***Celebrating 70 Years of Partnership!***

* 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!

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| **Discounts are based on your marketing plan for the events listed below and only available with initial purchase. Additional purchases will be at full cost. We do appreciate your support.**   |  |  | | --- | --- | |  | **$2,000 - $4,999: 5% Discount** | |  | **$5,000+: 10% Discount** | | | | |
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| |  |  | | --- | --- | | Next in Direct: |  | | Focused Programs: |  | | DMAW Happy Hours: |  | | YDMAW Events: |  | | Webinars & Critical Conversations: |  | | Total: |  | | Discount: |  | | Amount Due: |  | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Please Charge My:** | | | | | | |  | Visa |  | Mastercard |  | American Express |  |  |  | | --- | --- | | Credit Card Number: |  | | Exp Date: |  | | Name on Card: |  | | Billing Address: |  | | CVV: |  | |
| **Email investment form to: Terri Jones –** [**tjones@dmaw.org**](mailto:tjones@dmaw.org) | |

# Next in Direct

Kickstart 2025 with *Next in Direct*! Back on **February 20th** , *Next in Direct* features expert speakers to give you a fast edge on the latest trends. This year, we're also celebrating **DMAW's 70th anniversary** and setting our sights on an exciting future for nonprofit success.

Join us as we introduce **Karin Kirchoff,** as the 2025 DMAW President. Karin will share her vision for DMAW. the future for nonprofits and exciting new directions.

The evening will also feature "Ted Talk" style presentations on:

* **Research:** Insights to guide your strategies for the coming year.
* **Technology:** Leveraging new tools to boost your nonprofit’s impact.
* **Wellness:** Practical tips to avoid burnout and sustain productivity.

Cap off the night with a networking reception, where you can connect with peers, enjoy drinks, hors d'oeuvres, and celebrate this milestone year with us.

*Projected attendance at each event is 65-75 professionals (In-Person)*

**Why Sponsor?**  
Align your brand with innovation and forward-thinking nonprofit leaders at *Next in Direct*. Enjoy exclusive access and networking opportunities with an engaged and motivated audience of nonprofit and direct marketing professionals.

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| ***Next in Direct* Benefits include:**  One (1) Complimentary Registration  Post-Event Attendee List  Company Logo on:  • Program Landing Page  • Promotional Emails  • Event Signage | **Date:** Thursday, February 20  5:00 pm – 7:30 pm  **Location:** SEIU, 1800 Massachusetts Avenue, NW Washington, DC 20036 |

**Marketing Opportunities:**

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|  | **Next in Direct Partner (10): $500** |

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

# Fundraising Fundamentals: Introduction to Direct Response

Join newcomers to the industry for an impactful day at the *Fundraising Fundamentals: Introduction to Direct Response*" event, a must-attend for new professionals seeking to elevate their skills in direct response fundraising and an agenda packed full of actionable insights, expert-led panels, and invaluable networking opportunities.

*Projected attendance at each event is 65-75 professionals (In-Person)*

**Why Sponsor?**  
As a sponsor, highlight your brand to an engaged audience of new to the industry professionals and direct response learners. With options like Wi-Fi sponsorship, lunch partnerships, or session sponsorships, enjoy prominent visibility and the opportunity to connect with attendees committed to growing their organization.

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| **All Focused Program benefits include:**  Company Logo on:   • Program Landing Page  • Promotional Emails  • Event Signage  Opportunity to provide a Handout  Post-Event Attendee List | **Date:** Wednesday, February 5  8:30 am – 5:00 pm  **Location:** SEIU, 1800 Massachusetts Avenue, NW Washington, DC 20036 |

**Marketing Opportunities Include:**

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| |  |  | | --- | --- | |  | **Wi-Fi Partner (1): $1,250**  • Two (2) Complimentary Event Registrations  • Company Logo on Wi-Fi Login | |  | **Session Partner (5): $1,000** • Two (2) Complimentary Event Registrations  • Opportunity to Introduce Session | | |  |  | | --- | --- | |  | **Continental Breakfast Partner (1): $1,000** • Two (2) Complimentary Event Registrations | |  | **Lunch Partner (1): $1,000**  • Two (2) Complimentary Event Registrations | |  | **Refresh & Connect Break Partner (3): $1,000** • Two (2) Complimentary Event Registrations | |

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

# Fundraising Fundamentals: 201

Take your direct response fundraising skills to the next level with *Fundraising Fundamentals: 201*. A perfect course for professionals who have mastered the basics and are ready to deepen their understanding and  
elevate their skills. The day will be filled with actionable insights, advanced techniques, and expert-led  
discussions to empower you to drive even greater success in your fundraising efforts, Network with fellow fundraisers and learn from seasoned professionals who are at the forefront of the industry. Don't miss this opportunity to advance your expertise for a bigger impact!

