

**sponsorship and advertisement opportunities**

| <b>sponsorship information</b> |  | <b>Platinum</b><br>\$10,000+ (in-kind) or<br>\$5,000+ (cash) | <b>Gold</b><br>\$5,000+ (in-kind) or<br>\$2,500+ (cash) | <b>Silver</b><br>\$3,000+ (in-kind) or<br>\$1,500+ (cash) | <b>Bronze</b><br>\$1,500+ (in-kind) or<br>\$700+ (cash) |
|--------------------------------|--|--|---|---|---|
| <b>ADVERTISING</b>             | <b>Ad in Program Journal</b><br>Ad provided by sponsor<br>Event distribution: 200+   | Full-page ad<br>8" x 10.5"                                   | Half-page ad<br>8" x 5" or 3.875" x 10.5"               | Quarter-page ad<br>3.875" x 5"                            | Name only<br>Part of sponsorship page                   |
|                                | <b>Company Recognition in Event Ad</b><br>October <i>Positions &amp; Perception</i>  | ✓  | ✓   | ✓   | N/A   |
| <b>DIRECT MAIL</b>             | <b>Placement of Company Logo on Event Promotional Materials</b><br>Pre-event: September event invitation to AMA database — Postal (1,178), Email (1,113) | ✓ Priority Placement   | ✓   | N/A   | N/A   |
|                                | <b>Podium Exposure</b>   | Brief company profile & recognition by co-chairs             | Recognition by co-chairs                                | Recognition by co-chairs                                  | Recognition by co-chairs                                |
| <b>EVENT</b>                   | <b>Inclusion of Logo in Event's Multimedia Presentation</b>  | ✓  | ✓   | ✓   | Name only   |
|                                | <b>Complimentary Ticket(s) to Event</b><br>Valued at \$40.00 per ticket  | 2  | 1   | N/A   | N/A   |
|                                | <b>Opportunity to Display Company Literature &amp; Pre-Approved Promotional Item at Sponsor Table</b>  | ✓  | ✓   | N/A   | N/A   |
| <b>PR</b>                      | <b>Recognition in Event Press Releases</b><br>Pre-event: September event announcement<br>Post-event: Event winners announcement                          | ✓  | ✓   | ✓   | N/A   |
|                                | <b>Logo on Sponsor Page</b>  | ✓  | ✓   | Name only   | Name only   |
| <b>NYCRAMA WEBSITE</b>         | <b>Hyperlink to Your Site</b>  | ✓  | ✓   | N/A   | N/A   |
|                                | <b>30 Word Company Profile</b><br>Provided by sponsor. Information will remain on site until December 1, 2009  | ✓  | N/A   | N/A   | N/A   |
|                                | <b>Recognition in Multimedia Presentation</b><br>Information will be posted on site post-event and remain on site until December 1, 2009                 | ✓  | ✓   | ✓   | Name only   |

**advertising information (ad deadline: 8/28/09)**

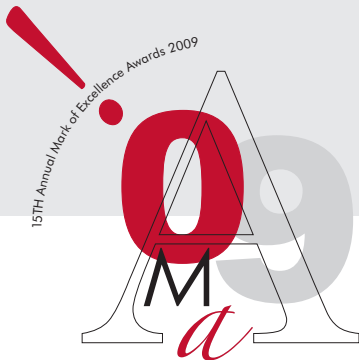
| <b>Ad Size</b>                 | <b>Dimensions</b> | <b>Pay &amp; Submit by 8/3/09</b> | <b>Pay &amp; Submit after 8/3/09</b> |
|--------------------------------|-------------------|-----------------------------------|--------------------------------------|
| Full Page                      | 8" x 10.5"        | \$300.00                          | \$375.00                             |
| Half Page — <i>horizontal</i>  | 8" x 5"           | \$200.00                          | \$250.00                             |
| Half Page — <i>vertical</i>    | 3.875" x 10.5"    | \$200.00                          | \$250.00                             |
| Quarter Page — <i>vertical</i> | 3.875" x 5"       | \$100.00                          | \$125.00                             |

**program journal advertising specifications**

- Ad's **MUST** be designed and saved as the exact size ordered
- **Preferred format: .pdf file WITH FONTS EMBEDDED**

Other acceptable formats:

- High resolution (300 d.p.i. graphic) .tif or .jpeg file (grayscale or black and white only)
- Vector graphic (.eps file) from a program such as Adobe Illustrator  
Fonts must be converted to outlines!
- Collected QuarkXPress® document (collected file must contain Quark document, images and all fonts)



Wednesday, October 7, 2009  
Albany Marriott, Albany, New York  
www.nymarketing.org/moe

## sponsorship and advertisement contract



**Your support helps make the American Marketing Association's Mark of Excellence Awards a success.**

Company: \_\_\_\_\_ Sponsorship Level: \$ \_\_\_\_\_

Address: \_\_\_\_\_

Platinum (\$10,000+ in-kind/\$5,000+ cash)

City: \_\_\_\_\_

Gold (\$5,000+ in-kind/\$2,500+ cash)

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Silver (\$3,000+ in-kind/\$1,500+ cash)

Phone: (\_\_\_\_\_) \_\_\_\_\_

Bronze (\$1,500+ in-kind/\$700+ cash)

Fax: (\_\_\_\_\_) \_\_\_\_\_

*Sponsors: Please attached a description of in-kind services/materials along with dollar amounts.*

Email: \_\_\_\_\_

Advertisement: \$ \_\_\_\_\_

Company URL: \_\_\_\_\_

Full Page (8" x 10.5")

Contact Name: \_\_\_\_\_

Half Page, horizontal (8" x 5")

Signature: \_\_\_\_\_

Half Page, vertical (3.875" x 10.5")

Quarter Page, vertical (3.875" x 5")

**FOR INTERNAL USE ONLY**

Amount Paid: \_\_\_\_\_

Date Payment Received: \_\_\_\_\_

Check #: \_\_\_\_\_

Promotional Item: \_\_\_\_\_

Date Contract Signed: \_\_\_\_\_

To discuss **sponsorship opportunities**, **customize a package** or,  
to discuss **advertising opportunities** for your organization, contact this year's chair:  
Teal Vivacqua – Phone: (518) 738-0269 or E-mail: moe.celebration09@gmail.com

**Make checks payable to NYCRAMA** (New York Capital Region Chapter of the American Marketing Association).  
If you need an invoice separate from this form, please note that on this form.

Please **mail your signed contract and payment** to:

Mark of Excellence Committee

Attention: Teal Vivacqua

Plug Power Inc., 968 Albany Shaker Road, Latham, NY 12110

**To realize the full benefit of your support, please respond before August 28, 2009.**