

**PROGRAM**

**Don't miss these great investment opportunities!**

- Partner with the DMAW all year-long!
- Experience great marketing benefits for each event
- Showcase your company to hundreds of professionals that need your services and/or products!
- Plan your budget for the year!
- ***The more you sponsor, the higher the discount you receive!***

**Discounts are based on Your Total Marketing Plan**

- \$1500 - \$2499                      5% discount
- \$2500 - \$4,999                      10% discount, plus a quarter page ad in **Marketing AdVents**
- \$5000 - \$9,999                      12% discount, plus a half page ad in **Marketing AdVents!**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone (     ) \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

DMAW Contact \_\_\_\_\_

---

**Payment Information:**

<b>Total Lunch &amp; Learns:</b>	\$ _____	<b>Please charge my:</b> <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX  <input type="checkbox"/> Enclosed is my check made payable to DMAW
<b>Total Webinars:</b>	\$ _____	
<b>Total Happy Hours:</b>	\$ _____	
<b>Total Focused Programs:</b>	\$ _____	
<b>TOTAL:</b>	\$ _____	
<b>Discount _____ %:</b>	\$ _____	
<b>Amount Due:</b>	\$ _____	

Card # \_\_\_\_\_ Exp Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address if different from above: \_\_\_\_\_

\_\_\_\_\_

**PROGRAM**

Name: \_\_\_\_\_

Email: \_\_\_\_\_

**LUNCH & LEARNS – Exclusive Opportunities**

12:00 Noon – 2:00 PM – Projected attendance at each event is 45-60 professionals.

**\$750 per Lunch & Learn benefits include:**

- Company logo on program landing page
- Logo in promotional emails
- One complimentary registration
- Table to showcase product/service
- Recognition from podium
- Post-event attendee list (no emails)
- Opportunity to introduce speaker
- Logo in opening PowerPoint

**Select the Lunch & Learns that best ties with your marketing plan:**

- |  |   |
|--|---|
| <p><b>NMG</b> <input type="checkbox"/> February 13 (Thursday) <b>Renewal &amp; Lapsed Strategy</b></p> <p><b>CAPITAL ONE</b> <input type="checkbox"/> April 16 (Wednesday) <b>Budgeting Funnel</b></p> <p><b>RKD</b> <input type="checkbox"/> June 11 (Thursday) <b>Creative and Copy</b></p> <p><input type="checkbox"/> September 17 (Thursday) <b>Channels you're not using</b></p> | <p><b>HARRINGTON AGENCY</b> <input type="checkbox"/> October 15 (Thursday) <b>Diversity, Equity &amp; Inclusion in Marketing &amp; Fundraising</b></p> <p><input type="checkbox"/> November 19 (Thursday) <b>Customer Centric</b></p> |
|--|---|

**TOTAL Lunch & Learn Opportunities @\$750/each x \_\_\_\_\_ (# of L&L) \$ \_\_\_\_\_**

**Webinars – Exclusive Opportunities**

1:00 PM – 2:00 PM – Projected number of participants for each webinar (depending upon topic) is 60-100 individual sign-ups, with usually 2 or more professionals at each location. \$375 per webinar.

- WILAND**  Thursday, February 6 **Data Legislation: What's New and What's Next?**
- Tuesday, February 25 **ADA Accessible**
- WILAND**  Wednesday, August 12 **Digital Advertising, Facebook, Texting, Geofencing and more**
- Wednesday, September 9 **Search, SEO, SEU and Voice**
- Wednesday, September 30 **BOT Generated content**

**TOTAL Webinar Opportunities @\$375/each x \_\_\_\_\_ (# of Webinars) \$ \_\_\_\_\_**

**MEMBERSHIP HAPPY HOURS**

5:30 PM – 7:00 PM – Projected attendance at each event is 75-100 professionals.

**8 opportunities available at \$500 per Happy Hour, benefits include:**

- Company logo on program landing page
- Logo in promotional emails
- Two (2) complimentary registrations
- Post-event attendee list (no emails)
- Recognition on signage at the event

**To showcase your company, select the Happy Hours you would like to sponsor:**

- April 1 (Thursday)  October 22 (Thursday)

**TOTAL Happy Hour Opportunities @\$500/each x \_\_\_\_\_ (# of Happy Hours) \$ \_\_\_\_\_**

**April 1 – 4 SOLD**  
NOVA LABEL, NMG, PRINTING EXPRESS, RWT, LUKENS

**October 22 – 3 SOLD**  
NOVA LABEL, PRINTING EXPRESS, RWT, LUKENS

Name: \_\_\_\_\_

Email: \_\_\_\_\_

### FOCUSED PROGRAMS

Our programs are focused on a specific area of direct marketing and are usually limited in size to accommodate an attendee's maximum learning opportunity.

