

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:

Total Lunch & Learns: \$ _____

Total Webinars: \$ _____

Total Happy Hours: \$ _____

Total Focused Programs: \$ _____

TOTAL: \$ _____

Discount _____ %: \$ _____

Amount Due: \$ _____

Please charge my: VISA MasterCard AMEX

Enclosed is my check made payable to DMAW

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:

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

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.

- Thursday, February 6 **Data Legislation: What's New and What's Next?**
- Tuesday, February 25 **ADA Accessible**
- 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

October 22 – 3 sold

✓ which opportunity(ies) you would like and total on page 5!

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

SOLD 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

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

Networking Reception – 4 opportunities available\$500

- One (1) Complimentary Event Registration

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

SOLD 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 attendees

SOLD Morning Refreshment Break – 1 opportunity available\$500

- One (1) Complimentary Event Registration

SOLD Afternoon Break – 1 opportunity available\$500

- One (1) Complimentary Event Registration

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

3 OPPS **Supporter** – 4 opportunities available\$500

- Two (2) Complimentary Event Registrations
- Distribute one take-away to attendees

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

SOLD **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

SOLD Morning Break – 1 opportunity available\$500

- One (1) Complimentary Event Registration

SOLD 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
- SOLD** **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)
- SOLD** **Luncheon Keynote** – 1 opportunity available\$1,250
 - Two (2) Complimentary Event Registrations
 - Introduce keynote and closing presenter
- SOLD** **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)
- SOLD** **Wi-fi** – 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
- Network Reception** – 1 opportunity available\$1,000
 - Two (2) Complimentary Event Registrations
 - Sponsor can provide one item to attendees (Qty: 125)
- SOLD** **Refreshment Break** – 1 opportunity available\$850
 - Two (2) Complimentary Event Registrations
 - Sponsor can provide one item to attendees (Qty: 125)
- 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

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.

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

- SOLD** **Wi-Fi Marketing Opportunity** – 1 available\$1,000
 - Two (2) Complimentary Event Registrations
- SOLD** **Keynote Marketing Opportunity (Exclusive)** – 1 available\$1,000
 - Two (2) Complimentary Event Registrations
 - Introduce keynote presenter
- Lunch Marketing Opportunity** – 1 available\$1,000
 - Two (2) Complimentary Event Registrations
- 7 OPPS** **Forum Marketing Opportunities** – 8 available\$750
 - One (1) Complimentary Event Registrations

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
- SOLD** **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

- SOLD** **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
- SOLD** **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
- SOLD** **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)
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Check out the Marketing AdVents rate card included with this 2020 Marketing Opportunities booklet!

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