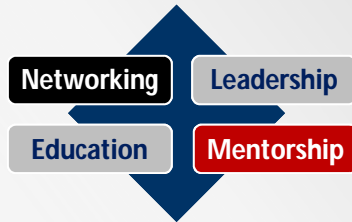


Ottawa Product Management Association – Sponsorship Package 2016-17

About

Ottawa Product Management Association (OPMA) cultivates Product Management knowledge, skills and professionalism in Ottawa-Gatineau, and promotes the region as a centre of commercialization excellence, through ...



OPMA membership, events and resources are free to all.

OPMA is a not-for-profit organization entirely volunteer-run.

For more details go to <http://ottawapma.org>

Exposure and Audience

The Numbers

• Membership	876
• Networking events per season	9-10
• Special Events per season	1-2
• Annual Product Camp attendance	100+
• Networking attendance	40-80+
• Email open rate	33%
• Click rate	5 %
• Twitter followers	308

The Audience

Business and technology professionals from start-ups to fortune-500 companies, government.

Achievements to Date

• Total number of events	38
• Total number of speakers	86+
• Total event registrations	3284
• Total event attendees	1787

Why Sponsor

Opportunity to reach businesses and professionals in the region to :

- attract top talent
- promote products and services
- attract and find business and technology partnerships

Sponsorship also provides a platform for

- thought leadership and influence of local product management skills development
- employee satisfaction by demonstrating community stake and involvement
- added visibility of local corporate citizenship among general and business communities

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Sponsorship Opportunities

Current / Past Sponsors

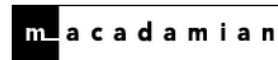
Contact

OPMA Organization Sponsorship

Cat.	Benefit	Platinum	Gold	Silver
Website	Shown on website as sponsor, with logo and hyperlink	•	•	•
Social Media	Shoutout on Twitter, LinkedIn at new sponsorship signup or renewal	•	•	•
	Twitter shoutouts during season	●	●	•
	LinkedIn shoutouts during season	●	•	•
	Twitter shoutouts with each networking event	•	•	•
	Twitter shoutouts at special events (e.g. productcamp)	•	•	•
At Events	Logo with hyperlink on all non-social-media OPMA event promotions	•	•	•
	On-screen display of logo and company name at OPMA event	•	•	•
	Specific verbal shoutout at OPMA event - company name, tagline or soundbite	•	•	•
	Opportunity for sponsor-supplied signage at events (e.g. banners etc)	•	•	•
	Logo/name on any backdrop charts before/after main presentations, or interludes	•	•	•
	10-min Promotional Platform at an OPMA event	2	1	•
	Keynote opportunity	•	•	•
Email	Promotional email blast of sponsor's message	1	1	•
Season Price		\$ 2,500	\$ 1,250	\$ 625

Friend of OPMA \$100

Special Event Lead Sponsor Inquire



Website:
ottawapma.org

Twitter:
[@ottawapma](https://twitter.com/ottawapma)

General Info:
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