

DFW AMA SPONSORSHIP PACKAGES

Tailored Packages are also available to meet your needs.

	Value Per Event	Gold \$5,000 Annual Sponsorship	Silver \$3,500 Annual Sponsorship	Bronze \$2,000 Annual Sponsorship
Events				
Luncheons: Dallas: 9 Available FW: 4 Quarterly Luncheons Available	\$1,000 \$500	Choose 6 Luncheons	Choose 4 Luncheons	Choose 2 Luncheons
Special Interest Groups or Other Events: 4 Available (Various Locations)	\$250 - \$1000	Choose 2 Events	Choose 1 Event	Choose 1 Event
Meet 'n Greets: 12 Available at Various D/FW Locations	\$500 Dallas \$250 FW	Choose 6 Meet 'n Greets	Choose 4 Meet 'n Greets	Choose 2 Meet 'n Greets
Recognition				
Logo and Link on Website	\$1,000 Home Page; \$800 Sponsor Page	Home and Sponsor Pages	Sponsor Page	Sponsor Page
Sponsor Spotlight: Short profile and e-mail contact on website (250 word limit)	\$1,000	Sponsor Page	N/A	N/A
Logo on e-Newsletter to 4,000 recipients	\$100 per month	Monthly	Bi-Monthly	Semi-Annual
Ad in e-Newsletter (595 (w) x240 (h) pixels)	\$500	Semi-Annual	Available at Additional Cost	Available at Additional Cost
Pre-Event Press Release (when applicable)		✓	✓	✓
Pre-Event E-mail Announcement	\$100	✓	✓	✓
Logo on Pre-Program Slideshow (Executive Luncheons)		✓	✓	✓
Acknowledgement during Announcements		✓	✓	✓
Name Badge Designating "Sponsor"		✓	✓	✓

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Considerations				
Complimentary Passes for 2 to Sponsored Event	Varies	✓	✓	✓
Member Pricing for Additional Passes to Sponsored Event	Varies	Up to 5 Passes	Up to 3 Passes	1 Additional Pass
Discounted Group Table Rate for 8 or More	Varies	✓	✓	N/A
One 30-Day Job Posting on MCN Website at Member Rate	\$200	✓	Non-Member Rate Applies	Non-Member Rate Applies
Option to Provide Volunteers for Chapter		✓	✓	✓
Option to use "Official Sponsor of D/FW AMA" Logo in your Promotional Activities and Website, with DFWAMA Approval		✓	✓	✓
Industry Exclusivity: "Official __ Sponsor" or "Strategic Partner"		Additional Cost TBD	N/A	N/A
Signage or Banner Provided (24 x 36)	\$500	✓	N/A	N/A
Complimentary Passes for 2 to Beyond Borders	\$500	✓	N/A	N/A
Sponsor Marketing				
Collateral Table (Executive Luncheon)	\$500	Individual Table at Sponsored Events	One-Half Table at Sponsored Events	Community Table at Sponsored Events
Collateral Distribution at Events		✓	✓	✓
Option to Collect Business Cards at Collateral Table		✓	✓	✓
Option to Provide up to 3 Door Prizes Valued at \$25 or More		✓	✓	✓
Option to Provide Gifts for all Attendees		✓	✓	✓
Option to Provide Educational/Informational Article for eNewsletter and/or Website		✓	N/A	N/A
	TOTAL VALUE IN EXCESS OF:	\$12,500	\$7,000	\$4,000

Smaller Sponsorships are also available on a per-event basis.
 Goods and Services In-Kind donations for Printing, Signage, Gift Certificates, Prizes, and Catering are also welcomed.
 400.5/27/09.250 Printing provided by www.sirspeedy.com/dallas-monroe



DALLAS / FORT WORTH
 AMERICAN MARKETING ASSOCIATION
www.dfwama.com