



# SPONSORSHIP PROPOSAL

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April 29th and 30th, 2024  
Prodigy Santos Dumont Hotel | RJ



19º Congresso Brasileiro de  
**GESTÃO,  
PROJETOS  
E LIDERANÇA**



**Project  
Management  
Institute.**  
Rio de Janeiro,  
Brazil



19º Congresso Brasileiro de

# GESTÃO, PROJETOS E LIDERANÇA



**Project  
Management  
Institute.**  
Rio de Janeiro,  
Brazil

## Other Collaborators:



**Project  
Management  
Institute.**  
Espirito Santo, Brazil



**Project  
Management  
Institute.**  
Bahia, Brazil



**Project  
Management  
Institute.**  
Paraíba, Brazil



**Project  
Management  
Institute.**  
São Paulo, Brazil



**Project  
Management  
Institute.**  
Sergipe, Brazil



**Project  
Management  
Institute.**  
Espírito Santo, Brazil



**Project  
Management  
Institute.**  
Minas Gerais, Brazil



**Project  
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Goiás, Brazil



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Paraná, Brazil



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Santa Catarina, Brazil



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Distrito Federal, Brazil



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Pernambuco, Brazil



**Project  
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Ceará, Brazil



**Project  
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Brazil Chapters



**Project  
Management  
Institute.**  
Rio Grande do Sul

SPONSOR - GOLD

# DC *DINSMORE* COMPASS

SPONSOR - SILVER

**UCP**  
Universidade Católica de Petrópolis  
www.ucp.br

**IPETEC** Instituto de Pesquisa  
Educação e Tecnologia  
www.ipetec.com.br

SPONSOR - BRONZE

# PRODIGY | SANTOS DUMONT

INSTITUTIONAL SUPPORT

**visit.rio**

**GABI**  
PACHECO



Good things happen when you get  
involved with PMI



# Partnership Opportunities



**51.631**

Instagram followers  
(PMI Brazil Chapters)



**109.147**

Linkedin followers  
(PMI Brazil Chapters)



**+100k**

Leads  
(PMI Brazil Chapters)



19º Congresso Brasileiro de

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PROJETOS  
E LIDERANÇA**

**PMI** Project  
Management  
Institute.  
Rio de Janeiro,  
Brazil

## WHO WILL BE AT CBGPL 2024?

The 19th Brazilian Congress of Management, Projects and Leadership is promoted annually by the Project Management Institute (PMI) Brazilian Chapters, a non-profit organization that aims to disseminate the best project management practices throughout the world.

[Click here to learn more](#)



The PMI Rio chapter, founded in 1999, is responsible for running the 2024 event, which will take place in the central region of Rio de Janeiro City, at Prodigy Hotel, and will bring between 500 and 700 professionals from Brazil involved in project management. The themes will be divided into three pillars: Leadership, Business Strategy Management and Techniques in Project Management, with a view to promoting networking and updates in relevant subjects in these areas.





# PRODIGY HOTEL (RJ)



- Opened in November, 2015, modern and connected design.
- Fantastic view of the most iconic sights seeing of Rio.
- Four stars hotel, 290 suites, gym, restaurant and an infinity pool at the rooftop.
- Event structure: 1,250 m<sup>2</sup> in modular rooms, CBGPL 2024 will use the entire space.
- Corcovado room: 616 m<sup>2</sup>, 5 meters high, capacity to 700 participants.
- 10% discount for rooms reservation for all participants.



The Hotel has 290 suites and Corcovado has the capacity for 700 people.



### Restaurants for lunch

- Bossa Nova Mall - 200 people
- Orla 21 - 70 people
- Xian - 300 people
- Vamo - 300 people

### Restaurants at the Airport

- Madeiro - 270 people
- Jerônimo Burger - 100 people

### Ground transportation:

- Bus
- Subway + VLT (Light rail)
- Car
- Praça XV Catamaran + bus

### Near attractions:

- Praça XV (25 minute on foot)
- Corcovado (37 minutes by car)
- Pão de Açúcar (14 minutes by car)
- Copacabana (18 minutes by car or 36 minutes by VLT + subway)





# Networking, opportunities and solutions

- Executives and liberal professionals;
- Entrepreneurs and consultants;
- Academic community (researchers, graduate and post-graduate students);
- Representatives of institutions;
- New Communities;
- Next generations;
- Change agents;
- Members of government and private companies with activities related to project management;
- PMI Members and volunteers;
- Project Managers/Agilists



18º Congresso Brasileiro de  
**GESTÃO,  
PROJETOS  
E LIDERANÇA**

**PMI** Project  
Management  
Institute,  
Rio de Janeiro,  
Brazil

CBGPL.ORG.BR





In the two days of the event, in addition to all the delivery focused on knowledge sharing, professional development and networking, the participants will have access to innovative experiences. This way we can take advantage of the structure that the city of Rio de Janeiro offers, creating a pleasant atmosphere throughout the event.

