



PMB KEEPING YOU IN THE LOOP

Pontiac Marketing & Promotion Bureau

A Project and Product of GPCC

March 2021

CHANGING THE IMAGE OF PONTIAC (OUR COMMUNITY)



The Greater Pontiac Community Coalition (GPCC) seeks businesses, organizations, educational programs, and local supportive institutes to provide visibility and community awareness. We are looking to identify contact persons in marketing, promotions, PR representatives, diversity & inclusion, advertisement, and communications from each business/organization. We want to collaborate with identified professions and apply an effective marketing plan to help us

understand the impact and the results of marketing decisions and provide direction for future initiatives. To that end we have established the ***Pontiac Marketing & Promotions Bureau.***

Pontiac Marketing & Promotion Bureau

❖ What is PMB?

Pontiac Marketing & Promotion Bureau (PMB) is a product and project of the *Greater Pontiac Community Coalition (GPCC) and The Committee of 50*, that is dedicated to the positive and accurate promotions of the City of Pontiac and surrounding areas, not only locally, but on a national and international level providing access and insight targeted around the Business, Education and Community sectors.

○ Our Mission

The mission of the Pontiac Marketing & Promotion Bureau coincides with the vision and the mission of the City of Pontiac, Mayor, City Council, community organizations, the business community, and that of the Greater Pontiac Community Coalition and Committee of Fifty which states *“To use actions and advocacy to bring about needed individual, social, and institutional change to strengthen our community bringing forth **“PMB In the Loop.”**”*

○ Our Vision

Through collaborative empowered solutions the Pontiac Marketing & Promotions Bureau envisions a support system that promotes the continued growth and development of the City of Pontiac. In particular, the revitalization of downtown Pontiac, the Historic District, Suburbs, Businesses, Schools, Community groups religious organizations and entrepreneur from each side of the City.

We support all individuals, citizens and groups who share in the efforts to bring forth solutions and progress to the City of Pontiac and Oakland County.

○ **Our Goal**

Our goal is to provide a community medium for the Marketing, Promotional and Public Relation Business Professionals (PR), alongside Community Leaders to effectively voice their accomplishments, success stories, job opportunities, project development announcements and other local news. PMB vows our continued support to professional development services, access to training, marketing strategies and introducing strategic processes identifying opportunities for growth.

❖ **What is the role of PMB?**

The role of the Pontiac Marketing & Promotion Bureau (PMB) is to act as the extended arm within the Greater Pontiac Community Coalition's nonprofit economic development organization and The Committee of 50 to help **increase visibility, accessibility, tourism, and proper representation** in support of Pontiac Businesses, the City of Pontiac, Residents, and other surrounding communities within Oakland County.

PMB is designed to promote **all businesses and nonprofits** but is **NOT** a charitable foundation nor a branch of any government. PMB is a marketing network which receives its funding from several sources, including:

1. Membership dues from corporate organizations, community, nonprofits, private sectors, developers, and local service organizations
2. Sponsorships and donations from supporters and major events!
3. Although a support to the City of Pontiac, Local Businesses etc., it is not under direction or funded by the City of Pontiac.

Funding

❖ Memberships:

PMB has a membership crafted to cultivate the Marketing and Promotional community within the City of Pontiac and throughout Oakland County. PMB will provide inner City and County Marketing professionals with educational, networking, and leadership opportunities geared towards an effective and united marketing plan to our area of focus, but also, providing an open and equal opportunity to branch out, network and invite other cities to join in our efforts for effective change.

If you have passion for community, building and rebranding, if you have vested interested in changing your image or ideas of the City of Pontiac and uniting the surrounding area the Pontiac Marketing and Promotion Bureau can assist this effort.

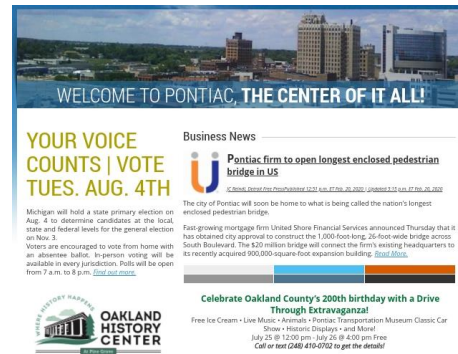
❖ Membership Benefits:

PMB Marketing Memberships:

- Special members-only offers and discounts at the *PMB's Annual Fundraising Gala*
- Complimentary Website Exposure on our Members page and Member Events Calendar
- Subscription to PMB's monthly e-newsletter

All PMB Memberships at the Community level and higher comes with an:

- Exclusive access to a monthly comprehensive Marketing Plan: A Monthly Strategic Planning Session



- Members-only leadership and networking events, a voice in public policy enactment, support and advocacy for industry issues, and continued recognition in PMB's communications
- Special members-only offers and discounts at the *PMB's Annual Fundraising Gala*
- Complimentary Website Exposure on our Members page and Member Events Calendar
- Subscription to PMB's monthly e-newsletter.

