



ECHO

2009 DMA  
INTERNATIONAL  
ECHO AWARDS

Celebrating Excellence in Direct Marketing

THE DMA INTERNATIONAL ECHO AWARDS

# SPONSORSHIP OPPORTUNITIES

The premier showcase for people  
who can transform smart ideas into  
excellent 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 2009 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 20, 2009 ECHO Awards Ceremony and Gala
- 4 Tickets for the Winners VIP Suite
- Company logo displayed on the 2009 ECHO Awards Gala Entrance Ticket
- Company Logo on Tent Cards at ECHO Gala & ECHO Awards Luncheon
- 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 DMA09 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 DMA09 Conference & Exhibition
- Six full Conference & Exhibition registrations to the DMA09 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 DMA09 Conference & Exhibition
- One Tote Bag Insert
- One full page, four color advertisement in the 2009 ECHO Winners Program and DMA09 Show Directory



## ECHO Search Marketing Award

**Price: \$40,000**

### *\*Branding Opportunities Available*

The ECHO Search Marketing award is presented to the organization that has shown the most creative and strategic use of Internet search technology applied toward direct response. As a sponsor, you have the opportunity to brand this award with your company's name. Aligning your organization with this award will acknowledge your company as a proponent of organic and paid search marketing.

## ECHO Digital Award

**Price: \$40,000**

### *\*Branding Opportunities Available*

The ECHO digital award is granted to a company that has combined information technology with creativity and delivered outstanding results. As the ECHO Digital Award sponsor, your company will be associated with the award and the leading quality of information technology that it represents.

### ***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.dma09.org](http://www.dma09.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 the Reserved Table at ECHO Awards Gala

## 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 20 Ceremony and Gala Reception.

### **Benefits Include:**

- 5 tickets to attend the October 20, 2009 ECHO Awards Ceremony and Gala
- Tickets for the Winners VIP Suite
- One full page, four color advertisement in both the ECHO Winners Program & the DMA09 Conference and Exhibition Directory
- Signage throughout the ECHO Awards Gallery at the DMA's Annual Conference and Exhibition
- One meeting room accommodating up to 20 people for one full day in the Exhibit Hall on your choice of days during the DMA09 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 DMA09 Full Conference & Exhibition registrations
- Your company's logo on signage in the Two Case Study Presentations
- 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 2009 ECHO Winners Program and in the DMA09 Conference & Exhibition Directory
- Opportunity for your company to create a 30-second video advertisement that will be deployed in the ECHO Gallery

## ECHO Awards Winners Luncheon

**1 Sponsorship Available  
Price: \$15,000**

As part of the private ECHO Award Winners Luncheon on Tuesday, October 20, 2009, 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 2009 DMA ECHO Winners Program
- Your corporate logo prominently displayed on signage throughout the ECHO Awards Gallery at the DMA09 Conference & Exhibition
- Recognition on the ECHO Awards website, [www.dma-echo.org](http://www.dma-echo.org)



# DMA International Echo Awards

## 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)<br><i>(3 available @)</i> | \$35,000 | <input type="checkbox"/> ECHO Search Marketing Award  | \$40,000 |
| <input type="checkbox"/> ECHO Awards Gallery and Lounge                                 | \$25,000 | <input type="checkbox"/> ECHO Awards Winners Luncheon | \$15,000 |

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: Katie McEvoy**  
Direct Marketing Association, Inc.  
1120 Avenue of the Americas, 13th Floor  
New York, NY 10036  
Fax: 617.328.8528

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 Katie McEvoy, Sales and Sponsorship Manager at [kmcevoy@the-dma.org](mailto:kmcevoy@the-dma.org). Company logo must be received by August 30, 2009. Format guidelines are as follows:

- Vector File in Adobe Illustrator EPS file or Corel Draw EPS file. 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 Corel Draw)
  - ✓ Contact person and phone number