

- Partner with DMAW all year-long for continuous exposure!
- Experience great marketing benefits for each event!
- Showcase your company to hundreds of professionals that need your services and products!
- Fit us into your marketing budget for the year!
- The more events you partner with us, the higher the savings you receive!
- Don't miss these great investment opportunities!

Discounts are based on your marketing plan for the events listed below:

- \$2,000 - \$2,999    5% Discount
- \$3,000 - \$5,499    Get One Third Page Ad in Marketing AdVents! \$800 Value!
- \$5,500 - or More    Get One Half Page Ad in Marketing AdVents! \$1200 Value!

Name		
Title		
Company		Company URL
Address City		
City	State	Zipcode
Phone (    )	Email	
Signature	Date	
<b>Payment Information:</b>	Please charge my: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX	
Total Coffee Talks:	\$ _____	<input type="checkbox"/> Please send me invoice for payment by check
Total Webinars:	\$ _____	
Total Happy Hours:	\$ _____	
Total Focused Programs:	\$ _____	
TOTAL: \$ _____	Card # _____	Exp. _____
Discount %: \$ _____	Name on card _____	
Amount Due: \$ _____	Billing address _____	
	CVV: _____	
<p>Email investment form to: Beth Holcomb – <a href="mailto:beth@dmaw.org">beth@dmaw.org</a>   Questions: 703-689-DMAW (3629)</p>		

Check which opportunities you would like and total on page 1!

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## Coffee Talks – Exclusive Opportunities!

9:00 AM – 10:30 AM – Projected attendance at each event is 20-25 professionals (In-Person)

Enjoy a cup during these topic driven conversations with an expert host and your peers!

### \$500 per Coffee Talk Benefits include:

- Company logo on program landing page
- Logo & website link in promotional emails
- One complimentary registration
- Recognition at event
- Post-event registration list (with emails)
- Opportunity to provide handouts

### Coffee Talk Dates:

Wednesday, May 3: Donor Advised Funds       Wednesday, July 19: Sustainers

TOTAL Coffee Talk Opportunities: \$500/each x \_\_\_\_ = \$ \_\_\_\_\_

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## Webinars – 4 Opportunities per Webinar!

1:00 PM – 2:00 PM – Projected attendance at each webinar is 60-100 professionals (Virtual)

Enjoy premium content presented by industry experts!

### \$750 Webinar Benefits include:

- Company logo on program landing page
- Recognition from Emcee
- Logo & website link in promotional emails
- Two complimentary registrations
- Post-event registration list (with emails)
- Logo in opening PowerPoint

### Webinar Dates:

Thursday, February 16: Google Analytics

TOTAL Webinar Opportunities: \$750/each x 1 = \$ \_\_\_\_\_

Check which opportunities you would like and total on page 1!

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## Member Appreciation Happy Hours!

5:30 PM – 7:00 PM – Projected attendance at each event is 50-75 professionals (In-Person)

DMAW members love our happy hours! Not only are they fun, it's a great networking opportunity!

### \$500 per Happy Hour Benefits include:

- Company logo & link on program landing page
- Logo & link in promotional emails
- Two complimentary non-member registrations
- Post-event registration list (with emails)
- Recognition on signage at event

### Happy Hour Dates:

- Thursday, March 23: Spring Happy Hour!       Thursday, September 21: Fall Happy Hour!

TOTAL Happy Hour Opportunities: \$500/each x \_\_\_\_ = \$ \_\_\_\_\_

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## Young Professional Events!

Projected attendance at each event is 50 young professionals, age 35 and under (In-Person)

5:30 PM - 7:30 PM for listed YP Happy Hours and 12:00 PM - 2:00 PM for listed YP Lunch & Learn

Join fellow young professionals learning, networking, and getting involved in DMAW!

### \$500 per YP Event Benefits include:

- Company logo & link on program landing page
- Logo & link in promotional emails
- One complimentary registration
- Post-event registration list (with emails)
- Recognition at event
- Recognition on signage at event

### Young Professionals Event Dates:

- Thursday, April 20: YP Speed Networking Happy Hour  
 Thursday, July 13: YP Summer Happy Hour  
 Tuesday, September 12: YP Lunch & Learn

TOTAL YP Event Opportunities: \$500/each x \_\_\_\_ = \$ \_\_\_\_\_

Check which opportunities you would like and total on page 1!

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## DMAW Annual Keynote Kick-Off & Business Meeting!