PMB Team Membership:

- Members get free unlimited job postings.
- Exclusive access to external resources, which will include and may not be limited to, PR/Media firms to/for input and recommendations regarding development and execution based on strategic plans. Others as deemed appropriate, if required.
- ***BONUS:** One (1) year basic membership to the [Greater Pontiac Community Coalition \(GPCC\)/Committee of Fifty](#) and special membership benefits to the [Pontiac Transportation Museum](#) and [Pinegrove Historical Museum](#).

PMB Corporate Membership:

- Listing on the PMB's In the Loop website home page, and ad space Newsletter which gets distributed to thousands of corporate executives every year.
- Members-only education series (information coming soon)
- Article space in the PMB's monthly e-newsletter
- Members get free unlimited job postings.
- Exclusive access to external resources, which will include and may not be limited to, PR/Media firms to/for input and recommendations regarding development and execution based on strategic plans. Others as deemed appropriate, if required
- ***BONUS:** One (1) year basic membership to the [Greater Pontiac Community Coalition \(GPCC\)/Committee of Fifty](#) and special membership benefits to the [Pontiac Transportation Museum](#) and [Pinegrove Historical Museum](#).

❖ Membership Fees:

Membership level starting as low as:

Marketing Member - \$150.00 (USD)

- ✓ Subscription period: 1 year
- ✓ No automatically recurring payments
- ✓ Set your organization up for success by empowering every employee with access to practical, problem-solving resources and a strong community of professional peers.

Community Member - \$350.00 (USD)

- ✓ Single Member Access
- ✓ Subscription period: 1 year
- ✓ No automatically recurring payments
- ✓ Set your organization up for success by empowering every employee with access to practical, problem-solving resources and a strong community of professional peers.

***Team Membership - \$1,100.00 (USD)**

- ✓ Bundle (up to 3 members)
- ✓ Subscription period: 1 year
- ✓ No automatically recurring payments
- ✓ Set your organization up for success by empowering every employee with access to practical, problem-solving resources and a strong community of professional peers.

****Corporate Membership - \$1,600.00 (USD)**

- ✓ Bundle (up to 5 members)
- ✓ Subscription period: 1 year
- ✓ No automatically recurring payments
- ✓ Set your organization up for success by empowering every employee with access to practical, problem-solving resources and a strong community of professional peers.

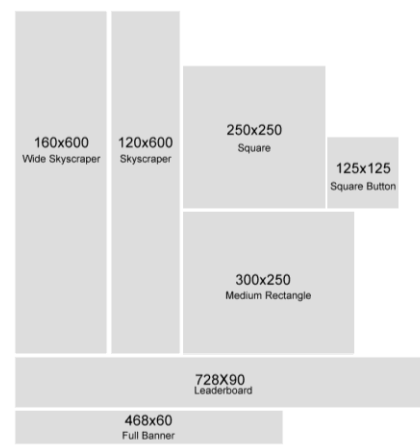
❖ Advertisement Opportunities:

Advertisement starting as low as:

Small Square Ad - \$25.00 (USD)

- ✓ Marketing period: up to 1 month
- ✓ No automatically recurring payments
- ✓ Set your organization up for success by empowering every employee with access to practical, problem-solving resources and a strong community of professional peers.