**All marketing opportunities receive:**

- Logo on event landing page
- Logo on event signage
- Logo or company name in promotional emails
- Recognition from the podium
- Post-event attendee list (no emails)

**Thursday, January 16 – Annual Meeting, Crisis Communications – Location: SEIU, 6:00pm – 9:00pm**

- WILAND** • **Keynote Marketing Opportunities (Exclusive)** – 1 available .....\$1,000
- Four (4) Complimentary Event Registrations
  - Introduce keynote presenter
  - Logo on screen at event
  - Logo in promotional emails
  - Distribute one take-away to attendees
- See below**  **Supporter** – 5 opportunities available .....\$750
- Two (2) Complimentary Event Registrations
  - Distribute one take-away to attendees
  - Logo and link on event landing page and signage
- See below**  **Networking Reception** – 5 opportunities available .....\$500
- One (1) Complimentary Event Registration

**SUPPORTER: 2 SOLD – PRODCUTION SOLUTIONS, RRD**

**NETWORKING RECEPTION: 5 SOLD – NOVA LABEL, PMG, LAUTMAN MASKA NEILL & CO., O'BRIEN GARRETT, PROLIST**

**Wednesday, March 4 – DM 101 Workshop – Location: SEIU, 8:30 am - 4:30pm**

- PMG**  **Lunch** – 1 opportunity available .....\$1,000
- Two (2) Complimentary Event Registrations
  - Distribute one take-away to attendees
- CELCO**  **Breakfast** – 1 opportunity available .....\$750
- One (1) Complimentary Event Registration
  - Distribute one take-away to attendees
- NOVA LABEL**  **Morning Refreshment Break** – 1 opportunity available .....\$500
- One (1) Complimentary Event Registration
- RWT**  **Afternoon Break** – 1 opportunity available .....\$500
- One (1) Complimentary Event Registration

**Wednesday, April 1 – Acquisition Forum – Location: SEIU, 1:00 pm - 4:00pm**

- See below**  **Supporter** – 4 opportunities available .....\$500
- Two (2) Complimentary Event Registrations
  - Distribute one take-away to attendees
- SUPPORTER: 1 SOLD – WILAND**

**Wednesday, March 18 – Advanced Topics Forum – Location: SEIU, 8:30 am - 4:30pm**

- WILAND**  **Lunch** – 1 opportunity available .....\$1,000
- Two (2) Complimentary Event Registrations
  - Distribute one take-away to attendees
- Breakfast** – 1 opportunity available .....\$750
- One (1) Complimentary Event Registration
  - Distribute one take-away to attendee
- RWT**  **Morning Break** – 1 opportunity available .....\$500
- One (1) Complimentary Event Registration
- INTEGRAL**  **Afternoon Break** – 1 opportunity available .....\$500
- One (1) Complimentary Event Registration

Name: \_\_\_\_\_

Email: \_\_\_\_\_

**Thursday, May 14 – Data Strategy Forum – Location: National Housing Center, 9:00am – 6:00pm**

- Live Stream** – 1 opportunity available .....\$2,500
  - Two (2) Complimentary Event Registrations
  - Logo on Live Stream Sessions
  - Sponsor can provide one item to attendees (Qty: 125)
- Program App** – 1 opportunity available
- WILAND**  **Badge** – 1 opportunity available .....\$2,000
  - Two (2) Complimentary Event Registrations
  - Sponsor can provide one item to attendees (Qty: 125)
- Tote Bag** – 1 opportunity available .....\$2,000
  - Two (2) Complimentary Event Registrations
  - Sponsor can provide one item to attendees (Qty: 125)
- Mobile App** – 1 opportunity available .....\$2,000
  - Two (2) Complimentary Event Registrations
  - Sponsor can provide one item to attendees (Qty: 125)
- RKD**  **Luncheon Keynote** – 1 opportunity available .....\$1,250
  - Two (2) Complimentary Event Registrations
  - Introduce keynote and closing presenter
- PATH2RESPONSE**  **Closing Keynote** – 1 opportunity available .....\$1,500
  - Two (2) Complimentary Event Registrations
  - Introduce keynote and closing presenters
- Breakfast** – 1 opportunity available .....\$1,000
  - Two (2) Complimentary Event Registrations
  - Sponsor can provide one item to attendees (Qty: 125)
- Lunch** – 1 opportunity available .....\$1,250
  - Two (2) Complimentary Event Registrations
  - Sponsor can provide one item to attendees (Qty: 125)
- HARRINGTON AGENCY**  **Wifi** – 1 opportunity available .....\$1,000
  - Two (2) Complimentary Event Registrations
  - Sponsor can provide one item to attendees (Qty: 125)
  - Create customizable Wi-Fi password
  - Business card with company logo and Wi-Fi connection distributed at event
- SUNRISE DATA SERVICES**  **Network Reception** – 1 opportunity available .....\$1,000
  - Two (2) Complimentary Event Registrations
  - Sponsor can provide one item to attendees (Qty: 125)
- DONORBASE**  **Refreshment Break** – 1 opportunity available .....\$850
  - Two (2) Complimentary Event Registrations
  - Sponsor can provide one item to attendees (Qty: 125)
- BLITZ DIGITAL GROUP**  **Water Bottle** – 1 opportunity available .....\$850
  - One (1) Complimentary Event Registrations
  - Logo on a customized 8oz bottle of water
- Coffee Sleeve** – 1 opportunity available .....\$1,000
  - Two (2) Complimentary Event Registrations
  - Logo printed on coffee sleeve
- Breakout Session**– 4 opportunities available .....\$850
  - One (1) Complimentary Event Registrations
  - Introduce the session speaker
- Tabletop Display** – 5 opportunities available .....\$850
  - One (1) Complimentary Event Registrations
  - Put your brand on display for everyone to see with a tabletop!
- General Sessions** – 3 opportunity available .....\$950
  - Two (2) Complimentary Event Registrations
  - Introduce presenter

