



*The DMA
International
ECHO Awards
Sponsorship
Opportunities*

The premier showcase for people
who can transform smart ideas
into excellent marketing.

DMA^D
Direct Marketing Association



2008 DMA
INTERNATIONAL
ECHO AWARDS

Celebrating Excellence in Direct Marketing

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 2008 International ECHO Awards as well as the ECHO Awards Ceremony and Gala. (*Deadline for Sponsorship is June 1*).

Benefits Include:

- Premium table for ten at the October 14, 2008 ECHO Awards Ceremony and Gala
- 4 Tickets for the Winners VIP Suite
- Company logo displayed on the 2008 ECHO Awards Gala Entrance Ticket
- Company Logo on Tent Cards at ECHO Gala & ECHO Awards Luncheon
- Company Recognition through Gobo lighting and Podium Signage
- Your corporate logo prominently displayed on Thank You to Our Sponsor Signage at ECHO Gala
- Signage throughout the ECHO Gallery at the DMA08 Conference and Exhibition
- Logo displayed with a link to your corporate homepage on the Echo Awards Website, www.dma-echo.org.
- Opportunity to present a category award during the ECHO Awards Ceremony and Gala
- 10' x 10' Exhibit Booth at the DMA08 Conference & Exhibition
- Six full Conference & Exhibition registrations to the DMA08 Conference & Exhibition
- One meeting room accommodating up to 20 people for two full days in the Exhibit Hall, on your choice of days during the DMA08 Conference & Exhibition
- One Tote Bag Insert
- One full page, four color advertisement in the 2008 ECHO Winners Program and DMA08 Show Directory



ECHO Awards Ceremony and Gala

3 Sponsorships Available
Price: \$35,000

Sponsors of the ECHO Awards Ceremony and Gala will receive prominent acknowledgment throughout the October 14 Ceremony and Gala Reception.

Benefits Include:

- 5 tickets to attend the October 14, 2008 ECHO Awards Ceremony and Gala
- Tickets for the Winners VIP Suite
- One full page, four color advertisement in both the ECHO Winners Program & the DMA08 Conference and Exhibition Directory
- Signage throughout the ECHO Awards Gallery at the DMA's Annual Conference and Exhibition
- One meeting room accommodating up to 20 people for one full day in the Exhibit Hall on your choice of days during the DMA08 Conference & Exhibition
- Recognition and a link to your corporate homepage from the ECHO Awards website, www.dma-echo.org



ECHO Awards Gallery

1 Sponsorship Available

Price: \$25,000

Attendees will have a chance to relax and get an up-close look at this year's award-winning entries

Benefits Include:

- 2 ECHO Award Gala Tickets and 2 Tickets for the Winners VIP Suite
- 2 Complimentary DMA08 Full Conference & Exhibition registrations
- Your company's logo on signage in the Two Case Study Presentations
- Opportunity to have a tabletop display, from Saturday through Wednesday, in the ECHO Gallery & Lounge
- Signage and logo on the gallery pages of the ECHO website
- One full page, four color advertisement in the 2008 ECHO Winners Program and in the DMA08 Conference & Exhibition Directory
- Opportunity for your company to create a 30-second video advertisement that will be deployed in the ECHO Gallery

ECHO Search Marketing Award

Price: \$25,000

****Branding Opportunities Available***

The ECHO Search Marketing award is presented to the organization that has shown the most creative and strategic use of Internet search technology applied toward direct response. As a sponsor, you have the opportunity to brand this award with your company's name. Aligning your organization with this award will acknowledge your company as a proponent of organic and paid search marketing.

ECHO Digital Award

Price: \$20,000

****Branding Opportunities Available***

The ECHO digital award is granted to a company that has combined information technology with creativity and delivered outstanding results. As the ECHO Digital Award sponsor, your company will be associated with the award and the leading quality of information technology that it represents.

Benefits included with award sponsorships:

- Recognition at the ECHO Awards Ceremony and Gala
- Opportunity to have a senior executive from your company present the sponsored award during the ECHO Awards Gala
- Receive exposure on the DMA's ECHO website (www.dma-echo.org), as well as the DMA annual conference site (www.dma08.org)
- One full page, four color advertisement in the Winners Program distributed at the Ceremony
- 2 Tickets for the Winners VIP Suite
- 5 Tickets at the Reserved Table at ECHO Awards Gala

ECHO Awards Winners Luncheon

1 Sponsorship Available
Price: \$15,000

As part of the private ECHO Award Winners Luncheon on Tuesday, October 14, 2008, your company will be recognized as the sponsor during this event.

Benefits Include:

- A reserved table for ten at the private ECHO Award Winners Luncheon
- 2 tickets to the ECHO Awards
- 1 Ticket for the Winners VIP Suite
- Company logo on Table Tent Cards at Awards Luncheon
- One full page, four color advertisement in the 2008 DMA ECHO Winners Program
- Your corporate logo prominently displayed on signage throughout the ECHO Awards Gallery at the DMA08 Conference & Exhibition
- Recognition on the ECHO Awards website, www.dma-echo.org