



In Honor of
Barbara Higgens
An Evening of Celebration
Sponsorship Prospectus

Safe, responsible plumbing. Always.

PMI Dinner Honoring Barbara Higgs Sponsorship Prospectus

Plumbing Manufacturers International is plumbing manufacturing's biggest stage. The association has inspired, educated, and led the industry to see firsthand how working together can create a bright future for you, your team and our manufacturing industry at large.

Few have done more to promote this dynamic vision of the future than Barbara "Barb" Higgs, our former CEO and Executive Director who retired from service at the end of June 2017. During her 19 years at the helm, Barb led the charge for new member services, advances in advocacy, committee and board development, prodigious partnerships, and limiting the never-ending challenge of regulatory oversight.

To honor her many accomplishments and in celebration of her longstanding service to PMI and the plumbing industry, the PMI Board of Directors cordially invites you to become a host sponsor and attend the dinner in her honor on Monday, November 13, 2017 at the Doubletree Sonoma County in Sonoma California. The dinner will be held on the first evening of the 2017 Annual Conference. The event includes a reception, dinner, recognition ceremony and entertainment.

I hope you will consider partnering with us to support this spectacular event honoring Barb Higgs for her work with PMI. We ask you to consider becoming an official sponsor to highlight your organization as an industry leader and supporter of PMI.

The benefits of sponsorship include:

Positive Brand Association— align your organization, staff, and customers with an event highlighting the people of plumbing, and the plumbing manufacturing industry brand in a way that attracts universal positive sentiment;

Supporting PMI Communications and Public Relations Objectives — leverage the PMI Dinner Honoring Barbara Higgs and her extraordinary contributions to the industry with the press to increase exposure for your organization;

Targeted Visibility —secure logo placements or mentions across all the PMI Dinner Honoring Barbara Higgs and the PMI Annual Conference channels, distributed to press outlets, industry supporters and influencers around the country.

Dinner Tickets: For registered conference participants, the dinner is included in their registration fee. For sponsors, dinner tickets are included in the sponsorship as listed below.

There are a limited number of seats available for individuals who are NOT attending the conference or sponsoring. Seats for the dinner may be purchased at \$225 per seat or \$2,000 for a table of ten.

Specific sponsorship packages are detailed below.

Platinum Sponsor—\$25,000 (Exclusive—Limited Availability)

PMI Dinner Honoring Barbara Higgens “Platinum Sponsors” receive exclusive “Co-Presenter” recognition on all dinner materials.

Partners will be recognized by PMI Dinner Honoring Barbara Higgens participants, thought leaders, elected officials, and fellow manufacturers as a leader within the plumbing fixture manufacturing community in developing the next generation of manufacturing excellence and supporting the growth of manufacturing in America.

PMI will work closely with your marketing, communications, CSR, and government relations teams to integrate your organization’s positioning priorities into a customized plan of engagement.

The Platinum Sponsor plan is tailored to your organization’s priorities, examples for engagement include:

- Premier billing for your organization to include: earned media coordination in PMI national press release and media interviews; partnership and support from PMI communications team on your key communications priorities; logo recognition in all program collateral as a Platinum Sponsor;
- Organization logo on PMI and 2017 PMI Annual Conference website; social media promotion, recognition, marketing coordination; and red-carpet recognition banner;
- Development of a co-branded “People in Plumbing Spotlight” documenting your organization’s industry involvement. PMI will feature the document in the Advocacy Toolkit;
- Optional recognition in PMI briefing materials on Executive Fly-Ins and delivered to members of Congress, state legislatures and governors.
- 20 dinner tickets.

Gold Supporter—\$15,000 (Limited)

Premier billing for your organization to include:

- Recognition in all program collateral as a Gold Sponsor;
- Organization logo on PMI website; social media promotion, recognition and marketing coordination; acknowledgement in all materials provided to dinner participants and guests;
- Development of a co-branded “People in Plumbing Spotlight” documenting your organization’s industry involvement. PMI will feature the document in the Advocacy Toolkit;
- Earned media coordination to include recognition in PMI national press release;

- Optional recognition in PMI briefing materials on Executive Fly-Ins delivered to members of Congress, state legislatures and governors.
- Ten dinner tickets.

Silver Supporter—\$5,000 (No Limit)

Premier billing for your organization to include:

- Recognition in all collateral as a Silver Sponsor;
- Organization logo on PMI website;
- Social media promotion, recognition and marketing coordination;
- Acknowledgement in all materials provided to dinner participants and guests.
- Four dinner tickets.

Sponsorship Agreement

1. Fill in all sections of this agreement.
2. Make a copy of this agreement for your records.
3. Email agreement to jstuhrberg@safep plumbing.org or mail to:
Attn: Jodi Stuhrberg, Association Manager
Plumbing Manufacturers International
1921 Rohlwing Road, Unit G
Rolling Meadows, IL 60008
4. Email a jpeg or eps graphic of your company logo for use in conference materials to jstuhrberg@safep plumbing.org.
5. Make payment to Plumbing Manufacturers International. Checks should be mailed to the address above. If you are paying via credit card, send this contract with credit card information via email to jstuhrberg@safep plumbing.org.

I. Company Information

Company: _____ Website: _____

Address: _____ City, State, Zip: _____

Telephone: _____ Email: _____

Key Contact: _____ Title: _____

II. Sponsorship Package

Platinum Sponsor - \$25,000

Gold Supporter - \$15,000

Silver Supporter - \$5,000

III. Dinner Tickets Only

_____ Individual ticket(s) - \$225

_____ Table(s) of ten - \$2000

IV. Acceptance

We understand and agree to abide by the sponsor terms and conditions set forth in the sponsor rules and regulations which form a part of this agreement between our firm and Plumbing Manufacturers International (PMI). We further understand and agree that this is not a final agreement until officially accepted by PMI.

Accepted by Sponsor:

Name (print)	Title	Date
<hr/>		
Signature		

V. Payment Method

Check enclosed made payable to: Plumbing Manufacturers International

Or, charge my ___ AMEX ___ VISA ___ MasterCard ___ Discover

in the amount of \$ _____

Name on card _____

Signature _____ Sec. code _____

Card number _____ Exp. date _____

VI. Cancellation Policy

If the sponsor decides to cancel a reservation for sponsorship, the following charges will be assessed:

1. \$300 per sponsorship package for written cancellations or reduction in events if postmarked by September 29, 2017.
2. 50% of the total sponsorship fees for written cancellations or reductions if postmarked from September 30, 2017 through October 13, 2017.

All cancellations must be in writing, via mail or email, to the attention of PMI. No refunds of the sponsorship fees will be made for cancellations postmarked after October 13, 2017.