

# PMI-T: Strategic Partnerships

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This document is a guide to build strategic partnerships with PMI-Tucson (PMI-T) and the local Tucson community. There is guidance to initiate and sustain the relationship. The local Tucson community includes Project Managers, Program Managers, Portfolio Managers (PMs) and PMO Leaders.

## Strategic Partner Benefits

By hosting, joining or sponsoring PMI-T events, strategic partners enjoy a set of perks that typically include the following:

**Corporate or Government Partner:** *known as a “Company Ambassador”:* company employees benefit from the PMI-T partnership – high value, low cost connecting, networking, sharing, and learning.

- Access to PM community and PMCoP - - +700 individuals, ~500 of which are PMI-T members.
- Improve and streamline the flow of information between PMI-T and the companies in the area.
- Brand awareness on PMI-T website.
  - The company logo posted to PMI-T website, after permission received from partner.
- Support professional development of company PMs – project, program, and portfolio knowledge.
- Strengthen knowledge related to leadership, organizational change and PMO best practices plus different ways of working.
- Develop and strengthen common PM skills and speak the same language.
- Provides networking and learning opportunities to solve common challenges.
- Stay aware of trends and innovative PM solutions.
- Demonstrate commitment to the local project management community.
- Build community within their local environment.
- Receive high value, low-cost learning, and skill development solutions.
- Support local Tucson community through engagement.

**Professional Partner:** *potentially benefits financially from PMI-T partnership – generate leads for possible future gain.*

- Access to PM community - - +700 individuals, ~500 of which are PMI-T members.
- Event advertising, and social media coverage.
  - Member Announcement: Sponsor name and logo included with event announcement to members in the monthly and weekly, plus PMI-T Newsletter communications leading up to the event, after permission received from partner.
  - Meet-up Groups: event communication shared with PMI-T Study Group and Tucson Technical Networking (formally Geek Meet).
  - *Targeted Announcement: send specific event announcement to members with Sponsored By.*
- Brand awareness on PMI-T website – dependent on sponsor level, refer to Partner Program.
  - Gold Sponsors: company logo posted to PMI-T website, after permission received from partner.
- Increased brand exposure through the event itself; direct contact with an audience full of relatively warm leads.
- In-event speaking opportunities that help boost brand equity.
  - Event must meet PDU requirements to qualify – minimum of 30 minutes to include speaking about learning topic – 1-Introduction, 2-Knowledge Sharing, 3-Demo Product.
- Showcase new product or service or book topics.
- Receive feedback data from the event participants.

# Strategic Partner Program

## What does a successful strategic partnership look like with PMI-T?

- Provide space to host an event.
- Host an event; actively engaged w/PMI-T in coordinating and executing the event.
- Sponsor an event – pay for 100% or XX% of costs.
- Offer resources to expand PMI-T services, or increase engagement with local PMI-T PM community, or provide a job placement opportunity for the PMI-T PM Community.
- Generate revenue for the local chapter.

