



ECHO

2007 DMA
INTERNATIONAL
ECHO AWARDS

Celebrating Excellence in Direct Marketing

SPONSORSHIP OPPORTUNITIES



Each year the Direct Marketing Association (DMA) invites direct marketers to participate in the DMA International ECHO Awards Competition, the field's most prestigious honor, which showcases some of the world's best direct marketing campaigns. Entries are evaluated on creativity, marketing strategy, and response results - - celebrating great work that works great. Over 1,000 campaigns are submitted by direct-response companies and agencies.

Winning campaigns from this year's International ECHO Awards competition will be awarded Tuesday, October 16, at an Awards Ceremony and Gala, during the DMA07 Conference & Exhibition, at Chicago's historic Union Station.

International ECHO Awards Underwriter

Exclusive Opportunity

PRICE: \$75,000

The International ECHO Awards Underwriter will have a high profile presence throughout all aspects for the 2007 International ECHO Awards as well as the ECHO Awards Ceremony and Gala.

The opportunity to customize a benefit package is available. The following is a sampling of the numerous benefits available:

- ❖ Your corporate logo prominently displayed:
 - On all 2007 ECHO Awards written and electronic correspondence, to include the ECHO Awards Ceremony & Gala invitation, which is sent to more than 12,000 invitees, worldwide.
 - Via gobo lighting in the ECHO Awards Ceremony & Gala ballroom, as well as on signage throughout the ECHO Awards space at the DMA07 Conference and Exhibition.
 - Displayed with a link to your corporate homepage on the Echo Awards Web site, www.dma-echo.org.
- ❖ Speaking opportunity at the final ECHO Awards judging session held in New York, NY to 70 to 80 senior level direct marketers, and opportunity to present a category award during the ECHO Awards Ceremony and Gala.
- ❖ Exhibit booth at the DMA07 Conference & Exhibition. Join the hundreds of high-quality exhibitors and reap the rewards of meeting thousands of executive-level decision makers from around the globe. (A \$3,995 value.)
- ❖ Premium table for ten at the October 16, 2007 ECHO Awards Ceremony and Gala.
- ❖ One full page, four color advertisement in the 2007 DMA International ECHO Awards Winners Program and in the DMA07 Conference and Exhibition Directory, available to the more than 12,000 attendees.
- ❖ One thirty-second video ad on the DMA shuttle buses – all buses, all routes – throughout the DMA07 Conference & Exhibition.
- ❖ Six complimentary DMA07 Conference & Exhibition registrations.
- ❖ One meeting room accommodating up to 20 people for two full days in the Exhibit Hall, on your choice of days during the DMA07 Conference and Exhibition.



ECHO Awards Ceremony & Gala

PRICE: \$35,000

3 Sponsorships Available

Sponsors of the ECHO Awards Ceremony and Gala will receive prominent acknowledgment throughout the Ceremony and Gala and at the preceding ECHO Awards Winners' Suite (Winners' Reception).

The opportunity to customize a benefit package is available. The following is a sampling of the numerous benefits available:

- ❖ Recognition from the podium during the ECHO Awards Ceremony.
- ❖ Opportunity to present an ECHO award category.
- ❖ Premium table for ten at the October 16, 2007 ECHO Awards Ceremony and Gala.
- ❖ One full page, four color advertisement in the 2007 DMA International ECHO Awards Winners Program and in the DMA07 Conference and Exhibition Directory, available to the more than 12,000 attendees.
- ❖ One fifteen-second video ad on the DMA shuttle buses – all buses, all routes – throughout the DMA07 Conference & Exhibition.
- ❖ Your corporate logo prominently displayed:
 - On the 2007 ECHO Awards Ceremony & Gala invitation that is sent to more than 700 invitees, worldwide.
 - Via gobo lighting in the ECHO Awards Ceremony & Gala ballroom, as well as on signage throughout the ECHO Awards space at the DMA's Annual Conference and Exhibition.
- ❖ Recognition and a link to your corporate homepage from the ECHO Awards Web site, www.dma-echo.org.
- ❖ One meeting room accommodating up to 20 people for one full day in the Exhibit Hall, on your choice of days during the DMA07 Conference and Exhibition.



ECHO Award Winners Luncheon

1 Sponsorship Available

Price: \$15,000

As sponsor of the private ECHO Award Winners Luncheon on Tuesday, October 16, 2007, your company will be featured during this event; and a representative from your company will have the opportunity to make remarks (five to ten minutes) from the podium during the luncheon.

