

# DMA Hispanic Marketing Segment Sponsorship Program



**Effective and efficient, raise brand awareness and gain visibility in your market space.**

This special program has been established to help you share your knowledge and expertise while globally supporting your segment for one year. Through this highly visible sponsorship, your company will have many opportunities to:

- 1. Get your company message and sales/marketing team in front of the Hispanic marketing community.**
- 2. Showcase your brand and company to Hispanic Marketing professionals** including your clients, potential clients, and many others, as well as **promote your commitment** to top quality programs, events, and educational opportunities.
- 3. Target thought leaders, decision makers, and other potential buyers as they interact with Directo: Council for Hispanic Marketing and DMA.**

Re-engineered, the DMA Directo: Council for Hispanic Marketing is currently planning new deliverables for its members as well as the entire Hispanic Marketing Segment. All content will be compelling, informative, and focused on delivering across the DMA Five Pillars of Member Services: Advocacy, Branding, Education, Networking and Research. **Join us as we raise both our educational content and networking opportunities to new heights!**

**If Your Company Has Something Compelling And Informative To Say-  
Hispanic Marketing Segment Sponsorship  
Is the Way To Do It!**

**In exchange for your support, you'll receive the following benefits:**

## **Hispanic Marketing Segment Platinum Sponsorship - \$12,000**

- Free Banner/Button Ad for one month on the Hispanic Marketing Segment Webpage
- Six, one-year complimentary Directo: Council for Hispanic Marketing Memberships
- Recognition including your company's logo and hyperlink on the Hispanic Marketing Segment Webpage
- Recognition on all correspondence to the Directo Council members including your company's name and/or logo featured on the monthly Council's email communications
- Feature up to 3 articles/white papers on the Hispanic Marketing Segment Webpage. (Articles/White papers must be educational and not promotional)
- Special Hispanic Marketing Segment Sponsorship logo for your use

**Events:**

Gain exposure and recognition at these Hispanic Marketing Segment events planned for the upcoming year:

- At least two Directo Council Virtual Seminars
- DMA International and Directo Councils' Joint Networking Reception at DMA08, Monday, October 13<sup>th</sup>, 2008-6:00pm-7:30pm-Paris Hotel, including 7 comp. registrations
- DMA Special Interest Councils' Golf Classic (June 2009)
- At least four Directo Council Open Calls

**Benefits:**

- Tabletop space at Directo Council live events
- Conducting and hosting up to two educational virtual seminars for the Hispanic Marketing Segment
- Your company's name and/or logo on every Directo Council event promotional piece
- Logo recognition on every Directo Council event description Webpage
- Recognition of your company before the start of every Directo Council virtual seminar
- Logo recognition at every Directo Council live event including signage and full-page ad in program book, if appropriate
- Priority opportunity to sponsor other related Directo Council events

**Hispanic Marketing Segment**  
**Gold Council Partner Sponsorship - \$6,000**

- Three, one-year complimentary Directo: Council for Hispanic Marketing Memberships
- Recognition including your company's logo and hyperlink on the Hispanic Marketing Segment Webpage
- Recognition on all correspondence to the Directo Council members including your company's name and/or logo featured on the monthly Council's email communications
- Feature one article or white paper on the Hispanic Marketing Segment Webpage. (Articles/White papers must be educational and not promotional)
- Special Hispanic Marketing Segment Sponsorship logo for your use

**Events:**

Gain exposure and recognition at these Hispanic Marketing Segment events planned for the upcoming year:

- At least two Directo Council Virtual Seminars
- DMA International and Directo Councils' Joint Networking Reception at DMA08

- DMA Special Interest Councils' Golf Classic (June 2009)
- At least four Directo Council Open Calls

**Benefits:**

- Your company's name and/or logo on every Directo Council event promotional piece
- Logo recognition on every Directo Council event description Webpage
- Recognition of your company before the start of every Directo Council virtual seminar
- Logo recognition at every Directo Council live event including signage and half-page ad in program book, if appropriate
- Priority opportunity to sponsor other related Directo Council events