



## KANSAS CITY DIRECT MARKETING ASSOCIATION SPONSORSHIP OPPORTUNITIES

**KCDMA** is one of the nation's largest and most active chapters of the global Direct Marketing Association. Our mission is simple: to enhance the adoption of data-driven marketing principles and provide ongoing educational and networking opportunities for direct marketers. KCDMA sponsorship gives your company visibility among some of the most active and involved marketers in the Kansas City area and shows your support for the power of targeted, measurable, account marketing.

**\$750**

### SILVER SPONSOR

**A Silver Sponsorship**, is an excellent way to participate in KCDMA. You will receive: Logo exposure for Direct Marketing Days, AMBITs, club Fundraisers, all KCDMA mailings, and KCDMA.org with a link to your website. Plus, name and link inclusion in all promotional email blasts and newsletters.

**\$1500**

### GOLD SPONSOR

**As a Gold Sponsor**, you receive all the benefits of a Silver Sponsorship, plus one monthly lunch sponsorship, including table top recognition, the option to offer a handout to attendees, the opportunity to introduce the speaker at the meeting and a mailing list of attendees to the meeting.

**\$2500**

### PLATINUM SPONSOR

**As a Platinum Sponsor**, you receive our most popular package. It includes: Easel displays for Direct Marketing Days, AMBITs and club Fun-raisers; logo exposure on all KCDMA postcards, KCDMA.org and promotional emails and newsletters; a ¼ pg ad in the printed Membership Roster; one monthly lunch sponsorship and a complimentary registration to that lunch; a one-day complimentary pass for DM Days date of your choice **& MORE**.

**\$5000**

### CROWN EXCLUSIVE SPONSOR

**As a Exclusive Crown Sponsor**, you'll receive the largest, most prominent logo exposure of all sponsors here, including logo and link placement above the fold on the KCDMA.org website, two monthly lunch sponsorships and the opportunity to introduce your company and one of the speakers at the Direct Marketing Days Symposium. Also included: a full-page ad in the printed Membership Roster, two complimentary registrations to DM Days events, sponsored lunch events, the Golf Fun-raiser in the summer and 10 complimentary registrations to offer to KC-based clients or as scholarship seats for area students.

Want something special? We love building custom packages that work for our sponsors!  
Email [info@KCDMA.org](mailto:info@KCDMA.org) to get started.



KCMDA SPONSORSHIP PACKAGES	Silver	Gold	Platinum	Crown Exclusive
	\$750	\$1500	\$2500	\$5000
<b>DIRECT MARKETING DAYS</b>				
Logo featured on DM Days signage	Tabletop	Tabletop	Easel	Easel
Logo featured on all e-mail blasts	Link Only	√	√	√
Logo featured on all direct mail pieces			√	√
DM Days registration included			One	Two
Logo featured on PPT presentation, played as guests enter the main room & during breaks				√
Opportunity to introduce key note speaker				√
Attendee list (print mailing only, no email)				√
<b>AMBITS</b>				
Logo featured on AMBITS signage	Tabletop	Tabletop	Easel	Easel
Logo featured on all e-mail blasts	Link Only	√	√	√
Logo featured on all direct mail pieces			√	√
Waived Award Entry Fees			√	√
Logo featured on PPT presentation, played as guests enter the main room and during breaks				√
Attendee list (print mailing only, no email)				√
<b>MONTHLY LUNCH MEETINGS</b>				
Logo featured on all e-mail blasts	Link Only	√	√	√
Exclusive sponsorship monthly meetings		1 Included	1 Included	1 Included
Prominent logo placement on 4/color postcard and the monthly KCDMA e-newsletter		√	√	√
Logo featured on tabletop sign		√	√	√
Opportunity to offer a two minute introduction to your product or service		√	√	√
Opportunity to offer a two minute introduction to featured speaker		√	√	√

Want something special? We love building custom packages that work for our sponsors!  
 Email [info@KCDMA.org](mailto:info@KCDMA.org) to get started.

Banner ad and/or copy on luncheon followup email			√	√
<b>MONTHLY LUNCH MEETINGS (CONTINUED)</b>	Silver	Gold	Platinum	Crown Exclusive
Registration to the sponsored monthly meeting			1 Included	2 Included
Attendee list (print mailing only, no email)				√
<b>FUNDRAISERS</b>				
Logo featured on signage	Tabletop	Tabletop	Easel	Easel
Logo featured on all e-mail blasts	Link Only	√	√	√
Logo featured on all direct mail pieces			√	√
Registration to the event				4-Some Included
Attendee list (print mailing only, no email)				√
<b>OTHER BENEFITS INCLUDE</b>				
Logo and live link on KCDMA website				Header/All
KCDMA on-line membership roster ad	¼ Page	¼ Page	½ Page	Full Page
Prominent exposure on all member correspondence throughout the year	√	√	√	√
ID ribbons at events for company attendees	√	√	√	√
E-newsletter editorial				√
KCDMA Engraved plaque				√
<b>OTHER SPONSORSHIP OPPORTUNITIES</b>				
Monthly Meeting Sponsorship	\$750	\$750	\$750	\$750
E-newsletter Editorial	\$250	\$150	\$150	\$150
Membership roster, upgrade to 1/2 page ad	\$150	\$150	Included	N/A
Membership roster, upgrade to full page ad	\$250	\$250	\$150	Included

Want something special? We love building custom packages that work for our sponsors!  
Email [info@KCDMA.org](mailto:info@KCDMA.org) to get started.