To this end, we provide this sponsorship proposal with benefits tailored to your company. See below the quotas we have prepared for you:



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**GESTÃO,  
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**PM  
IT** Project  
Management  
Institute  
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Brazil

[CBGPL.ORG.BR](http://CBGPL.ORG.BR)



## DIAMOND SPONSORSHIP

- Exhibition stand for the business area located at the exit of the auditorium, in the foyer area. Depending on the number of participants, we can place the stand inside the event hall.
- Institutional/promotional video exhibition of up to 90" at the opening of the event, in the 2 days.
- Institutional/promotional video display of up to 90" during the event interval, with up to 2 inserts/day.
- Mention of thanks to the sponsor by the master of ceremonies at the opening of the event, in the 2 days.
- 10 free registrations for the 2 days of lectures.
- Maximum limit of 3 sponsors.
- 10 registrations in a Networking event for sponsors and their leads on April 28th in the late afternoon (subject to confirmation after raising sponsorship with funds).

## BRAND VISIBILITY

- E-mails marketing sent by the organization;
- Logo inserted on PMI Rio website;
- Logo inserted on CBGPL website, according to its category.

**IMPORTANT:** All materials to be used to promote the brand of your services and products must be provided by the sponsor



## GOLD SPONSORSHIP

- Standard size exhibition stand, located at the exit of the auditorium, in the foyer area.
- Exhibition of institutional/promotional video from 30" to 60" at the opening of the event, in the 2 days.
- Exhibition of institutional/promotional video from 30" to 60" during the event interval, with up to 2 insertions/day.
- Mention of thanks to the sponsor by the master of ceremonies at the opening of the event, in the 2 days.
- 5 free registrations for the 2 days of lectures.
- Maximum limit of 5 sponsors.
- 7 registrations in a Networking event for sponsors and their leads on April 28th in the late afternoon (subject to confirmation after raising sponsorship with funds).

## BRAND VISIBILITY

- E-mails marketing sent by the organization;
- Comparative size of the logo in relation to Diamond sponsors in applications in general: 75%;
- Logo inserted on PMI Rio website;
- Logo inserted on CBGPL website, according to its category.

**IMPORTANT:** All materials to be used to promote the brand of your services and products must be provided by the sponsor





## SILVER SPONSORSHIP

- Standard size exhibition stand, located at the exit of the auditorium, in the foyer area.
- Exhibition of institutional/promotional video from 30" to 60" during the event interval, with up to 2 insertions/day.
- Mention of thanks to the sponsor by the master of ceremonies at the opening of the event, in the 2 days.
- 3 free registrations for the 2 days of lectures.
- Maximum limit of 6 sponsors.
- 5 registrations in a Networking event for sponsors and their leads on April 28th in the late afternoon (subject to confirmation after raising sponsorship with funds).

## BRAND VISIBILITY

- E-mails marketing sent by the organization;
- Comparative size of the logo in relation to Diamond sponsors in applications in general: 50%;
- Logo inserted on PMI Rio website;
- Logo inserted on CBGPL website, according to its category.

**IMPORTANT:** All materials to be used to promote the brand of your services and products must be provided by the sponsor



## BRONZE SPONSORSHIP

- Mention of thanks to the sponsor by the master of ceremonies at the closing of the event, on the 1st day.
- 5 registrations in a Networking event for sponsors and their leads on April 28th in the late afternoon (subject to confirmation after raising sponsorship with funds).

## BRAND VISIBILITY

- Comparative size of the logo in relation to Diamond sponsors in applications in general: 35%;
- Logo inserted on PMI Rio website;
- Logo inserted on CBGPL website, according to its category.

Bronze quota is set in opportunity options. The Bronze sponsor must select one of the available options below, identified by a number.

