



DMA INTERNATIONAL ECHO AWARDS

# SPONSORSHIP OPPORTUNITIES

The premier showcase for people  
who can transform smart ideas into  
excellent marketing.



2010 DMA  
INTERNATIONAL  
ECHO AWARDS

Celebrating Excellence in Direct Marketing

# International ECHO Awards Underwriter Exclusive Opportunity

## Price: \$75,000

The International ECHO Awards Underwriter will have a high profile presence throughout all aspects for the 2010 International ECHO Awards as well as the ECHO Awards Ceremony and Gala. (*Deadline for Sponsorship is June 1*).

### Benefits Include:

- Premium table for ten at the October 12, 2010 ECHO Awards Ceremony and Gala
- 4 Tickets for the Winners VIP Suite
- Company logo displayed on the 2010 ECHO Awards Gala Entrance Ticket
- Company Recognition through Gobo lighting and Podium Signage
- Your corporate logo prominently displayed on Thank You to Our Sponsor Signage at ECHO Gala
- Signage throughout the ECHO Gallery at the DMA2010 Conference and Exhibition
- Logo displayed with a link to your corporate homepage on the ECHO Awards Website, [www.dma-echo.org](http://www.dma-echo.org).
- Opportunity to present a category award during the ECHO Awards Ceremony and Gala
- 10' x 10' Exhibit Booth at the DMA2010 Conference & Exhibition
- Six full Conference & Exhibition registrations to the DMA2010 Conference & Exhibition
- One meeting room accommodating up to 20 people for two full days in the Exhibit Hall, on your choice of days during the DMA2010 Conference & Exhibition
- One Tote Bag Insert
- One full page, four color advertisement in the 2010 ECHO Winners Program and DMA2010 Show Directory



## ECHO Gala After Party

### Exclusive Sponsorship

**Member \$65,000**

**Non-Member: \$75,000**

### Co-Sponsorship (3 Available)

**Member: \$35,000**

**Non-Member: \$45,000**

Immediately following the International ECHO Awards Gala, your opportunity with direct marketing's elite continues at the ECHO After Party. Hundreds of direct marketing's finest will be in attendance, providing your company with endless opportunities for networking in a posh and sophisticated atmosphere.

- Co-Sponsorship the Marketer of the Year
- Official recognition as a platinum sponsor online and in print advertisements promoting the show
- Database of all DMA2010 attendees to be received post conference for 1x use
- Meeting Room in the Exhibit Hall for company executives to use for meetings during the conference
- 6 full conference and exhibition registration passes for DMA2010
- Full page, 4-color advertisement in the DMA2010 ShowDirectory

## ECHO Search Marketing Excellence Award

**Price: \$40,000**

### *\*Branding Opportunities Available*

The ECHO Search Marketing Excellence Award is presented to an organization for a winning campaign which represents exceptional campaign strategy, innovative tactics and effective messaging used to improve cost efficiencies, increase return and achieve astounding results overall.

### Benefits included with award sponsorships:

- Recognition at the ECHO Awards Ceremony and Gala
- Opportunity to have a senior executive from your company present the sponsored award during the ECHO Awards Gala
- Receive exposure on the DMA's ECHO website ([www.dma-echo.org](http://www.dma-echo.org)), as well as the DMA annual conference site ([www.dma2010.org](http://www.dma2010.org))
- One full page, four color advertisement in the Winners Program distributed at the Ceremony
- 2 Tickets for the Winners VIP Suite
- 5 Tickets at a Reserved Table at the ECHO Awards Gala

## Video & Broadcast Innovation Award

The Video & Broadcast Innovation Award recognizes a campaign for the most innovative use of video & broadcast media. This award is chosen among the Gold, Silver and Bronze winners.

## Gold Mailbox

Gold Mailbox winners are selected by a blue ribbon panel, the 21 member ECHO Governors of the ECHO Academy of Direct Marketing Arts & Sciences, and from bronze, silver and gold winners that make innovative use of direct mail. The sponsor of this prestigious award will receive podium recognition as well as acknowledgement at the 2010 ECHO Awards thanking the company as the sponsor.

## **ECHO Awards Winners Luncheon**

### **1 Sponsorship Available**

### **Price: \$15,000**

As part of the private ECHO Award Winners Luncheon on Tuesday, October 12, 2010, your company will be recognized as the sponsor during this event.

#### **Benefits Include:**

- A reserved table for ten at the private ECHO Award Winners Luncheon
- 2 tickets to the ECHO Awards
- 1 Ticket for the Winners VIP Suite
- Company logo on Table Tent Cards at Awards Luncheon
- One full page, four color advertisement in the 2010 DMA ECHO Winners Program
- Your corporate logo prominently displayed on signage throughout the ECHO Awards Gallery at the DMA2010 Conference & Exhibition
- Recognition on the ECHO Awards website, [www.dma-echo.org](http://www.dma-echo.org)

## **ECHO Awards Ceremony and Gala**

### **3 Sponsorships Available**

### **Price: \$35,000**

Sponsors of the ECHO Awards Ceremony and Gala will receive prominent acknowledgment throughout the October 12, 2010 Ceremony and Gala Reception.