*Projected attendance at each event is 65-75 professionals (In-Person)*

**Why Sponsor?**  
As a sponsor, reach an engaged audience of professionals and direct response learners. With options like Wi-Fi sponsorship, lunch partnerships, or session sponsorships, you’ll enjoy prominent visibility and the opportunity to connect with attendees.

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| **All Focused Program benefits include:**  Company Logo on:   • Program Landing Page  • Promotional Emails  • Event Signage  Opportunity to provide a Handout  Post-Event Attendee List | **Date:** Thursday, February 6  8:30 am – 5:00 pm  **Location:** SEIU, 1800 Massachusetts Avenue, NW Washington, DC 20036 |

**Marketing Opportunities Include:**

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| |  |  | | --- | --- | |  | **Wi-Fi Partner (1): $1,250**  • Two (2) Complimentary Event Registrations  • Company Logo on Wi-Fi Login | |  | **Session Partner (5): $1,000** • Two (2) Complimentary Event Registrations  • Opportunity to Introduce Session | | |  |  | | --- | --- | |  | **Continental Breakfast Partner (1): $1,000** • Two (2) Complimentary Event Registrations | |  | **Lunch Partner (1): $1,000**  • Two (2) Complimentary Event Registrations | |  | **Refresh & Connect Break Partner (3): $1,000** • Two (2) Complimentary Event Registrations | |

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

# Sustainer Day

Join us for one of the year's most popular events: *Sustainer Day*. This full-day event covers critical topics, including leveraging data to target sustainer prospects, building creative multichannel offers, and implementing processes to maximize donor retention. We’re continuing our popular rotating roundtables for an interactive networking experience that encourages sharing ideas.

*Projected attendance at this event is 65 - 75 professionals (In-Person)*

**Why Sponsor?**  
Sponsoring *Sustainer Day* offers an opportunity to connect with nonprofit and marketing professionals dedicated to advancing their sustainer program. Your brand will gain valuable exposure through event materials, while you showcase your company and engage meaningfully with attendees

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| **All Focused Program benefits include:**  Company Logo on:   • Program Landing Page  • Promotional Emails  • Event Signage  Opportunity to provide a Handout  Post-Event Attendee List | **Date:** Wednesday, March 12  9:00 am – 5:30 pm  **Location:** SEIU, 1800 Massachusetts Avenue, NW Washington, DC 20036 |

**Marketing Opportunities Include:**

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| |  |  | | --- | --- | |  | **Keynote Partner (1): $1,500**  • Two (2) Complimentary Event Registrations  • Opportunity to Introduce Keynote | |  | **Wi-Fi Partner (1): $1,250**  • Two (2) Complimentary Event Registrations  • Company Logo on Wi-Fi Login | |  | **Session Partner (5): $1,000** • Two (2) Complimentary Event Registrations • Opportunity to Introduce Session | |  | **Roundtable Partner (3): $1,000** • Two (2) Complimentary Event Registrations  • Opportunity to Introduce Roundtable | | |  |  | | --- | --- | |  | **Continental Breakfast Partner (1): $1,000** • Two (2) Complimentary Event Registrations | |  | **Lunch Partner (1): $1,000**  • Two (2) Complimentary Event Registrations | |  | **Refresh & Connect Break Partner (2): $1,000** • Two (2) Complimentary Event Registrations | |

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

# Production Day

New to direct mail production or eager to learn the latest industry trends, *Production Day* is the perfect opportunity for you. Connect with fellow professionals and gain practical insights from leading experts in print, data processing, personalization, mailshop operations, postage, and more. Walk away with the tools and knowledge you need to launch and optimize your campaigns.

*Projected attendance at this event is 65 - 75 professionals (In-Person)*

**Why Sponsor?**  
Sponsoring *Production Day* connects your brand with an audience dedicated to excellence in direct mail production. Gain high visibility, network, and be part of advancing best practices and driving success in the direct mail industry!

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| **All Focused Program benefits include:**  Company Logo on:   • Program Landing Page  • Promotional Emails  • Event Signage  Opportunity to provide a Handout  Post-Event Attendee List | **Date:** Thursday, April 10  8:30 am - 5:15 pm  **Location:** Planet Direct, 11050 Challenger Court  Manassas, VA 20109  Followed by a gathering at 2 Silos Brewery Company |

**Marketing Opportunities Include:**

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| |  |  | | --- | --- | |  | **Plant Tour Partner (1): $2,000**  • Two (2) Complimentary Event Registrations • Recognition During Tour | |  | **Tote Bag Partner (1): $2,000** • Two (2) Complimentary Event Registrations  • Company Logo on Tote Bag | |  | |  |  | | --- | --- | |  | **Wi-Fi Partner (1): $1,250**  • Two (2) Complimentary Event Registrations  • Company Logo on Wi-Fi Login | | |  |  | | |  |  | | --- | --- | |  | **Session Partner (6): $1,000**  • Two (2) Complimentary Event Registrations  • Opportunity to Introduce Session | |  | **Continental Breakfast Partner (1): $1,000**  • Two (2) Complimentary Event Registrations | |  | **Lunch Partner (1): $1,000**  • Two (2) Complimentary Event Registrations | |  | **Refresh & Connect Break Partner (1): $1,000** • Two (2) Complimentary Event Registrations | | |
| **Check which opportunities you would like and total on page 1!** | |