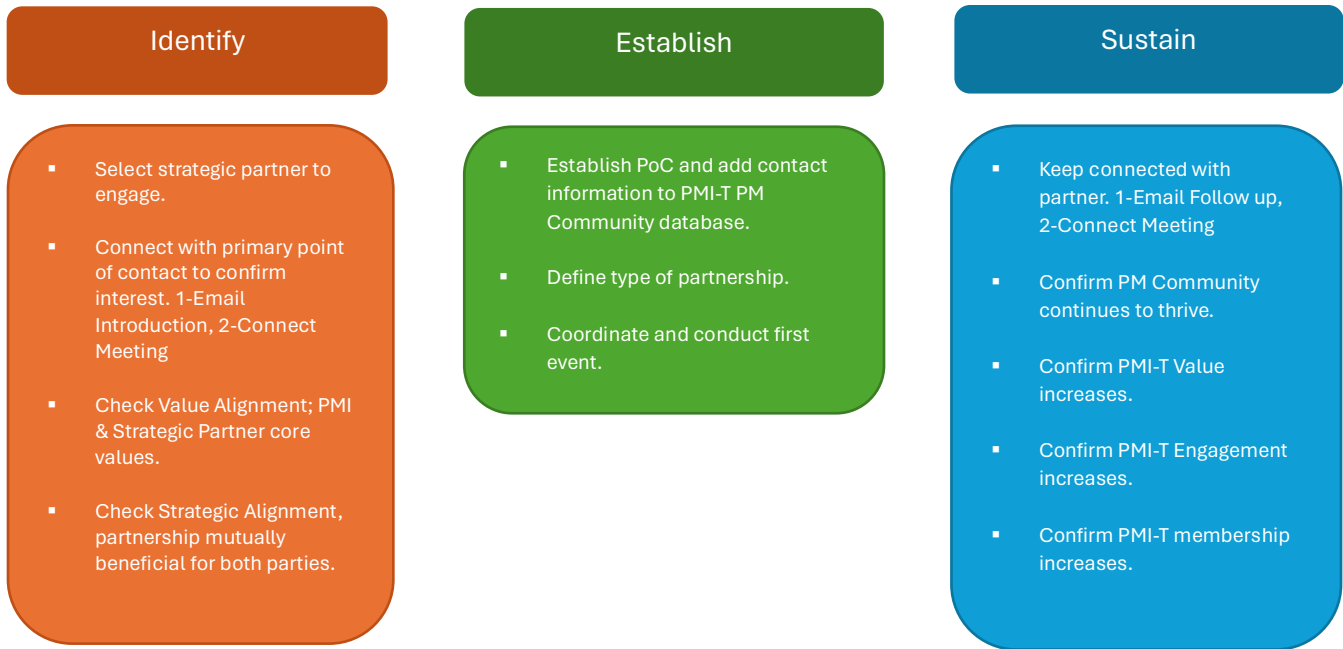
## What is a Company Ambassador?

A “*Company Ambassador*” provides opportunities for companies and individuals to partner with PMI-T to expand engagement with the PM community and act as your organization’s voice. You can bring in ideas, share experiences, and become an inherent part of the community on behalf of your organization.

This partnership allows you to help improve and streamline the flow of information between PMI-T and the companies in our area, and allow those organizations to help contribute to the success of the chapter.

<b>Bronze</b>	Event Sponsor: pay % of total costs	Happy Hour, Dinners, etc.
<b>Silver</b>	Event Sponsor: pay 100% of total costs or provide space to host an event.	
<b>Gold</b>	Event Sponsor: host an event or sponsor multiple events or a special event	PDD, PM Day
	Strategic Partner <i>(Company Ambassador)</i>	Offer resources to expand PMI-T services, increase PMI-T PM community, or provide a job placement opportunity for the PMI-T PM community.
<b>Diamond</b>	Revenue Generator	Generate revenue for the local chapter

# Strategic Partner Program Process



## PMI-T Member Benefits

<https://pmi-tucson.org/member-benefits>

Type	Basic		All-in	
	Cost	PDU's	Cost	PDU's
PMI Global Dues (annual)	\$159	N/A	\$159	N/A
PMI Tucson Dues (annual)	\$30	N/A	\$30	N/A
Professional Development Day	\$100	4-8	\$100	4-8
Dinners w/free training -- 11 @ \$25			\$275	11
Breakfast w/free training -- 11 @ \$5			\$60	12
Holiday Dinner			\$35	1
<b>Annual Cost</b>	<b>\$289</b>	<b>4-8</b>	<b>\$659</b>	<b>28-32</b>
	Access to content and kept informed		High value, low-cost learning	

# PMI-T Benefits

## **Corporate or Government Partner:**

- Broaden PMI-T community of PMs.
- Increased engagement from current or potentially new members.
- Sustain or increase membership by demonstrating high value for low cost to participating members - - Connecting, Networking, Sharing, and Learning opportunities for the PM community.
- All event costs or a portion of costs covered by sponsor or company ambassador; lessen impact to PMI-T budget.
- Social impact by making a difference in our community.

## **Professional Partner – Non-Profit Organization:**

- Attend events individually to network and share PMI info – expect no costs.
- Attending some events as a chapter – may require funds.
- Joint meetings. Host a meeting/event. Sponsor an event.
- Utilize member directory to target organizations for potential members, speakers, strategic partners, etc.
- Leverage social media opportunities.