

ACMP MIDWEST

Association of Change Management Professionals

2019—2020 SPONSORSHIP PACKAGES

ACMP Midwest is proud to present its **2019-20 Sponsorship Package**. Marketing your product and services through ACMP Midwest as a Corporate Partner and/or event sponsor provides:

- Access to nearly **500 change professionals** and their thought leadership.
- Increased **visibility** and **brand awareness** for your organization
- Opportunity to demonstrate your brilliance in **supporting the discipline**.

Your support allows ACMP Midwest to continue producing quality educational programming in change management, provide a forum for change management professionals to exchange ideas and create a space for the general public to learn more about our field.

Corporate Partnership | \$2,000 Annually

ACMP Midwest is seeking long-term strategic partnerships with firms who want to advance the profession, expand the community and contribute to the body of knowledge in the change management field. ACMP Midwest Corporate Partners receive:

- Logo with link to your website on ACMP website
- Logo present at events held throughout the year sponsorship is active
- \$1,000 discount on one additional event
- Midwest Change Connect General Sponsorship which includes:
 - Logo on MCC event website & emails
 - Sponsor ribbon for name badge
 - Logo on conference signage and slides
 - Company profile on event app
 - One complimentary conference registration
 - Exhibit table at event
- Benefits are in place for one full year from receipt of signed contract.

Corporate Partnership Add-Ons

The following add-on opportunities are only available to Corporate Partners. Additional fees apply.

Named Resource Center | \$4,000

Demonstrate your organization's thought leadership through a dedicated online resource center of educational articles submitted by your firm

Social Media | \$500

ACMP Midwest will post up to 10 messages from your firm on Twitter and LinkedIn. Messages subject to approval of ACMP Midwest

Event Sponsorships

Event sponsorships include:

- Logo identifying your firm as sponsor on ACMP Midwest website and email invitations
- Collateral material on event resource table
- Greet guests individually as they enter
- Logo on event signage and/or PowerPoint
- Organization verbally recognized as event sponsor
- Two complimentary registrations for a one-hour event, three for a two-hour event

Event Food & Beverage Sponsor

Available in increments of \$500. Includes 1 complimentary registration per every \$500 sponsored

Conference Room Host

Includes 2 complimentary registrations per hosted event (restrictions apply)

Change Up | \$3,500

(\$2,500 for Corporate Sponsors)

Change-Ups provide a casual environment to network with others in the local change community

Summer Soiree or Holiday Change Up | \$5,500

(\$4,500 for Corporate Sponsors)

Workshop | \$4,500

(\$3,500 for Corporate Sponsors)

Includes opportunity to present an educational program subject to approval by ACMP Midwest

Webinar | \$2,000

(\$1,000 for Corporate Sponsors)

Includes opportunity to present an educational program subject to approval by ACMP Midwest

Midwest Change Connect Sponsorship

The 2019 Midwest Change Connect takes place Tuesday, October 29 at Convene (16 W. Adams, Chicago)

Pricing includes company logo on event website, signage, slides & emails as well as a sponsor name badge ribbon.

Connect-A-Thon Session (~~4~~ 2 available)

\$6,000 (\$5,000 for Corporate Partners)

This year's conference offers an entirely new format. Attendees may choose to attend speaker sessions as they have in the past, or they may elect to participate in a "Connect-A-Thon" session. Each Connect-A-Thon features a scenario-based learning experience that will challenge change practitioners to collaboratively devise change solutions for initiatives charitable organizations are undertaking in our community. Attendees will hear about the issues first-hand from the charity then split up into groups to create a plan to address those issues.

Participants will collaborate on creating an action plan to assist the charity with the change initiative. The solution will not only provide the charity a path forward, but also provide the participant the framework to use for a similar type of change.

- Co-facilitate Connect A Thon Session with a charity rep and ACMP rep
- Exhibit Table at the event to showcase your organization
- Company Profile on event app
- Three complimentary conference registrations

Corporate Round-Table Host | Closed Bid Submittal

Opening Bid is \$3,000 (\$2,000 for Corporate Partners)

Moderate a lunch-n-learn discussion with a dozen participants from the corporate end user group. No other service providers will be in attendance.