6:00 PM – 9:00 PM – Projected attendance at this event is 65 - 75 professionals (In-Person)

Partnering with the DMAW Annual Meeting is a great opportunity to get in front of DMAW leadership! This reception includes new board member introductions, interesting speakers, & industry forecasts.

### \$500 DMAW Annual Meeting Benefits include:

- Company logo & link on program landing page
- Logo & link in promotional emails
- One complimentary registration
- Post-event registration list (with emails)
- Recognition from emcee at event
- Logo on opening PowerPoint

### DMAW Annual Meeting Event Date:

Thursday, January 19: DMAW Annual Meeting!

TOTAL DMAW Annual Meeting Opportunity: \$500/each x 1 = \$ \_\_\_\_\_



Check which opportunities you would like and total on page 1!

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## Focused Programs – Exclusive Opportunities

DMAW Focused Programs are educational programs covering specific topics in direct marketing!

All Focused Program benefits include:

- Company logo & link on program landing page
  - Logo on signage and screen at event
  - Logo or company name with link in promotional emails
  - Opportunity to provide a handout to attendees
  - Recognition from the podium
  - Post-event attendee list (with emails)
- 

### DM 101 Workshop – Thursday, March 23, 8:30 AM - 4:15 PM

Join newcomers in the industry to learn about the various roles in direct marketing and how it all fits together!

- Wi-Fi Marketing Opportunity – 1 Available (\$1,000)**
    - 2 Complimentary Registrations
    - Distribute One Take-Away to Attendees
  - Session Marketing Opportunity – 6 Available (\$1,000)**
    - 2 Complimentary Registrations
    - Introduce Session Presenter
  - Lunch Marketing Opportunity – 1 Available (\$1,000)**
    - 2 Complimentary Registrations
  - Breakfast Marketing Opportunity – 1 Available (\$750)**
    - 1 Complimentary Registration
- 

### Production Day – Thursday, April 27, 8:30 AM - 3:30 PM

Attendees get a comprehensive view of all the latest in direct mail and production!

- Tote Bag Opportunity – 1 Available (\$1,200)**
  - Company Logo on Tote
  - 2 Complimentary Registrations
- Wi-Fi Marketing Opportunity – 1 Available (\$1,000)**
  - 2 Complimentary Registrations
  - Distribute One Take-Away to Attendees
- Session Marketing Opportunity – 6 Available (\$1,000)**
  - 2 Complimentary Registrations
  - Introduce Session Presenter
- Lunch Marketing Opportunity – 1 Available (\$1,000)**
  - 2 Complimentary Registrations
- Breakfast Marketing Opportunity – 1 Available (\$750)**
  - 1 Complimentary Registration

Check which opportunities you would like and total on page 1!

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## List Bazaar – Thursday, May 11, 9:30 AM - 4 PM

Connect with your industry peers and discuss the latest updates in list strategy!

- Opening Keynote Partner – 1 Available (\$1,250)
    - 2 Complimentary Registrations
    - Introduce Session from Podium
  
  - Happy Hour Opportunity – 2 Available (\$1,000)
    - 2 Complimentary Registrations
  
  - Wi-Fi Marketing Opportunity – 1 Available (\$1,000)
    - 2 Complimentary Registrations
    - Partner Recognition with Wi-Fi Login Code
  
  - Session Marketing Opportunity – 5 Available (\$1,000)
    - 2 Complimentary Registrations
    - Distribute One Take-Away to Attendees
  
  - Lunch Marketing Opportunity – 1 Available (\$1,000)
    - 2 Complimentary Registrations
    - Distribute One Take-Away to Attendees
  
  - AM or PM Refreshment Break – 2 Available (\$750)
    - 1 Complimentary Registration
    - Partner Recognition During Break
- 

## Creative Day – Thursday, June 15, 9 AM - 5 PM

Learn new copy, design, and creative ideas from leading industry experts!

- Opening Keynote Partner – 1 Available (\$1,200)
  - 2 Complimentary Registrations
  - Introduce Opening Session
  
- Wi-Fi Marketing Opportunity – 1 Available (\$1,000)
  - 2 Complimentary Registrations
  - Distribute One Take-Away to Attendees
  
- Session Marketing Opportunity – 4 Available (\$1,000)
  - 2 Complimentary Registrations
  - Introduce Session Presenter
  
- Lunch Marketing Opportunity – 1 Available (\$1,000)
  - 2 Complimentary Registrations
  
- Breakfast Marketing Opportunity – 1 Available (\$750)
  - 1 Complimentary Registration
  
- Afternoon Break – 1 Available (\$750)
  - 1 Complimentary Registration

## **NEW! "Multi-Channel Mini Con" – 2 Day Event**

**Wednesday and Thursday, October 18-19, 9:30 AM - 5 PM**

Multi-Channel Mini Con will cover all things data strategy and digital over two days!

