



# Permafrost Monthly Alert (PMA) PROGRAM 2021 SPONSORSHIP PROGRAM

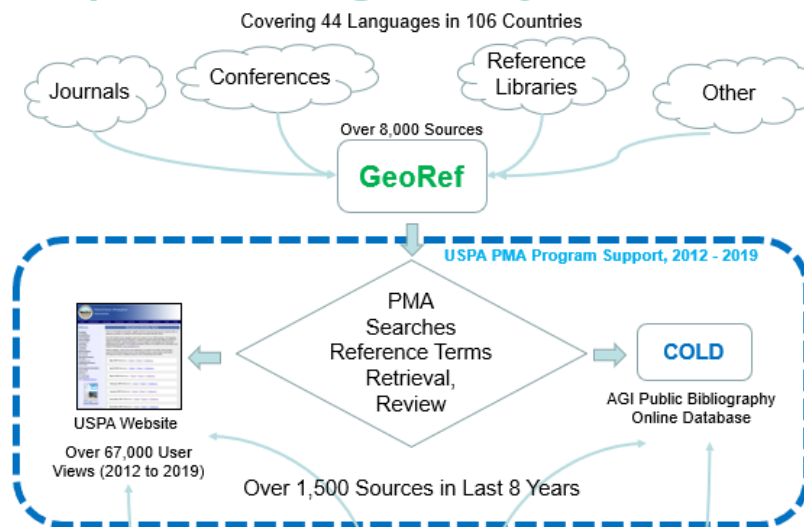
February 2021

## PMA Overview and Methodology

In 2012, USPA entered into a partnership with the American Geosciences Institute (AGI) to provide monthly updates of the world literature on permafrost engineering and science topics, and update the AGI's publicly accessible "Bibliography on Cold Regions Science and Technology" (COLD) database. The PMA program over the 8-year plus period (2012 to present) has produced over 110 PMA monthly updates posted on the USPA website. Additionally, the content was added each month to the COLD bibliography (over 8,500 citations). Google and other search engines regularly mine USPA website and AGI COLD database contents making them available on the corresponding search engines, therefore increasing overall availability and visibility of permafrost research. The added benefits to having these acquisitions available on COLD is that retrospective searches can be accomplished with international literature dating back to the late 1940s. Currently, there are three major categories of references: Serial (journals), Thesis and Reports (including maps and books), Conferences (with abstracts when available).

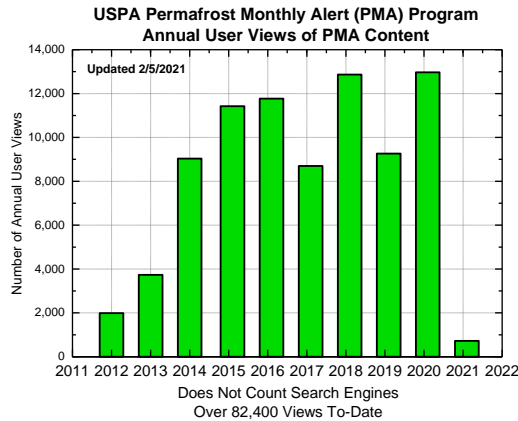
## How Does PMA Work?

[uspermafrost.org/monthly-alerts.shtml](http://uspermafrost.org/monthly-alerts.shtml)



## How Does the Public Access Information?





## Recommended PMA Program Sponsorship Levels and Benefits

- ✓ Individual \$100 or larger sponsorship
  - Annual name listing in USPA annual membership report and membership meeting presentation.
- ✓ \$250 Institutional or Corporate Sponsorship:
  - Annual name and logo listing in USPA annual membership report and
  - Annual name and logo listing in USPA annual membership meeting presentation.
- ✓ \$500 Institutional or Corporate Sponsorship:
  - Annual name and logo listing in USPA annual membership report and PMA Ads
  - Annual name and logo listing in USPA annual membership meeting presentation.
  - Annual logo listing on PMA main web page, monthly alerts, special Alerts during the year.
  - Donors who provide 3 consecutive years of support are mentioned on the AGI Cold Database
- ✓ \$1,500 Institutional or Corporate Sponsorship:
  - Annual name and logo listing in USPA annual membership report and
  - Annual name and logo listing in USPA annual membership meeting presentation.
  - Annual logo listing on PMA main web page, monthly alerts, special Alerts during the year.
  - **Prominent** logo listing in any PMA Program ads, AGI Cold Database website, (<https://www.earthmagazine.org/>)

## 2021 PMA Program Sponsorship Information

Organization Name: \_\_\_\_\_ Website: \_\_\_\_\_

- Organizational Contact Name: \_\_\_\_\_
- Contact Name Email: \_\_\_\_\_
- Contact Name Phone Number: \_\_\_\_\_

Organization Address: \_\_\_\_\_

Sponsorship Amount:

- \_\_\_ \$100 Personal Member Contribution
- \_\_\_ \$ 250 Corporate/Institutional Sponsorship
- \_\_\_ \$ 500 Corporate/Institutional Sponsorship
- \_\_\_ \$ 1,500 Corporate/Institutional Sponsorship
- \_\_\_ \$ \_\_\_\_\_ - Other Corporate/Institutional Sponsorship

Payment Method:

- Checks can be sent to US Permafrost Association, PO 750141, Fairbanks, Alaska 99775-0141
- Try our easy online system: <https://www.uspermafrost.org/publications/pma/pma-sponsors.shtml>