

sponsorship and advertisement opportunities

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

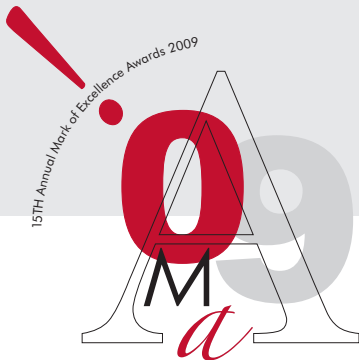
Ad Size	Dimensions	Pay & Submit by 8/3/09	Pay & Submit after 8/3/09
Full Page	8" x 10.5"	\$300.00	\$375.00
Half Page — <i>horizontal</i>	8" x 5"	\$200.00	\$250.00
Half Page — <i>vertical</i>	3.875" x 10.5"	\$200.00	\$250.00
Quarter Page — <i>vertical</i>	3.875" x 5"	\$100.00	\$125.00

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.