



**2010 AMA Mark of Excellence Awards**  
 Wednesday, October 6, 2010  
[www.nymarketing.org/moe](http://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: _____	<input type="checkbox"/> Platinum: \$10,000+ (in-kind) / \$5,000+ (cash)
City: _____	<input type="checkbox"/> Gold: \$5,000+ (in-kind) / \$2,500+ (cash)
State: _____ Zip: _____	<input type="checkbox"/> Silver: \$3,000+ (in-kind) / \$1,500+ (cash)
Phone: (____) _____	<input type="checkbox"/> Bronze: \$1,500+ (in-kind) / \$700+ (cash)
Fax: (____) _____	<i>Sponsors: Please attached a description of in-kind services/materials along with dollar amounts.</i>
Email: _____	Advertisement: \$ _____
Company URL: _____	<input type="checkbox"/> Full page (8" x 10.5")
Contact Name: _____	<input type="checkbox"/> Half page, horizontal (8" x 5")
Signature: _____	<input type="checkbox"/> Half page, vertical (3.875" x 10.5")
	<input type="checkbox"/> Quarter page, vertical (3.875" x 5")

To discuss **sponsorship opportunities, customize a package** or  
 to discuss **advertising opportunities** for your organization, contact this year's co-chair:  
 Teal Vivacqua at (518) 738-0269 or [moe2010@nymarketing.org](mailto:moe2010@nymarketing.org).

**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  
 P.O. Box 13145, Albany, NY 12212-3145

**To realize the full benefit of your support, please respond before August 31, 2010.**

<b>FOR INTERNAL USE ONLY</b>	Date Payment Received: _____
Amount Paid: _____	Promotional Item: _____
Check #: _____	Date Contract Signed: _____

## sponsorship and advertisement opportunities

**Don't miss this excellent opportunity to display your business to Capital Region marketers.**

sponsorship information		Platinum	Gold	Silver	Bronze
		\$10,000+ (in-kind) or \$5,000+ (cash)	\$5,000+ (in-kind) or \$2,500+ (cash)	\$3,000+ (in-kind) or \$1,500+ (cash)	\$1,500+ (in-kind) or \$700+ (cash)
ADVERTISING	<b>Program Journal Ad</b> Ad provided by sponsor	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 on sponsorship page
	<b>Company Recognition</b> <i>October Positions &amp; Perception</i>	✓	✓	✓	N/A
PROMOTIONS	<b>Marketing Materials</b>	Logo	Logo	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
EVENT	<b>Multimedia Presentation</b>	Logo	Logo	Logo	Name only
	<b>Complimentary Ticket(s)</b> Valued at \$60 per ticket	2	1	N/A	N/A
	<b>Literature &amp; Pre-Approved Promotional Item at Sponsor Table</b>	✓	✓	N/A	N/A
PR	<b>Press Recognition</b>	✓	✓	✓	N/A
	<b>Sponsor Page</b>	Logo	Logo	Name only	Name only
NYCRAMA WEBSITE	<b>Hyperlink to Your Site</b>	✓	✓	N/A	N/A
	<b>Company Profile</b> Provided by sponsor. Profile (30 word count) will remain on site until December 2010.	✓	N/A	N/A	N/A
	<b>Recognition in Multimedia Presentation</b> Information will be posted on site post-event and remain on site until December 2010.	Logo	Logo	Logo	Name only

### advertising information ad deadline: August 31, 2010

Ad Size	Dimensions	Pay & Submit <u>by</u> 8/3/10	Pay & Submit <u>after</u> 8/3/10
Full Page	8" x 10.5"	\$300	\$375
Half Page — <i>horizontal</i>	8" x 5"	\$200	\$250
Half Page — <i>vertical</i>	3.875" x 10.5"	\$200	\$250
Quarter Page — <i>vertical</i>	3.875" x 5"	\$100	\$125

### program journal advertising specifications

- Ads **MUST** be received as exact dimensions specified and in black and white.
- **Preferred format: .pdf file WITH FONTS EMBEDDED.**

Other acceptable formats:

- High resolution (300 dpi graphic) .tif or .jpeg file