**General Session: 1 SOLD – Nova List (Data Privacy Session)**

Data Strategy only: Please note, there is a 3-year limit to marketing opportunity purchases for the same opportunity. After (3) three years of purchasing the same opportunity, the purchaser (sponsor) must select a different marketing opportunity the next year and that opportunity will be available to the general public for purchase. If the marketing opportunity is not sold/taken by February 21 2020, the sponsor from 2020 will have the opportunity to purchase the sponsorship for the 4th year.

Email application to: Ann Walsh – Ann@dmaw.org	Page 4 of 6	Questions: 703-689-DMAW (3629)
---	-------------	--------------------------------

**Wednesday, June 17 – Digital Day – Location: National Housing Center, 8:30am – 5:30pm**

- RKD**  **Wi-Fi Marketing Opportunity** – 1 available .....\$1,000
  - Two (2) Complimentary Event Registrations
- WILAND**  **Keynote Marketing Opportunity (Exclusive)** – 1 available .....\$1,000
  - Two (2) Complimentary Event Registrations
  - Introduce keynote presenter
- LUKENS CO**  **Lunch Marketing Opportunity** – 1 available .....\$1,000
  - Two (2) Complimentary Event Registrations
- Forum Marketing Opportunities** – 8 available .....\$750
  - One (1) Complimentary Event Registrations

Forum Marketing Opportunities: 1 SOLD – ForwardPMX

**Friday, August 7 – Production Strategies and Print Tour – Location: TBD, 9:00am – 2:00pm**

- Supporter Marketing Opportunities** – 2 available .....\$1,000
  - One (1) Complimentary Event Registrations
- NOVA LABEL**  **Lunch Marketing Opportunity** – 1 available .....\$750
  - Two (2) Complimentary Event Registrations
  - Distribute one take-away to attendees

**Thursday, September 24 – Sustainers World – Location: SEIU, 8:30 am - 5:30pm**

- WILAND**  **Lunch Marketing Opportunity** – 1 available .....\$1,000
  - Two (2) Complimentary Event Registrations
  - Distribute one take-away to attendees
- Breakfast Marketing Opportunity** – 1 available .....\$750
  - One (1) Complimentary Event Registrations
  - Distribute one take-away to attendees
- NMG**  **Morning Break Marketing Opportunity** – 1 available .....\$500
  - One (1) Complimentary Event Registrations
- Afternoon Break Marketing Opportunity** – 1 available .....\$500
  - One (1) Complimentary Event Registrations

**Wednesday, October 7 – Creative – Location: SEIU, 8:30 am - 4:30pm**

- Lunch Marketing Opportunity** – 1 available .....\$1,000
  - Two (2) Complimentary Event Registrations
  - Distribute one take-away to attendees
- Breakfast Marketing Opportunity** – 1 available .....\$750
  - One (1) Complimentary Event Registrations
  - Distribute one take-away to attendees
- NOVA LABEL**  **Morning Break Marketing Opportunity** – 1 available .....\$500
  - One (1) Complimentary Event Registrations
- Afternoon Break Marketing Opportunity** – 1 available .....\$500
  - One (1) Complimentary Event Registrations

**TOTAL Focused Program Opportunities** ..... \$ \_\_\_\_\_

*Return to page 1 with your total and add up your other opportunities for a grand total and get your discount!*

Email application to: Ann Walsh – Ann@dmaw.org	Page 5 of 6	Questions: 703-689-DMAW (3629)
---	-------------	--------------------------------





Check out the Marketing AdVents rate card included with this 2020 Marketing Opportunities booklet!

Email application to: Ann Walsh – Ann@dmaw.org	Page 6 of 6	Questions: 703-689-DMAW (3629)
---	-------------	--------------------------------