



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.

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 a 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, technology partners 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. In 2016, PhIMA is on track to raise \$3,000 in support of this great cause.

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

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

2017 PRELIMINARY EVENT CALENDAR:

The below is a tentative outline of the exciting networking and educational events being planning for 2017. Dates, venues and content are still being confirmed. Additional events may be added at board discretion.

We are increasing the capacity of our event for 2017 to allow for additional member attendance:

Networking: from 75 to 125

Educational: from 60 to 100

2017 EVENTS	
January	Networking Event
March	Networking Event
April	Educational Event
May	Educational Event
August	Networking Event
September	Educational Event
October	Annual Bowling Party at Lucky Strike and Sponsorship Appreciation Event
December	Annual Holiday Party

WHY BECOME A SPONSOR?

- In 2016, PhIMA hosted eight (8) successful events, typically selling out in advance of the actual event
- Membership continues to grow with more than 3,000 members - 1,400 whom have attended an event in the past 2 years
- We engage with more than 6,800 LinkedIn Members, 1,600 Facebook Fans and 1,500 Twitter Followers

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

- Agency representation – Publicis Health Media, Harmelin Media, CMI, Stuzo, AWeber and others
- Publisher and Technology partners – Everyday Health, WebMD, Rocket Fuel, Sharecare and others
- Thought-leaders – panelists and speakers from Facebook, YouTube, Sponsors and more

2017 Sponsorship Opportunities:

1. Premier Annual Sponsorship
2. Basic Annual Sponsorship
3. Networking Event Sponsorship

PREMIER ANNUAL SPONSORSHIP

Premier annual sponsors receive mention and/or promotion at a minimum of five (5) events each year. This opportunity includes joint development of one of our Educational Events, inclusion in the interactive ice-breaker at our annual Lucky Strike Networking and Sponsorship Appreciation Event and top-billing when promoting and hosting our remaining Education Events and Annual Holiday Party. Additional events may be added, if possible.

SPONSORSHIP COST - \$15,000

BENEFITS OF BEING A PREMIERE ANNUAL SPONSOR INCLUDE:

- **Ownership of one (1) dedicated educational event. Opportunity to lead event discussion, develop event content and select event panelists, with Board oversight as appropriate.**
 - **\$250 toward either raffle/giveaway prize(s) for sponsor event**
 - **“Presented by” acknowledgement at sponsor event**
 - **Acknowledgement of money collected on behalf of our charity in post-event recap communication**
- Signage at all planned annual events, as well as the opportunity to display marketing materials at each event
- “With additional support from” acknowledgement at the remaining Educational events
- Logo on PhIMA website and all event communication to member base for calendar year 2017, including social media outlets (Facebook, Twitter and LinkedIn)
- Opportunity to send TWO (2) dedicated emails to PhIMA membership during calendar year, with Board oversight as appropriate
- Free job postings on the PhIMA Job Board
- Free admission for up to two (2) of your team members at each panel event, Lucky Strike Networking and Sponsor Appreciation Night and the Annual Holiday Party
- Inclusion in the Sponsorship Appreciation Event icebreaker – Includes dedicated space to display marketing materials and the opportunity to speak directly with our members via a pre-determined interaction (Scavenger Hunt in 2014, Sponsor “Bingo” in 2015)
- Acknowledgement on PhIMA website including company bio, logo, and link
- First Right of Refusal for 2018 (by Oct 2017)

BASIC ANNUAL SPONSORSHIP

Basic annual sponsors receive mention at a minimum of five (5) events each year. This opportunity includes inclusion in the interactive ice-breaker at our annual Lucky Strike Networking and Sponsorship Appreciation Event and top-billing when promoting and hosting our remaining Education Events and Annual Holiday Party. Additional events may be added, if possible.

SPONSORSHIP COST - \$10,000

BENEFITS OF BEING A BASIC ANNUAL SPONSOR INCLUDE:

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

NETWORKING EVENT SPONSORSHIP

Networking sponsors offer our membership the opportunity to make business contacts, share ideas and socialize.

SPONSORSHIP COST - \$8,000

BENEFITS OF SPONSORING A NETWORKING EVENT INCLUDE:

- **Free admission to your networking event for up to 5 representatives of your company**
- **“Presented by” acknowledgement at sponsor-owned event**
- **\$250 toward either raffle/giveaway prize(s) for sponsor event**
- **Acknowledgement of money collected on behalf of our charity in post-event recap communication**
- 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
- Acknowledgement on PhIMA website including company bio, logo, and link

QUESTIONS?

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

Thank you,

The PhIMA Board of Directors