

2019/2020 Sponsorship Program



About MCMA

Our mission is to serve the community and all levels of audience development professionals by facilitating opportunities for education and networking, and by providing career development support. Our aim is to help you learn, grow and achieve your goals in this fast-changing media environment. As an organization, we strive to be forward-thinking, with a focus on emerging technologies, and to provide a forum for our members to engage, participate and share.

Sponsors Help Make That Happen!

MCMA Sponsors distinguish themselves and demonstrate their commitment to the industry by supporting the organization's goals and underwriting our program & events.

Together 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 top audience marketing professionals on what's working and what's not.
- Learn how to improve your own print and digital marketing skills from expert practitioners.
- Participate in lively discussions with a mix of opinions on the latest trends for media and publishing.
- Belong to a community of peers, committed to long lasting supportive relationships.

It's our Sponsor's leadership and dedication that affords the MCMA the opportunity to be this resource for our members, and our industry - to advance its continuing evolution through our education programs and foster career development for our members - their clients.

Regardless of motivation, becoming a MCMA sponsor is a Win-Win-Win. Have questions? Want to create a custom sponsorship program? Email us at sponsorship@the-mcma.org and let's talk.

2019/2020 MCMA Events

The 2019–2020 program year will be filled with many opportunities for our sponsors to display their services to our membership. Beginning in September 2019 and extending to June 2020, 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:** Joint program with the Direct Marketing Club of NY
- 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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Sponsorship Levels

NEW THIS YEAR: Diamond, platinum and gold sponsorship levels include a complimentary corporate membership – up to 20 colleagues will receive all of the benefits of belonging to the MCMA.

DIAMOND SPONSORSHIP \$6,667*

- 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.

* \$1,667 (SEP thru DEC 2019) + \$5,000 (JAN thru DEC 2020)

PLATINUM SPONSORSHIP \$6,667*

- 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
- Company logo, with link, in scrolling sponsor recognition on select pages on the MCMA website
- 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

*\$1,667 (Sep thru Dec) + \$5,000 (Jan thru Dec)

GOLD SPONSORSHIP \$4,000*

- 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
- Company logo, with link, in scrolling sponsor recognition on select pages on the MCMA website
- 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

*\$1,000 (Sep thru Dec) + \$3,000 (Jan thru Dec)

SILVER SPONSORSHIP \$2,000*

- 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
- Ability to post corporate information including electronic collateral on a shared page with other sponsors
- 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

*\$500 (Sep thru Dec) + \$1,500 (Jan thru Dec)

BRONZE SPONSORSHIP \$1,000*

- 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

*\$250 (Sep thru Dec) + \$750 (Jan thru Dec)

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

The Media & Content Marketing Association

☎ 646.341.3643 ✉ sponsorship@the-mcma.org

* Because of a change in MCMA's fiscal year, sponsorship runs for 16 months, through December 2020.