Additional benefits are included with this sponsorship to include, but are not limited to:

- ❖ A reserved table for ten during at the private ECHO Award Winners Luncheon on Tuesday, October 16, 2007, an exceptional networking opportunity.
- ❖ One full page, four color advertisement in the 2007 DMA International ECHO Awards Winners Program.
- ❖ Your corporate logo prominently displayed on signage throughout the ECHO Awards space at the DMA's Annual Conference and Exhibition.

ECHO Awards Gallery and Lounge

1 Sponsorship Available

Price: \$25,000

A special ECHO Gallery and Lounge will be located in the registration area from Saturday, October 13 through Wednesday, October 17, 2007. Attendees will have a chance to relax and get an up-close look at this year's award-winning entries. As the sponsor, you will have high profile logo presence in the Gallery and Lounge. We will also place special logo signage for your company in the four Case Study Presentations by ECHO Winners inviting attendees to visit the Gallery and Lounge. Your company will also be featured in a thirty-second video ad on the video loop displayed in the Gallery and Lounge area.

Additional benefits included with this sponsorship, but are not limited to:

- ❖ Opportunity to have a tabletop display, from Saturday through Wednesday, in the ECHO Gallery & Lounge. Display and materials must be approved by DMA.
- ❖ Four complimentary DMA07 Conference and Exhibition registrations.
- ❖ One full page, four color advertisement in the 2007 DMA International ECHO Awards Winners Program and in the DMA07 Conference and Exhibition Directory, available to the more than 12,000 attendees.
- ❖ One fifteen-second video ad on the DMA shuttle busses for the DMA07 Conference and Exhibition.



ECHO Award Winners Business Lounge

1 Sponsorship Available

Price: \$10,000

A special ECHO Award Winners' Business Lounge will be located in the registration area, from Saturday through Monday. Attendees will have a chance to conduct business and stay connected to the office with access the Internet as well as print and fax services.

Additional benefits included with this sponsorship, but are not limited to:

- ❖ Two complimentary DMA07 Conference and Exhibition registrations.
- ❖ Acknowledgment on sponsor thank you signage in the Conference Registration Area and on sponsor thank you page of the 2007 DMA International ECHO Awards Winners Program.

2007 DMA ECHO Winners' CD

Exclusive Opportunity

Price: \$5,000

Featuring over 90 winning marketing campaigns from around the world, this interactive compaq disc features access to all gold, silver, and bronze award winners, as well as a number of special awards. This winners' database shows you what worked with vital behind-the-scenes information such as, marketing strategy and tactics, creative strategies, total cost and much more. It features samples of creative elements including: campaign letters, direct mail, emails, internet sites, internet banners and much more.

Additional benefits included with this sponsorship, but not limited to:

- ❖ Your corporate logo printed on the CD and the disc cover.
- ❖ Company profile printed on disc cover.
- ❖ Video advertisement as well as hyperlink to corporate web site on disc.

ECHO Recognition Sponsor

Price: \$5,000

- ❖ Two complimentary passes to attend the ECHO Awards Ceremony & Gala.
- ❖ One full page color advertisement in the 2007 DMA International ECHO Awards Winners Program; value of \$2,000.
- ❖ Sponsor will receive a post-DMA07 attendee list.
- ❖ Recognition and a link to your corporate homepage from the ECHO Awards Web site, www.dma-echo.org.
- ❖ Corporate logo displayed on the ECHO signage throughout the ECHO Awards space at the DMA's Annual Conference and Exhibition.



DMA International ECHO Special Awards Sponsorships

ECHO Search Marketing Award

1 Sponsorship Available

Price: \$25,000 (Three-year commitment)

Awarded to the most creative and strategic use of Internet search technology to achieve a direct marketing objective.

ECHO Digital Award

1 Sponsorship Available

Price: \$20,000

The winner of the Digital Award is a campaign that utilized new technology in a creative way that delivered solid results. The award is selected among Gold, Silver and Bronze winners by the Digital Award sponsor.

Benefits included with award sponsorship:

- ❖ Recognition at DMA Annual Conference & Exhibition – 15,000 or more professionals who will be exposed to the partner message/brand attend DMA annual conference.
- ❖ Recognition at ECHO Awards Ceremony & Gala – attended by 1,500+ attendees; signage at the event including Main Stage video screen during award presentation.
- ❖ Sponsor Senior Executive to present the Search Marketing Award during the ECHO Awards Ceremony.
- ❖ Receive exposure on the DMA's ECHO web site (www.dma-echo.org), as well as the DMA annual conference site.
- ❖ Receive exposure on the DMA's ECHO winner CD-ROM
- ❖ One full page, four color advertisement in the Winners Program distributed at the Ceremony, ECHO Gallery lounge during DMA Annual Conference, and various DMA events.
- ❖ 2 Tickets for the Winners VIP Suite.
- ❖ Table for 10 at Awards Ceremony & Gala.