- Live Stream Partner – 1 Available (\$2,500)**
  - 2 Complimentary Registrations
  - Logo on Live Stream Sessions
- Badge Wallet Partner – 1 Available (\$2,000)**
  - 2 Complimentary Registrations
  - Logo on Badge Wallet
- Tote Bag Partner – 1 Available (\$2,000)**
  - 2 Complimentary Registrations
  - Logo on Tote Bag
- Happy Hour Opportunity – 1 Available (\$2,000)**
  - 2 Complimentary Registrations
  - Recognition at Happy Hour
- Day 1 – Opening Keynote – 1 Available (\$1,250)**
  - 2 Complimentary Registrations
  - Opportunity to Introduce the Session
- Day 2 – Closing Keynote – 1 Available (\$1,250)**
  - 2 Complimentary Registrations
  - Opportunity to Introduce the Session
- Wi-Fi Marketing Opportunity – 1 Available (\$1,000)**
  - 2 Complimentary Registrations
  - Partner Recognition with Wi-Fi Login Code
- Session Marketing Opportunity – 12 Available (\$1,000)**
  - 2 Complimentary Registrations
  - Introduce Session
- Lunch Marketing Opportunity – 1 Available *per day* (\$1,000)**
  - 2 Complimentary Registrations
  - Distribute One Take-Away to Attendees
- Water Bottle Partner – 1 Available (\$1,000)**
  - 2 Complimentary Registrations
  - Logo on Water Bottle
- AM or PM Refreshment Break – 2 Available *per day* (\$750)**
  - 1 Complimentary Registration
  - Partner Recognition During One Break
- Coffee Sleeve Partner – 1 Available (\$750)**
  - 1 Complimentary Registration
  - Logo on Coffee Sleeve
- Add-On Raffle Partner – 5 Available to Existing Event Sponsors (\$500)**
  - 1 Complimentary Registration

**\*Please note: Event dates are subject to change!**



# Content Provider Opportunity

Have a white paper? Have a case study that you would like to share?

Optimize your target audience! Showcase your company as an industry thought leader! Let your content become one of the invaluable resources provided by DMAW and benefit to all members accessible on the DMAW member portal!

## Benefits:

- Content will be housed on DMAW's Member Portal which all members have access to.
- One email will be launched showcasing and teasing out only your content.
- Your content will be showcased in DMAW's "Monthly Update."
- Your content will be showcased on LinkedIn, Facebook, and Twitter posts.
- You will be shown as one of DMAW's monthly partners.
- Each quarter, one summary email will be sent to the members listing the available content.
- Articles will be indexed on the member portal as easily searchable content!

## Guidelines for Submitting Content:

- Content must be submitted by the 20th of each month.
- Original content, or original content re-purposed is requested.
- Content will be reviewed and approved by DMAW Committee before publication.
- Content cannot be a "sales" document, but instead one of the following: Case studies, 101-type training material, top "ten" list, best practices, etc.
- We strongly encourage including your contact information!

## To Become a DMAW Content Provider:

- Corporate Investment - \$500 per publication (no charge for submitting content; payment is due when content is approved for publication).
- Nonprofit Investment - No charge.
- Must be a DMAW member.
- Limited to 4 publications annually.

## To Submit Content:

- Submit content as a PDF document to [info@dmaw.org](mailto:info@dmaw.org).
- Provide contact information for reviewer.
- If approved, investment will be due immediately.
- If you have any questions at all, please call: 703-689-DMAW (3629).



**FOR GIVING STRONGER DONORS**  
...this is our motto and continuous effort to show people the value of your work. Let them experience the impact of their dollars with transformative things...

**A matching gift that escalates from the beginning of the campaign to the day of Giving Tuesday has become the control for most nonprofits.**

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Publication of the Direct Marketing Association

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By Irish Saeed and Marc Almanzor

**Multichannel Marketing: Engage Your Supporters With**  
By Maureen Wallbeoff

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Check out the Marketing AdVents rate card included with this 2023 Marketing Opportunities booklet! Don't miss the video ads in digital versions of Marketing AdVents!

Email investment form to: Beth Holcomb – [beth@dmaw.org](mailto:beth@dmaw.org) | Questions: 703-689-DMAW (3629)