#### **Benefits Include:**

- 5 tickets to attend the October 12, 2010 ECHO Awards Ceremony and Gala
- 2 Tickets for the Winners VIP Suite
- One full page, four color advertisement in both the ECHO Winners Program & the DMA2010 Conference and Exhibition Directory
- One meeting room accommodating up to 20 people for one full day in the Exhibit Hall on your choice of days during the DMA2010 Conference & Exhibition
- Recognition and a link to your corporate homepage from the ECHO Awards website, [www.dma-echo.org](http://www.dma-echo.org)

## **ECHO Awards Gallery**

### **1 Sponsorship Available**

### **Price: \$25,000**

Attendees will have a chance to relax and get an up-close look at this year's award-winning entries

#### **Benefits Include:**

- 2 ECHO Award Gala Tickets and 2 Tickets for the Winners VIP Suite
- 2 Complimentary DMA2010 Full Conference & Exhibition registrations
- Opportunity to have a tabletop display, from Saturday through Wednesday, in the ECHO Gallery & Lounge
- Signage and logo on the gallery pages of the ECHO website
- One full page, four color advertisement in the 2010 ECHO Winners Program and in the DMA2010 Conference & Exhibition Directory
- Opportunity for your company to create a 60-second video advertisement that will be deployed in the ECHO Gallery

## **Digital Winners Program Book**

### **Price: \$10,000**

- Official printer for the DMA International ECHO Award Winners Program
- Recognition on ECHO Awards website and web link to your homepage
- Recognition during ECHO Awards Ceremony & Gala
- Recognition on "Sponsor Thank You" sign in Conference Registration Area
- Full-page advertisement in DMA2010 Conference & Exhibition Directory/Show Guide
- Full-page advertisement in ECHO Award Winners Program
- Option to distribute promotional material in the ECHO Gallery (materials must be supplied by sponsor and approved by the DMA)
- Two (2) complimentary DMA2010 Conference & Exhibition registrations
- Five (5) complimentary ECHO Awards Ceremony and Gala tickets
- Log on USB



# DMA International ECHO Awards Sponsorship Contract and Agreement

<input type="checkbox"/> ECHO Awards Underwriter	\$75,000	<input type="checkbox"/> ECHO Digital Award	\$40,000
<input type="checkbox"/> ECHO Awards Ceremony & Gala (Dinner) <i>(3 available)</i>	\$35,000	<input type="checkbox"/> ECHO Search Marketing Excellence Award	\$40,000
<input type="checkbox"/> ECHO Awards Gallery and Lounge	\$25,000	<input type="checkbox"/> ECHO Awards Winners Luncheon	\$15,000
		<input type="checkbox"/> Digital Winners Program Book	\$10,000

Booth#: \_\_\_\_\_

Company Contact: \_\_\_\_\_ Title: \_\_\_\_\_

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

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

Item/Event: \_\_\_\_\_

Total Cost of Sponsorship: \$ \_\_\_\_\_

Terms & Conditions to follow. Contract requires signature.

**Please return this form to: Debra Venedam**  
Direct Marketing Association, Inc.  
1120 Avenue of the Americas, 13th Floor  
New York, NY 10036  
Fax: 212.302.7643

For questions, please contact Donna LoPorto at 303.543.1164 or email [dloporto@the-dma.org](mailto:dloporto@the-dma.org)



# DMA International ECHO Awards

## Contract and Agreement

### TERMS AND CONDITIONS

Sponsor agrees to pay amount indicated on previous page for sponsorship as determined by Show Management. Payment in full is due upon receipt of contract. DMA reserves the right to withdraw the sponsorship if payment is not received within 10 business days of receipt of the signed contract. Show Management must receive notice of cancellation in writing. No refunds will be made after receipt of payment. Acceptance of this application by the Direct Marketing Association constitutes a contract. By signing below, sponsor agrees to abide by contract terms and conditions as outlined above.

### IMPORTANT: FULL PAYMENT MUST ACCOMPANY THIS SPONSORSHIP CONTRACT.

Please make check payable to: Direct Marketing Association, Inc.;  
Reference "DMA International ECHO Awards Sponsorship" on check.

### Payment

Total Cost of Sponsorship: (from previous page): \$ \_\_\_\_\_

Check #: \_\_\_\_\_ Credit Card Type: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

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

Signature of Card Holder: \_\_\_\_\_

Sponsorships for this event are assigned on a first-come, first-served basis. It is understood that sponsors are responsible for providing the Direct Marketing Association with all company logos for use with any sponsorship and that all company logos are subject to approval by Show Management. Please mail all artwork to the address below.

I agree to abide by the above.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Please keep a copy of this form for your records.

Submit your company logo via email to Debra Venedam at [dvenedam@the-dma.org](mailto:dvenedam@the-dma.org). Company logo must be received by August 30, 2010. Format guidelines are as follows:

- Vector file saved as an Adobe Illustrator EPS. The document should have an ".eps" extension. Additionally, we request that you do not compress the file. Compression of an EPS file is difficult and unnecessary for this purpose. Please do not submit GIF files.
- Please include the following information in your email:
  - ✓ Conference Title
  - ✓ Sponsored Item
  - ✓ Your Company's Name
  - ✓ File Format (example: .EPS)
  - ✓ Contact person and phone number