



# MARKETER OF THE YEAR

# Sponsorship Opportunities.

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Dallas / Fort Worth

# Sponsorship Opportunities

The Dallas Fort Worth Chapter of the American Marketing Association's Marketer of the Year Awards recognizes excellence in marketing in the DFW area across 32+ marketing categories, plus awards for overall Marketer of the Year, Collegiate Marketer of the Year and CMO of the Year.

This annual event attracts submissions and attendees from companies of all sizes - Fortune 500 companies to independent agencies - to be recognized and to socialize with their peers.

Gain exposure and access to the most influential marketers in the DFW Metroplex while the AMA DFW honors marketers and their initiatives to address challenges, grow business and demonstrate vision, insight and a drive for excellence.

Advertising for this event includes regular insertions in the Dallas Business Journal.

For inquiries regarding sponsorship opportunities, please contact [info@amadfw.com](mailto:info@amadfw.com).

## Level Sponsorships

### Presenting Sponsorship Level **\$10,000** 1 available

As a Presenting sponsor, you will gain top recognition as the face of the AMA Marketer of the Year event.

#### Inclusions:

- Front row VIP table for 8 at the event (includes 8 tickets)
- Discounted ticket pricing on all additional tickets at the AMA member rate
- Recognition as the Presenting sponsor in all emails sent to the AMA DFW database (11,000+)
- Recognition as the Presenting sponsor in all Marketer of the Year Awards social media activities on LinkedIn, Facebook, and Twitter leading up to the event
- 4C logo on event website with hyperlink to company website
- 4C logo placement in awards presentation
- 4C logo placement in event program
- Special slide in awards presentation
- Option to distribute a gift to each attendee at their seat
- Recognition as the Presenting sponsor at a Dallas Executive Luncheon of choice
- VIP table of 8 at one Dallas Executive Luncheon of choice
- 2-page ad spread in event program
- Opportunity to provide a thought leadership piece for distribution to AMA DFW database

## Platinum Sponsorship Level **\$8,000** 1 available

### Inclusions:

- VIP table for 8 at event (includes 8 tickets)
- Discounted ticket pricing on up to 8 additional tickets at the AMA member rate
- Recognition as the Platinum sponsor in 2 Marketer of the Year Awards emails sent to AMA DFW database of 11,000+
- Recognition as the Platinum sponsor in 6 Marketer of the Year Awards social posts
- Recognition as the Platinum sponsor at a Dallas Executive Luncheon of choice
- 4C logo on event website with hyperlink to company website
- 4C logo placement in awards presentation
- 4C logo placement in event program
- Option to distribute a gift to each attendee at their seat
- Full-page premium placement ad in event program

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## Gold Sponsorship Level **\$5,000** 3 available

### Inclusions:

- 4 tickets to the event
- Discounted ticket pricing on up to 4 additional tickets at the AMA member rate
- Reference as the Gold sponsor in 6 total Marketer of the Year Awards social posts
- 4C logo on event website with hyperlink to company website
- 4C logo placement in awards presentation
- 4C logo placement in event program
- Option to distribute a gift to each attendee at their seat
- Recognition as the Gold Sponsor at a Dallas Executive Luncheon of choice
- Full-page ad in event program

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## Silver Sponsorship Level **\$2,000** 5 available

### Inclusions:

- 4 tickets to the event
- 4C logo on event website with hyperlink to company website
- 4C logo placement in event program
- 4C logo in awards presentation
- Company name listed in awards presentation
- Option to provide a gift placed on a display table for attendees
- Half-page ad in event program

## Bronze Sponsorship Level

**\$1,000** 5 available

### Inclusions:

- 4 tickets to the event
- 4C logo on event website
- 4C logo placement in event program
- Company name listed in awards presentation
- Option to provide a gift
- Half – page ad in event program

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## Friend of the Chapter

**\$500** 5 available

### Inclusions:

- 4 tickets to the event
- 4C logo on event website
- 4C logo placement in event program
- Company name listed in awards presentation
- Option to provide a gift
- Half – page ad in event program
- For Community Partner and Board Directos

**Become a sponsor.  
info@amadfw.com**

# Individual Sponsorships

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## Cocktail Reception Sponsorship

**\$6,000** 1 available

### Inclusions:

- VIP seating for 4
- 4C logo on event website with hyperlink to company website
- 4C logo displayed at reception
- Option to distribute a giveaway placed on a table in the reception area
- 4C logo placement in event program
- Company name listed in awards presentation
- Half-page ad in event program

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## Photographer Sponsorship

**\$4,000** 1 available

### Inclusions:

- 2 tickets to the event
- 4C logo on event website with hyperlink to company website
- Option to place a company banner at the photo station
- Option to distribute a giveaway placed on a table in the reception area
- 4C logo placement in event program
- Company name listed in awards presentation
- Half-page ad in event program

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## Floral Sponsorship

**\$4,000** 1 available

### Inclusions:

- 2 tickets to the event
- 4C logo on event website with hyperlink to company website
- 4C logo displayed with floral arrangements at podium and reception
- Option to distribute a giveaway placed on a table in the reception area
- 4C logo placement in event program
- Company name listed in awards presentation
- Half-page ad in event program

## Non-Profit Category Sponsorship

**\$3,000** 1 available

### Inclusions:

- 2 tickets to the event
- 4C logo on event website with hyperlink to company website and nonprofit category sponsorship mention
- Logo placement in event program
- Slide with logo on nonprofit category segment in awards presentation
- Company name listed in awards presentation
- Half-page ad in event program
- Opportunity to present the nonprofit award at the event

\*If you don't see a category that serves your business needs, we can create a custom package for you.

## Other Packages TBD

### Gift Bag Sponsorship

**\$2,500** 1 available

#### Inclusions:

- 2 tickets to the event
- 4C logo (exclusive) printed on gift bag distributed to each attendee
- 4C logo on event website with hyperlink to company website
- 4C logo placement in printed event program
- Company name listed in awards presentation
- Option to provide a giveaway placed on a table in the reception area
- Half-page ad in event program

### VIP Reception Sponsorship

**\$4,000** 1 available

#### Inclusions:

- 4 tickets to the event
- 2 tickets to the VIP reception
- 4C logo on event website with hyperlink to company website
- 4C logo displayed at VIP reception
- Option to provide a giveaway placed on a table in the reception area
- 4C logo placement in event program
- Company name listed in awards presentation
- Half-page ad in event program

**Interested in sponsorship?**  
**info@amadfw.com**

### **Our Reach / Connections**

**Members: 400+**      **LinkedIn: 13,000+**  
**Database: 11,000+**      **Twitter: 5,000+**  
**Facebook: 1,900+**      **Instagram: 500+**

### **Connect With Us!**



Follow AMA for updates! | #AMADFW