



2019

Sponsorship Program

January 1 – December 31, 2019



Sponsorships provide industry-wide corporate recognition and exposure, as well as networking opportunities with industry leaders.

With DMCNY— Sponsorship Equals Opportunity

Sponsorship enables members in your company to:

- Network with senior level decision makers
- Establish relationships and gain referrals
- Do business with top real estate firms
- Broaden recognition in the industry and market your company
- Build loyalty in a highly desirable target market
- Provide valuable learning opportunities

Greetings!

Thank you for taking the time to review our DMCNY sponsorship options. You may be asking: Why should my company become a sponsor of this organization?

That I can tell you in a few brief points!

EDUCATION – You will be supporting Direct Marketing Education! Considered among the most established direct marketing organizations in the country, DMCNY provides educational opportunities for professional marketers at all levels. Informative education programs, master classes, and events are designed specifically to explore the latest topics, and trends – preparing any marketer for up to the minute innovations. Your company can help foster and promote marketing education across our industry.

NETWORKING – You can be an integral part of our many exclusive, and co-produced networking events that happen in and around New York City. Networking is considered one of the top benefits of professional associations – and DMCNY sponsorship gives your company the presence and social capital that is so crucial in business today.

THOUGHT LEADERSHIP – Many of our sponsor packages include the ability to provide content through our DMCNY newsletter “Postings”. Do you have editorial content that you want to share with our targeted audience? We provide the vehicle for you to become a trusted addition to our group of industry leaders.

OPPORTUNITY TO GIVE BACK – You will be among a stellar line-up of companies that give back to our industry. By sponsoring DMCNY you will be among notables that consistently and generously give back to help our fellow marketers enhance their careers, recognize their achievements, and celebrate their successes.

EXCLUSIVE BENEFITS – Even if you occasionally attend our events – sponsorship on any level is a great value! We have designed our sponsorship packages to maximize the benefits while providing the utmost in value so that you can attend, and participate in our events at a sponsor’s rate.

We hope you will consider becoming a DMCNY sponsor! The benefits are plenty, and the rewards are great. We look forward to welcoming you as a sponsor – and giving you the recognition, benefits and service you deserve!

Ginger Conlon, President



Visit www.dmcny.org or contact admin@dmcny.org for more information

Diamond Sponsor – \$15,000

- Recognition on DMCNY website with link to Sponsor profile and its website
- Recognition on all mailings, weekly alert emails and at programs
- Quarterly recognition on DMCNY’s social media platform
- 10 complimentary DMCNY Memberships
- 22 complimentary registrations to regular education programs or networking events
- 1 Education Program Sponsorship (includes 2 guests)
- One Table (10 seats) to Silver Apple Awards Event (May upgrade by paying cost differential)
- Silver Apples named General Sponsor with full page ad in program; (May upgrade by paying cost differential)
- One reservation at a salon dinner/breakfast
- 4 Full page ads in Postings
- 2 Editorial Article submission privileges

Silver Apple Honorees

Anita Absey
Matt Blumberg
Pam Haas
Keira Krausz
Tim Suther

Corporate: Winterberry Group

Advocacy: Stu Ingis

Disruptor Award Presented by Alliant:
Bonin Bough

Platinum Sponsor - \$10,000

- Recognition on DMCNY website with link to Sponsor profile and its website
- Recognition on all mailings, weekly alert emails and at programs
- Quarterly recognition on DMCNY's social media platform
- 5 complimentary DMCNY Memberships
- 12 complimentary registrations to regular education programs or networking events
- 1 Education Program Sponsorship (includes 2 guests)
- One Half Table (5 seats) to Silver Apple Awards Event (May upgrade by paying cost differential)
- One Half Page ad in Silver Apple Awards Program
- One reservation at a salon dinner/breakfast
- 4 Half Page ads in Postings
- 1 Editorial Article submission privileges

Gold Sponsor - \$7,500

- Recognition on DMCNY website with link to Sponsor profile and its website
- Quarterly recognition on DMCNY's social media platform
- 4 complimentary DMCNY Memberships
- 10 complimentary registrations to regular education programs or networking events
- One Half Table (5 seats) to Silver Apple Awards Event (May upgrade by paying cost differential)
- One Half Page ad in Silver Apple Awards Program
- 2 Half Page ads in Postings
- 1 Editorial Article submission privileges

Silver Sponsor - \$5,000

- Recognition on DMCNY website with link to Sponsor profile and its website
- Quarterly recognition on DMCNY's social media platform
- 3 complimentary DMCNY Memberships
- 8 complimentary registrations to regular education programs or networking events
- Two Tickets to Silver Apple Awards Event; with quarter page ad in program;(May upgrade by paying cost differential)
- One Half Page ad in Silver Apple Awards Program
- 2 Quarter Page ads in Postings

Bronze Sponsor - \$2,500

- Recognition on DMCNY website with link to Sponsor profile and its website
- Quarterly recognition on DMCNY's social media platform
- 2 complimentary DMCNY Memberships
- 4 complimentary registrations to regular education programs during the year
- One Ticket to Silver Apple Awards Event; (May upgrade by paying cost differential)
- 1 Quarter Page ad in Postings

Don't Miss Out on DMCNY's Other 2019 Sponsorship Opportunities

Please contact Kathy Doran (mailto:admin@dmcny.org) to secure your sponsorship early and ensure your company is recognized at these events, including:

- Education Program Sponsorships
- Networking Event Sponsorships
- Silver Apple Awards Sponsorships



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