

2017/2018 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 *best 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 business and good for our industry. Have questions? Want to create a custom sponsorship program? Email us at sponsorship@the-mcma.org and let's talk.

2017/2018 MCMA Events

The 2017/2018 program year will be filled with many opportunities for our sponsors to display their services to our member base. Beginning in September 2017 and extending to June 2018, the MCMA will host a variety of formats and events. 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: Wine, Wit & Wisdom (an evening of 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 and 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** web site, with a link to your company web site
- 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 web site – 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** web site, with a link to your company web site
- **Your own page on the-MCMA.org to share information about your company, including electronic collateral – NEW**
- Recognition from dais at every event, level of sponsorship noted
- **Company logo, with link, in scrolling sponsor recognition on select pages on the MCMA web site – 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** Web site, with a link to your company web site – **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

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