# List of Bronze Sponsorship opportunities

OPPORTUNITY	DESCRIPTION	ITEM VALUE
<b>Option 1</b>		
<b>PEN FOR PARTICIPANTS</b>	700 metallic retractable ballpoint pens in blue color, personalization with the sponsor's logo and laser engraved CBGPL.	R\$ 5.000,00
<b>NOTEBOOK</b>	350 hardcover notebooks, unlined, 80 sheets on ovane paper (yellowish) weighing 90 g, 21 cm high x 14 cm wide, personalized with background cover in colors with the sponsor's logo + CBGPL + PMI Rio (moleskine engraved in low relief up to 10 x 10 cm).	R\$ 5.000,00
<b>Option 2</b>		
<b>PERSONALIZED CORDS FOR BADGES</b>	700 20mm satin cords with front and back customization with sponsor logo + CBGPL + PMI Rio, with musket loop.	R\$ 5.000,00
<b>NOTEBOOK</b>	350 hardcover notebooks, unlined, 80 sheets on ovane paper (yellowish) weighing 90 g, 21 cm high x 14 cm wide, personalized with background cover in colors with the sponsor's logo + CBGPL + PMI Rio (moleskine engraved in low relief up to 10 x 10 cm).	R\$ 5.000,00
<b>Option 3</b>		
<b>BADGES</b>	700 badges size 10 cm long x 15 cm wide, in coated 260g, 4 x 0 colors, with hole with event art.	R\$ 2.800,00
<b>IPANEMA ROOM</b>	Sponsor the room to carry out activities at the Congress. Capacity for 40 people, totem (with exhibition of the sponsor's brand and art + CBGPL logo + PMI Rio logo). For 2 days of event. In the schedule, the name of the room will be the sponsor's brand.	R\$ 5.000,00
<b>BRING A SPEAKER</b>	1 one-way ticket to Rio de Janeiro and back; transfers; and lunch.	R\$ 2.200,00
<b>Option 4 (We accept up to 2 quotas of this type)</b>		
<b>SQUEEZE GIFT</b>	350 units of 750 ml stainless steel squeeze bottles, in the color defined by PMI, personalized with the sponsor's logo + CBGPL + PMI Rio engraved in laser.	R\$ 10.000,00
<b>Option 5</b>		
<b>COWORKING</b>	Room for participants to use their notebooks, by appointment, with capacity for 10 people. With dedicated internet link (at least 20 mb/s) and point of light, without micro. 1 Totem in MDF with application of matte adhesive vinyl on the front 1.00 m x 0.60 m with sponsor art + CBGPL and PMI Rio logos. Room of 30 m <sup>2</sup> , with a ceiling height of 2.35 meters.	R\$ 8.000,00
<b>WIFI</b>	50 WIFI points to serve the team and sponsors' space.	R\$ 2.000,00

Sponsor artwork must be submitted by February 28th, 2024.

## List of Bronze Sponsorship opportunities, continued



















OPPORTUNITY	DESCRIPTION	ITEM VALUE
<b>Option 6</b>		
<b>TOTEMS - CELL PHONE CHARGERS</b>	2 Totems (with sponsor brand exposure + CBGPL and PMI Rio logos) for cell phone chargers + 1 TV for programming.	R\$ 5.000,00
<b>TOTEMS - SIGNALING AND INFORMATION</b>	5 Totems for signage and information, in MDF (1.0 m x 0.6 m or larger) with a printed sticker on the front with sponsor art + CBGPL and PMI Rio logos.	R\$ 5.000,00
<b>Option 7</b>		
<b>COPACABANA ROOM</b>	Sponsor the room to carry out activities at the Congress. Capacity for 80 people, totem (with exhibition of the sponsor's brand and art + CBGPL logo + PMI Rio logo). For 2 days of event. In the schedule, the name of the room will be the sponsor's brand.	R\$ 6.000,00
<b>EVENT PHOTOGRAPHY SERVICE</b>	Two professional photographers will record every moment of the event through the camera - 2 days.	R\$ 4.000,00
<b>Option 8 (We accept up to 10 quotas of this type)</b>		
<b>COFFEE BREAK</b>	Coffee break for 70 people in the 2 days of the event, with an estimate per meal (4x) of: water; coffee; juice; sandwich; vegan sandwich; cheese bread; cake; fruit salad.	R\$ 10.000,00
<b>Option 9</b>		
<b>COFFEE AND WATER DURING THE EVENT</b>	Coffee and water available for consumption throughout the event - 2 days	R\$ 5.000,00
<b>BRING TWO SPEAKERS</b>	2 one-way tickets to Rio de Janeiro and back; transfers; and lunches.	R\$ 5.000,00

Sponsor artwork must be submitted by February 28th, 2024.





