

DMA Retail 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 sponsorship program, your company will have numerous opportunities to be represented in front of the entire Retail Marketing segment.

Take your company to new levels of success through a highly-visible sponsorship. As a Retail Marketing Segment Sponsor you'll have the chance to connect with the leading retail marketers. This is the perfect way to get your company message and sales/marketing executive team in front of the right audience.

Showcase your brand and company to over 7,000 retail marketing professionals including your clients, potential clients, and many others, as well as **promote your commitment** to top quality programs, events, and educational opportunities.

Target thought leaders, decision makers and other potential buyers as they interact with the Retail Marketing Council and DMA.

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