



**November 8, 2018**

The Direct Marketing Club of New York Presents  
**34<sup>th</sup> Annual Silver Apple Awards**

**The Edison Ballroom**  
240 W 47th Street  
New York, NY 10036

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The DMCNY Silver Apple Awards were designed to honor our industry's most distinguished achievers. Marketers who have not only made strides within their areas of expertise, but who have also generously contributed their time and talents to the industry for 25 years or more.

*NEW 2018:* This year, the Silver Apple Awards will also recognize honorees who are innovators, disruptors, and early adaptors in the industry regardless of tenure.

These recipients reflect the best that our profession has to offer our clients, our corporations and our industry. Their careers represent the globalization of our business and every sector of it – from academia to the consumer market to the business-to-business arena. They are entrepreneurs and corporate leaders, innovators in the world of e-commerce as well as in traditional media.

**SPONSORSHIP OPPORTUNITIES**

We are pleased to offer several exclusive sponsorship opportunities for partnering companies who have a strong interest in the direct marketing industry. Please contact us for more information regarding any of these opportunities.

**Title Awards Sponsor: \$10,000**

*(Limit ONE Title Awards Sponsor)*

Sponsors receive:

- Two designated tables with twenty (20) tickets for your exclusive use
- Twenty (20) tickets to the VIP Cocktail Reception prior to the Event
- VIP Seating during awards
- Company logo prominently displayed on stage
- Company name on invitation\*
- Verbal recognition
- Full Page Ad in Event Program\*
- Company logo and link on DMCNY website
- Company logo presented in event slide show
- \$2,000 Scholarship Contribution

## **Signature Awards Sponsor: \$8,000**

*(Limit FIVE Signature Awards Sponsor)*

Sponsors receive:

- Designated table with ten (10) tickets for your exclusive use
  - Ten (10) tickets to the VIP Cocktail Reception prior to the Event
  - VIP Seating during awards
  - Company name on invitation\*
  - Verbal recognition
  - Full Page Ad in Event Program\*
  - Company logo and link on DMCNY website
  - Company logo presented in event slide show
  - \$1,000 Scholarship Contribution
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## **Specialty Awards Sponsors: \$6,000**

*(Limit FIVE Specialty Awards Sponsor)*

*Cocktail Reception, Wine, Centerpiece, Red Carpet, Dessert & Coffee*

Specialty Sponsors receive:

- Opportunity for unique branding programs (for example, labels, signage, etc.)
  - Five (5) tickets for your exclusive use
  - Verbal recognition
  - Half Page Ad in Event Program\*
  - Company logo and link on DMCNY website
  - Company logo presented in event slide show
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## **Elite Awards Sponsor: \$5,000**

*(Limit SIX Elite Awards Sponsor)*

Sponsors receive:

- Designated table with five (5) tickets for your exclusive use
  - Verbal recognition
  - Half Page Ad in Event Program\*
  - Company logo and link on DMCNY website
  - Company logo presented in event slide show
- 

## **Select Awards Sponsor: \$3,000**

*(Limit EIGHT Select Awards Sponsor)*

Sponsors receive:

- Designated table with two (2) tickets for your exclusive use
- Verbal recognition
- Quarter Page Ad in Event Program\*
- Company logo and link on DMCNY website
- Company logo presented in event slide show

*\*Subject to printing deadlines*

## Sponsorship

I am interested in serving as a:

- Title Awards Sponsor - \$10,000
- Signature Awards Sponsor - \$8,000
- Elite Awards Sponsor - \$5,000
- Select Awards Sponsor - \$3,000
- Specialty Awards Sponsor - \$6,000 (check one)
  - Cocktail Reception
  - Wine
  - Centerpiece
  - Red Carpet
  - Dessert & Coffee

## Other Sponsorship Opportunities

### **Table and Single Tickets**

The Annual Silver Apple Award Gala is the Direct Marketing Club of New York's highest-profile event of the year. Show your support for direct marketing education and position your company as a leader in direct and interactive marketing.

- Full Table - \$3,500
- Half-Table - \$1,750
- Single Seat (Member) - \$350
- Single Seat (Non-Member) - \$400

### **Ad Space**

The 2018 Silver Apple Award Gala will be marked with a special edition program, a tribute to the personalities and companies that have earned a place in direct marketing history. All pages are four-color, 5.5" x 8.5" trim size.

- Back Cover - \$3,000
- Inside Front Cover - \$2,500
- Inside Back Cover - \$2,500
- Full Page Ad - \$2,000
- Half Page Ad - \$1,000
- Quarter Page Ad - \$500
- Supporters Ad - \$350

*(1/6 shared page, logo display only)*

The 2018 Silver Apple Gala represents the work and talent of many club members and supporters. You can help make this event more memorable—and maximize funding for education programs—

by offering your in-kind support for services and materials required for the event. All in-kind sponsors and donations will be recognized in the Program and by prominent recognition on the vehicle.

Invitation Printing – Commemorative Program Printing – Mailing Services – Paper Supply  
Signage Screening/Printing – Graphic Design

**Payment Information**

Checks may be made payable to: **Direct Marketing Club of New York**

Please mail to:

**Direct Marketing Club of New York**  
**274 Madison Avenue, Suite 1202**  
**New York, NY 10016**

Card Type:     MC         VISA         AMEX

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

Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Authorized Amount: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please contact us with questions at [admin@dmcny.org](mailto:admin@dmcny.org) or at (646)741-4771.**