

# 2018/2019 Sponsorship Program



## About MCMA

The Media & Content Marketing Association is dedicated to helping our members achieve excellence and success in media and content marketing through education and networking opportunities.

### MCMA Sponsors leverage transformational opportunities to build unmatched mission-critical business relationships.

We are a go-to resource for anyone looking to:

- Keep up with breakthrough technologies that will affect ***their business and their career.***
- Hear straight from the top on what is ***truly a trend,*** and not a passing fad.
- Learn from proven experts ways to improve ***print and digital skills.***
- Debate and discuss ***promising practices and differing perspectives*** within the community.
- Belong to a community of peers, committed to ***long lasting supportive relationships.***

Regardless of motivation, becoming a MCMA sponsor is good for our industry. Have questions? Want to create a custom sponsorship program? Email us at [sponsorship@the-mcma.org](mailto:sponsorship@the-mcma.org) and let's talk.

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## 2018/2019 MCMA Events

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The 2018–2019 program year will be filled with many opportunities for our sponsors to display their services to our membership. Beginning in September 2018 and extending to June 2019, the MCMA will host a variety of education and networking opportunities. Past events have included lively discussions on brand extensions, relevance through social media, driving engagement and big data!

### Here is a glimpse of our upcoming events...

- September:** Networking Cocktail Party
- October:** Evening Program - Drinks & Discussion
- November:** Luncheon meeting
- December:** MCMA Holiday Party
- January:** Complimentary Webinar
- February:** Complimentary Webinar
- March:** Luncheon meeting
- April:** Luncheon meeting
- May:** MCMA Day including Scholarships, Keynote & Luncheon
- June:** Networking Cocktail Party

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## Step 2: Sponsorship Levels

### DIAMOND SPONSORSHIP (\$5,000)

- Exclusive level for our Platinum Sponsors who have maintained that level for at least three consecutive years.
- All benefits of Platinum Sponsorship plus special designation on all signage and in all recognition.
- Five FREE annual memberships

### PLATINUM SPONSORSHIP (\$5,000)

- Larger company logo featured in slide show at every event
- Listing on the **MCMA** website, with a link to your company website
- Recognition from dais at every event, level of sponsorship noted
- Your own page on the-MCMA.org to share information about your company, including electronic collateral – **NEW**
- Company logo, with link, in scrolling sponsor recognition on select pages on the MCMA website – **NEW**
- Company name listed as part of sponsorship roster in all promotional emails
- **Four FREE** “bring a publisher” registrations to educational event(s) of your choice
- **Four FREE** annual memberships

### GOLD SPONSORSHIP (\$3,000)

- Standard-size company logo featured in slide show at every event
- Listing on the **MCMA** website, with a link to your company website
- Recognition from dais at every event, level of sponsorship noted
- Your own page on the-MCMA.org to share information about your company, including electronic collateral – **NEW**
- Company logo, with link, in scrolling sponsor recognition on select pages on the MCMA website – **NEW**
- Company name listed as part of sponsorship roster in all promotional emails
- **Two FREE** “bring a publisher” registrations to educational event(s) of your choice
- **Three FREE** annual memberships

### SILVER SPONSORSHIP (\$1,500)

- Company logo featured in slide show at every event
- Listing on the **MCMA** website, with a link to your company website – **NEW**
- Recognition from dais at every event, level of sponsorship noted
- Ability to post corporate information including electronic collateral on a shared page with other sponsors – **NEW**
- Company name listed as part of sponsorship roster in all promotional emails
- **One FREE** “bring a publisher” registration to an educational event of your choice
- **Two FREE** annual memberships

### BRONZE SPONSORSHIP (\$750)

- Company name featured in slide show at every event
- Recognition from dais at every event, level of sponsorship noted
- Company name listed as part of sponsorship roster in all promotional emails
- **One FREE** annual membership

Choose your sponsorship level online at  
**WWW.THE-MCMA.ORG/SPONSORSHIP**

**The Media & Content Marketing Association**

☎ 646.341.3643

✉ [sponsorship@the-mcma.org](mailto:sponsorship@the-mcma.org)