



2010 TARGET AWARDS
SPONSORSHIP PACKAGES
GEM THEATRE - MAY 11, 2010

COMPARATIVE OVERVIEW

Sponsorship Level	Platinum	Gold	Silver	Bronze
Cost	\$1,500	\$1,250	\$1,000	\$750
Free Tickets	8	6	4	2
Discounted Tickets	Unlimited	Unlimited	Unlimited	Unlimited
Reserved Seating	Yes	Yes	Yes	N/A
Website – Logo	Yes	Yes	Yes	Yes
Invite – Logo	Yes *	Yes *	Yes *	Yes *
Program – Ad	Full-Page	Full-Page	Half-Page	N/A
Program – Logo	Yes	Yes	Yes	Yes
Show Packet – Inserts	Yes	Yes	Yes	Yes
Show Mention	Yes	Yes	Yes	N/A

* Given that contract is signed prior to invite printing

DETAILS

Platinum Sponsor: (\$1,500)

- Full-page, 4C inside cover print ad in the program
- Eight tickets to the Target Awards event (+ option to purchase additional tickets at preferred member rate)
- Sponsor mention during awards ceremony
- Sponsor logo (or mention where applicable) on the following touch points/communications:
 - DMAD website
 - Target Awards Program
 - All event marketing materials (once contract is signed)
- Reserved, preferred seating
- Insertion of company marketing collateral into “show” attendee packet

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Gold Sponsor: (\$1,250)

- Full-page, 4C inside cover print ad in the program
- Six tickets to the Target Awards event (+ option to purchase additional tickets at preferred member rate)
- Sponsor mention during awards ceremony
- Sponsor logo (or mention where applicable) on the following touch points/communications:
 - DMAD website
 - Target Awards Program
 - All event marketing materials (once contract is signed)
- Reserved, preferred seating
- Insertion of company marketing collateral into “show” attendee packet

Silver: (\$1,000)

- Half-page, 4C inside cover print ad in the program
- Four tickets to the Target Awards event (+ option to purchase additional tickets at preferred member rate)
- Sponsor mention during awards ceremony
- Sponsor logo (or mention where applicable) on the following touch points/communications:
 - DMAD website
 - Target Awards Program
 - All event marketing materials (once contract is signed)
- Reserved, preferred seating
- Insertion of company marketing collateral into “show” attendee packet

Bronze Sponsor: (\$750)

- Two tickets to the Target Awards event (+ option to purchase additional tickets at preferred member rate)
- Sponsor logo (or mention where applicable) on the following touch points/communications:
 - DMAD website
 - Target Awards Program
 - All event marketing materials (once contract is signed)
- Insertion of company marketing collateral into “show” attendee packet



2010 TARGET AWARDS
SPONSORSHIP FORM
GEM THEATRE - MAY 11, 2010

Name _____

Name of Organization _____

Street Address _____

City, State, ZIP _____

Phone Number _____

Fax Number _____

E-mail Address _____

Check appropriate sponsorship category

_____ **PLATINUM SPONSOR (\$1,500)**

_____ **SILVER SPONSOR (\$1,000)**

_____ **GOLD SPONSOR (\$1,250)**

_____ **BRONZE SPONSOR (\$750)**

_____ Paying by Check? *(Make check payable to DMAD/ Enclosed)*

_____ Paying by Credit Card? *(Required for FAX order, fill out information below)*

Name as it appears on Credit Card _____

Name of Co. as it appears on Credit Card _____

Credit Card Type _____ Visa _____ MasterCard _____ American Express --- Expiration Date _____

Credit Card Number _____

Signature _____