- Create a discussion that allows transparency among peers to share best practices and common challenges that they encounter
- Enjoy an intimate atmosphere away from the other conference attendees
- Conduct pre and post interviews to create a custom deliverable as a result of the private session
- Lunch is provided by the chapter

Breakfast Host

\$4,500 (\$3,500 for Corporate Partners)

- Logo on two digital signs thanking your firm as the Breakfast Sponsor as attendees enter the event space on the main floor and again by registration on the second floor.
- Logo on digital signage scroll in main transition space (high visibility)
- Logo on table centerpiece during breakfast
- Logo on buffet signage
- Two complimentary registrations

Closing Change-Up Reception Host

\$4,500 (\$3,500 for Corporate Partners)

- Be part of the largest Change Up the Midwest has ever had!
- Organization name on large digital sign in main Event Space
- Signage and logo napkins at reception
- On-stage announcement prior to start of event

Other Sponsorship Opportunities:

Attendee Notebook Sponsor

\$2,500 - Traditional Notebook

\$8,500 - Rocketbook Everlast Notebook

- Your logo on the front cover, ACMP Midwest on the back.
- 8" x 5.5" Notebook/pen combo distributed to all attendees at the general session
- One complimentary registration

Rocketbook Upgrade:

- Take it up a notch with Rocketbook – The Everlast notebook provides a classic pen and paper experience yet is built for the digital age. Although it feels like a traditional notebook, the Everlast is endlessly reusable and connected to all of your favorite cloud services. When you write using any pen from the Pilot Frixion line, your writing sticks to Everlast pages like regular paper. But add a drop of water... and the notebook erases like magic.
- Rocketbook 2-color Sponsor logo on front cover; ACMP Midwest logo on back cover
- Three complimentary conference registrations with the Rocketbook Everlast.

Attendee Lanyard Sponsor

\$2,000

- Your logo on the name badge lanyards handed out to each attendee
- Provides visibility for your organization throughout the day

Nourish Station Host (43 available)

\$1,000 per station

- Signage and logo napkins at Nourish stations located throughout the space. Nourish stations are self-service areas with hot and cold beverages and various snacks that attendees have access to all day.

For additional information or to make a sponsorship commitment, contact Sheila Gidley, Gidley Management Group at 312.750.1200 or admin@acmpmidwest.org

About ACMP

ACMP Midwest Vision

We are the premiere source for change leadership and change management expertise and capability.

ACMP Midwest Mission

To engage, grow and empower a thriving Midwest community of change professionals, champions, and allies.

ACMP Midwest Values

Passionate

We have a strong desire for thoughtful change

Innovative

We look for new and improved ways to perform our work.

Inclusive

We welcome others to connect and collaborate with a focus on equipping and teaching change management principles.

Excellence

We are the benchmark for human performance improvement associations. It's how we show up, it's evident in our commitment to each other and our community.

Learn more about our organization by visiting
[ACMPMidwest.org](https://www.ACMPMidwest.org)



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2019—2020 Sponsorship Commitment Form

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Corporate Partnership

- ___ Corporate Partnership - \$2,000
- ___ Resource Center Add-On - \$4,000
- ___ Social Media Add-On - \$500

Event Sponsorship

- ___ Summer Soiree - \$5,500 | \$4,500
- ___ Holiday Change Up - \$5,500 | \$4,500
- ___ Workshop - \$4,500 | \$3,500
- ___ Basic Change Up \$3,500 | \$2,500
- ___ Webinar \$2,000 | \$1,000

Midwest Change Connect

- ___ Connect-A-Thon \$6,000 | \$5000
- ___ Breakfast Host - \$4,500 | \$3,500
- ___ Reception Host - \$4,500 | \$3,500
- ___ Attendee Notebook - \$2,500 | \$8,500
- ___ Nourish Station Host - \$1,000
- ___ Lanyard Sponsor - \$2,000

Sponsorship Total \$ _____

Please send an invoice

Charge the credit card below

Sponsoring Company

Contact Name

Email

Phone

Credit Card Information:

Name

Company

Mailing Address, City State, Zip

Signature

Date

Credit Card Number

Exp. Date

Sec Code

Credit Card Billing Address, City, State Zip

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