## COMPARISON OF OPPORTUNITIES

	Diamond	Gold	Silver	Bronze
Exhibit booth size - Sponsor Space in the business area	6m <sup>2</sup>	3m <sup>2</sup>	3m <sup>2</sup>	
Promotional video display at the opening of the event, in the 2 days	up to 90"	30" a 60"		
Promotional video display during the event interval, with up to 2 insertions/day	up to 90"	30" a 60"	30" a 60"	
Mention of thanks to the sponsor by the master of ceremonies at the opening of the event, in the 2 days				
E-mail marketing sent by the organization of the event with the sponsor's logo				
Comparative size of the logo in relation to other sponsors in general applications	100%	75%	50%	35%
Logo inserted on the PMI Rio and CBGPL website of the event according to its category				
Registration in a Networking event for sponsors and their leads (subject to confirmation after raising sponsorship with funds), on the eve of the event	10	7	5	
Number of free registrations for the 2 days of lectures	10	05	03	



# SPONSORSHIP VALUES

DIAMOND	GOLD	SILVER	BRONZE
R\$ 40.000	R\$ 30.000	R\$ 20.000	R\$ 10.000 Approximately



## EXAMPLES OF GIFTS

Personalized  
Notebook



Personalized ballpoint pen



Personalized cord for  
badges

Personalized badge  
10 cm x 15 cm, in  
coated 260g

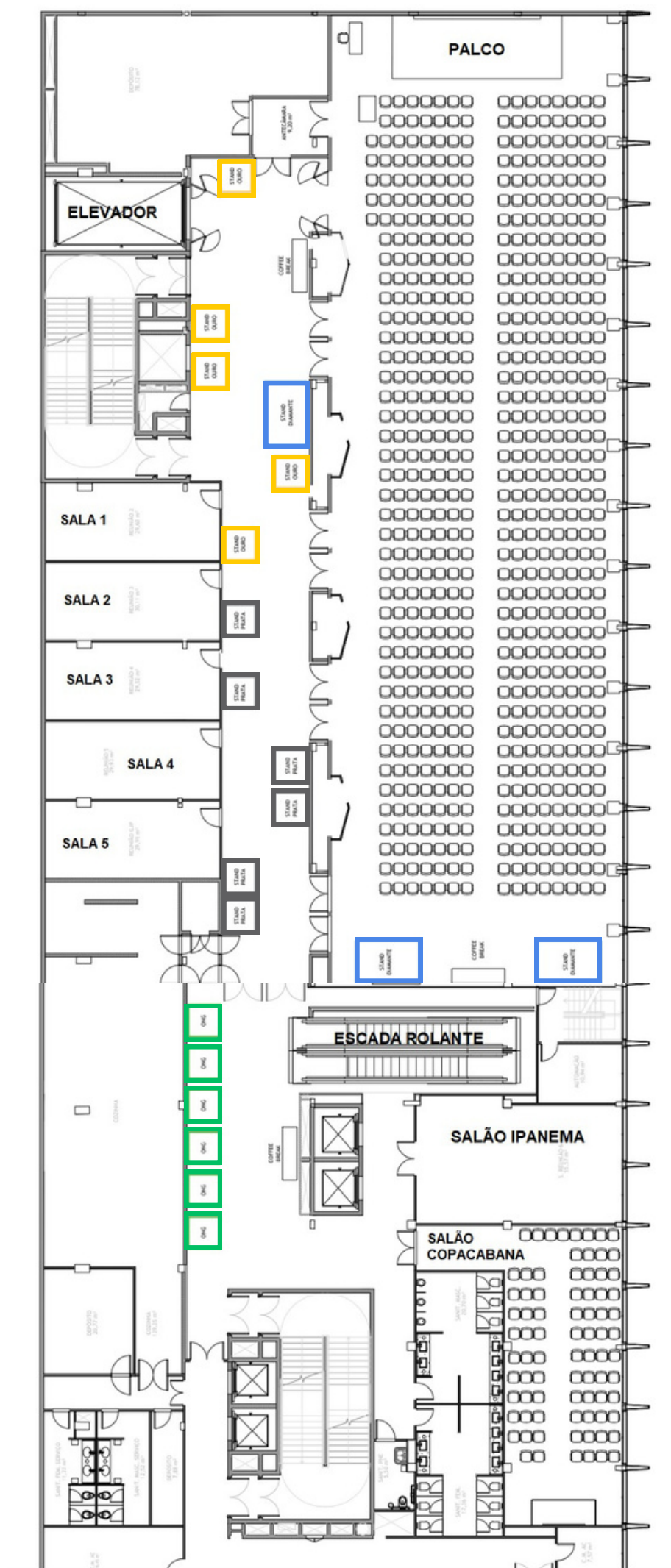


Personalized Squeeze



The format of the hall is still being discussed, so the image below is for illustrative purposes only. The diamond quota stands (highlighted in blue) can be located in the foyer area (hallway with silver and gold stands - highlighted in yellow) or inside the hall, as it will depend on the number of participants in the event. Depending on the demand for sponsorships, we can book another foyer area located on the event floor, on the left side of the escalators - giving access to the restroom corridor.

Next, we will present the layout of the stands according to the desired quota.





# PROGRAM

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