WHY BECOME A SPONSOR?

- In 2015, PhIMA put on 9 successful events, reaching valuable industry professionals of all levels
- Membership continues to grow with more than 2,500 *active* members
- We engage with more than 6,800 LinkedIn Members, 1,400 Facebook Fans and 1,400 Twitter Followers

PhIMA's membership includes a mix of influential clients, agencies, publishers and industry thought leaders

- Agency representation– Publicis Health Media, Harmelin Media, CMI, Stuzo, King Design and others
- Publisher support– Google, Everyday Health, WebMD, Rocket Fuel, cofactor and others
- Thought leaders– panelists and speakers from Facebook, YouTube, Wharton Interactive Media Initiative, Google and more

2016 EVENTS:

The below is a tentative outline of the exciting networking and educational events being planning for 2016. Dates, venues and content are still being confirmed.

2016 EVENTS	
January	Networking Event
March	Networking Event
March	Educational Event
April	Educational Event
May	Networking Event
May	Educational Event
June	Networking Event
August	Educational Event
September	Educational Event
October	Annual Bowling Party at Lucky Strike and Sponsorship Appreciation Event
December	Annual Holiday Party

2016 Sponsorship Opportunities

PREMIER ANNUAL SPONSORSHIP - Annual sponsorship includes a mixture of at least 4 Educational Events, as well as our Lucky Strike Networking and Sponsorship Appreciate Event and Holiday Networking Party, for a guaranteed 6 events. Additional events may be added, if possible.

SPONSORSHIP COST - \$12,000

BENEFITS OF BEING A PREMIERE ANNUAL SPONSOR INCLUDES:

- **Ownership of one dedicated educational event. Opportunity to lead event, with Board oversight, as appropriate.**
- Signage at each of the planned annual events, as well as the opportunity to display marketing materials at each event
- Logo on PhIMA website and all event communication to member base for calendar year 2016, including social media outlets
- Opportunity to sponsor a raffle at each event
- Opportunity to send TWO stand-alone emails to PhIMA membership during calendar year, with Board oversight
- Free job postings in the PhIMA Job Board
- Free admission for up to 5 of your team members, per event
- A table at the Sponsorship Appreciation Event with the opportunity to speak to our members and distribute marketing materials
- First Right of Refusal for 2017

BASIC ANNUAL SPONSORSHIP - Annual sponsorship includes a mixture of at least 4 Educational Events, as well as our Lucky Strike Networking and Sponsorship Appreciate Event and Holiday Networking Party, for a guaranteed 6 events. Additional events may be added, if possible.

SPONSORSHIP COST - \$8,000

BENEFITS OF BEING A PREMIERE ANNUAL SPONSOR INCLUDES:

- All of the benefits of the Premier Annual Sponsorship, with the exception of ownership of an event. Basic Annual Sponsors will **NOT** host a dedicated educational event.

NETWORKING EVENT SPONSORSHIP – A social event geared towards encouraging members to make business contacts, share ideas and socialize.

SPONSORSHIP COST - \$5,000

BENEFITS OF SPONSORING A NETWORKING EVENT INCLUDES:

- Free admission to the event for your team
- Signage at the PhIMA event you are sponsoring, as well as the opportunity to display marketing materials at the event
- Inclusion in all event communication to PhIMA member base for the specific event, including social media outlets
- Opportunity to sponsor a raffle at the event

PHIMA MEMBERSHIP BENEFITS INCLUDE:

- No membership dues
- Ability to network with other industry professionals who represent some of the largest brands in the US
- Professional development through educational events (case studies, panel discussions, client speakers, etc.)
- Ability to represent your company within the interactive marketing community

PHIMA OVERVIEW

The Philadelphia Interactive Marketing Association (PhIMA) is a non-profit organization created by professionals in the Mid-Atlantic interactive community for professionals in the Mid-Atlantic interactive community.

Since its inception in 2005, PhIMA has fostered the common passion for, and dedication to, the interactive medium through various educational and social events. The organization strives to provide valuable learning opportunities and networking events for agencies, publishers and clients alike. PhIMA's intent is to encourage open communication in an effort to increase the sense of an interactive marketing community within the Greater Philadelphia market.

PhIMA is giving back to the community through our support of the local charity Bringing Hope Home. This amazing group is dedicated to emotionally and financially supporting families battling cancer in the Greater Philadelphia area.

For more information about PhIMA, visit www.phillyinteractive.org

QUESTIONS?

Please direct all questions to: Sarah Bast, Sponsorship Chair – sarah.bast@publicisfusion.com
or Jessica McManimen, Executive Director - jmcmanimen@gmail.com

Thank you,

The PhIMA Board of Directors