

2021 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.

The 2021 program year will be filled with many opportunities for our sponsors to display their services to our membership. Beginning in January 2021 and extending through the end of the year, 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! In 2020, the MCMA hosted over 20 events.

New Opportunities for 2021

As our industry navigates these rapidly changing times, the MCMA is committed to helping its corporate partners find new and innovative ways to engage with our community. We look forward to working with you to make sure your company's message stands with an increase in events along with new sponsor recognition.

This year, sponsors can take advantage of the opportunity to:

- Send dedicated email(s) to the MCMA community
- Place digital advertising, or a sponsored article, in our e-newsletter
- Record a webinar on-demand hosted on the MCMA site and promoted via email
- Include a flyer in a white paper mailing

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Sponsorship Levels

NEW THIS YEAR: Diamond, platinum and gold sponsorship levels include the opportunity to send 1 email to the MCMA database, place a digital ad in the MCMA e-newsletter for 3 months and record a webinar on-demand that the MCMA will host and promote.

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.

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
- 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
- Complimentary corporate membership for up to 20 colleagues at your company

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
- 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
- Complimentary corporate membership for up to 20 colleagues at your company

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
- 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
- Complimentary corporate membership for up to 20 colleagues at your company

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

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

The Media & Content Marketing Association

☎ 888.859.8832

✉ sponsorship@the-mcma.org