

PMMI Sponsorship Packages (OpX + PACK Challenge)

Some of PMMI Sponsorship Packages include PMG media products. Right now only OpX and PACK Challenge Sponsorships include media products. To see a list of all PMMI Sponsorship Packages [go here](#).

Product [🔗](#)

What media products are included in these packages? [🔗](#)

- For the current media products included visit the [PMMI Sponsorships page](#).
- Note: There is now only **one tier** of OpX Sponsorship Packages (There was previously 2 tiers – Platinum and Gold)
- Note: If impression counts for website ads are not listed, assume 2K impression a month for PFW or PW. If on any other site, we will need to check total impressions available.

How many sponsorships are available? [🔗](#)

- The number of sponsorships available are listed on [the detail page](#), when you click on a specific sponsorship.

How will PMG be notified when a sponsorship package is finalized by the association/show departments? [🔗](#)

- The PMMI Accounting team will send signed contracts to Carlos, PMG Head of Sales, and Courtney.

When do the association and show departments plan sponsorships? [🔗](#)

- They start planning in January and sponsorships should be finalized in March.

What if an end-user purchases a sponsorship? [🔗](#)

- If an end-user purchases a sponsorship with media products, the package details will be reviewed by the PMMI team and the end-user sponsor. In all likelihood the PMG media products will be removed and replaced with items of equal value from the PMMI show or association options.

What if a sponsor wants to run 2 single sponsor newsletters instead of 1 single sponsor newsletter and 1 single sponsor e-blast? [🔗](#)

- This is allowed as long as we have inventory.

Sales [🔗](#)

Can Media Reps sell PMMI Sponsorships? [🔗](#)

Yes. The sales strategy is that PMG reps should go after advertisers that purchased last year and try to get them to renew. If they do not renew, we can offer the sponsorship to another advertisers. Renewals need to be signed and paid by mid-December.

If PMG has new prospects beyond the 5-6 sponsorships available, they can reach out to Carlos to see if we can add additional sponsorships.

Who gets the commission on media products? [🔗](#)

- For OpX, if there is an existing relationship with an advertiser the media rep gets the commission. If there is no media rep relationship, Daniel gets the commission.
- For PACK Challenge, Daniel gets the the commission on media products.

What % of the sponsorship revenue is allocated to PMG? [🔗](#)

- For PACK Challenge and OpX sponsorships, 1/3 of the total package cost is allocated to PMG. This may change for these and other sponsorships if the media products included change.

Fulfilment [🔗](#)

- Carlos will work with the PMG Head of Sale, Patrick and Brian on what products will be included.
- Carlos will send final package with products to Jen to make sure we have inventory.
- Carlos will make sure the PMMI Product site is updated.
- Finalizing what's included in the OpX sponsorships should be concluded in March.
- Carlos will send note to PMG Head of Sales that his team can reach out for renewals (sometime in July).
- PMG Rep reaches out to gets contract signed.
- PMG Rep sends signed contract to Carlos.
- Carlos sends signed contract to Accounting.
- PMMI Accounting team sends signed contract to Carlos, PMG Head of Sales, and Courtney.
- PMG Head of Sales reaches out to the PMG reps that have sold sponsorships and lets them know they can enter PMG products in Naviga.
- PMG Reps will enter PMG products in to Naviga (if they haven't already).