



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.