Full Banner Ad - \$35.00 (USD)



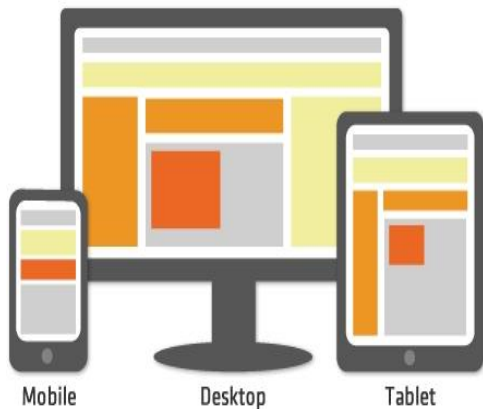
- ✓ Single Member Access
- ✓ Marketing period: up to 1 month
- ✓ No automatically recurring payments
- ✓ Set your organization up for success by empowering every employee with access to practical, problem-solving resources and a strong community of professional peers.

***Medium Rectangle/Square Ad - \$40.00 – \$50.00 (USD)**

- ✓ Marketing period: up to 1 month
- ✓ No automatically recurring payments
- ✓ Set your organization up for success by empowering every employee with access to practical, problem-solving resources and a strong community of professional peers.

****Leaderboard /Skyscrapers Ad - \$65.00 - \$100.00 (USD)**

- ✓ Marketing period: up to 1 month
- ✓ No automatically recurring payments
- ✓ Set your organization up for success by empowering every employee with access to practical, problem-solving resources and a strong community of professional peers.



❖ **Sponsorships: Opportunities**

TITLE SPONSOR: (Exclusive)

*The most significant contribution to organizing and hosting PMB **In the Loop!***

- Website Host url: (upon availability)
 - ✓ PMBInTheLoop.org
 - ✓ PMBInTheLoop.net
 - ✓ PMBInTheLoop.biz
 - ✓ PMBInTheLoop.com

- Raw header title, **“Power by”** on home page of Website
- Logo on Header of home page of the Website
- Logo on Footer of all pages of the Website
- Banner ad on home page of the Website
- Center Banner ad with connect corner ad space on the Business News page of the website.
- Video ad space of the Business News Page (optional)
- Blog posting access.
- Press Release access on News page.
- Access to Presidents Letter article space on Monthly e-Newsletter (*optional up to 4 times a year*)
- Most prominent name and logo placement on all printed materials related to marketing, promotions, and events (i.e., Invitation, Save the Date card)

- Prominent Sponsor name recognition in all press releases related to In the Loop.
- Logo placement on banners, which serve as backdrop in all press photo opportunities as needed)
- Name recognition in all press releases related to events.
- Sponsor name will be part of the official gala event name.
- Prominent ad in Official Event Program
- ****Corporate Membership – Value of \$1,600.00 (USD)**

PARTNERING SPONSOR: (Exclusive)

*Second most significant contribution to organizing and hosting PMB **In the Loop!***

- Selected Article space on home page of the Website
- Logo Banner ad on home page of the Website
- Right Banner ad with additional selected ad space on the Business News page of the website
- Video ad space of the Business News Page (optional)
- Blog posting access.
- Press Release access on News page.
- Next most prominent name and logo placement on all printed materials related to marketing, promotions, and events (i.e., Invitation, Save the Date card)
- Sponsor name recognition in all press releases related to In the Loop.
- Logo placement on banners, which serve as backdrop in all press photo opportunities as needed)
- Name recognition in all press releases related to events.
- Sponsor name will be part of the official gala event name.
- Prominent ad in Official Event Program
- ****Corporate Membership – Value of \$1,600.00 (USD)**

GENERAL SPONSOR: (Limited to...)

*Significant contribution to organizing and hosting PMB **In the Loop!***

- Next most prominent name and logo placement on all printed materials related to marketing, promotions, and events (i.e., Invitation, Save the Date card)
- Sponsor name recognition in all press releases related to In the Loop.

- Logo placement on banners, which serve as backdrop in all press photo opportunities as needed)
- Name recognition in all press releases related to events.
- Sponsor name will be part of the official gala event name.
- Prominent ad in Official Event Program
- ****Corporate Membership** – Value of \$1,600.00 (USD)

INFORMATIONAL SPONSOR:

Organizations that provide informational support through media coverage, conducting PR-actions, joint actions, etc.

Reserved for New outlets such as:

- *The Oakland Press*
- *The Pontiac News*
- *Crain’s Business (Push for Pontiac)*
- *Positive Promoting News Outlets*
- **Community Member** – Value of \$350.00 (USD)

For more information or to become a member email: admin@PMBInTheLoop.com or call: (248) 716-1066.



Thank you for your Support!

Become a member and be a part of KEEPING PONTIAC IN THE LOOP!