# Creative Day

Join us for a day packed with creative insights, fresh ideas, and networking opportunities designed to inspire and elevate your marketing and fundraising creative. From sessions on impactful strategies to interactive roundtable discussions, *Creative Day* will give you the tools and knowledge to drive results in your campaigns. Whether you're attending in person or virtually, you won't want to miss this opportunity to learn from industry experts and engage with peers.

*Projected attendance at this event is 65 - 75 professionals (In-Person)*

**Why Sponsor?**  
Sponsoring *Creative Day* positions your brand in front of a community of creative professionals. With significant visibility and engagement opportunities, your sponsorship helps advance your company’s innovation and partnership in the field.

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| **All Focused Program benefits include:**  Company Logo on:   • Program Landing Page  • Promotional Emails  • Event Signage  Opportunity to provide a Handout  Post-Event Attendee List | **Date:** Wednesday, May 7th  9:00 am – 4:30 pm  **Location:** SEIU, 1800 Massachusetts Avenue, NW Washington, DC 20036 |

**Marketing Opportunities Include:**

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

# List Bazaar

For over 40 years, *List Bazaar* has been the premier destination for list professionals and fundraisers to come together, network, and sharpen their craft. This event reveals why a premium list strategy is the “secret recipe” for successful fundraising programs. Impactful missions begin with mailing the right data, making every campaign more effective and strategic.

*Projected attendance at this event is 85 - 120 professionals (In-Person)*

**Why Sponsor?**  
Sponsoring *List Bazaar* provides unmatched access to a highly targeted and engaged audience of list brokers, list managers, agencies, consultants, and nonprofit professionals. By sponsoring, you will be positioned as a leader within the list community and gain visibility among professionals and peers eager to implement effective list strategies that drive results.

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| **All Focused Program benefits include:**  Company Logo on:   • Program Landing Page  • Promotional Emails  • Event Signage  Opportunity to provide a Handout  Post-Event Attendee List | **Date:** Thursday, May 8  10:00 am to 4:00 pm with Happy Hour  **Location:** Arlington Cinema and Draft House  2903 Columbia Pike, Arlington, VA 22204 |

**Marketing Opportunities Include:**

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| |  |  | | --- | --- | |  | **Happy Hour Partner (1): $2,000**  • Two (2) Complimentary Event Registrations | |  | **Opening Keynote Partner (1): $1,500**  • Two (2) Complimentary Event Registrations  • Opportunity to Introduce Keynote | |  | **Closing Keynote Partner (1): $1,500**  • Two (2) Complimentary Event Registrations  • Opportunity to Introduce Keynote | |  | **All Star Panel Partner (1): $1,500**  • Two (2) Complimentary Event Registrations  • Opportunity to Introduce Speakers | |  | **Wi-Fi Partner (1): $1,250**  • Two (2) Complimentary Event Registrations  • Company Logo on Wi-Fi Login | | |  |  | | --- | --- | |  | **Session Partner (5): $1,000** • Two (2) Complimentary Event Registrations • Opportunity to Introduce Session | |  | **Power Hack Package Partner (1): $1,000** • Includes three 15-minute sessions  • Two (2) Complimentary Event Registrations | |  | **Continental Breakfast Partner (1): $1,000** • Two (2) Complimentary Event Registrations | |  | **Lunch Partner (1): $1,000**  • Two (2) Complimentary Event Registrations | |  | **Refresh & Connect Break Partner (2): $1,000** • Two (2) Complimentary Event Registrations | |

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

**Multi-Channel Mini-Con**

*Multi-Channel Mini-Con (Mc2)* is the premier two-day fundraising conference designed exclusively for multi-channel education. As the first and only event of its kind*, Mc2* equips fundraisers with the essential knowledge and tools to connect with donors across every critical channel. In today’s fast-paced world, donors are everywhere, and it is no longer enough to specialize in a single area. That is why *Mc2* exists: to prepare fundraisers to be versatile, well-rounded, and strategic.

*Projected attendance at this event is 175 - 250 professionals (In-Person)*

**Why Sponsor?**  
By sponsoring *Mc2,* you will be recognized as a thought leader in the fundraising sector, making valuable connections with top decision-makers. This is your chance to showcase your commitment to the profession and make a meaningful impact on the industry, while positioning your organization as a key partner in helping nonprofits and marketing professionals reach donors across every channel.

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| **All Focused Program benefits include:**  Company Logo on:   • Program Landing Page  • Promotional Emails  • Event Signage  Opportunity to provide a Handout  Post-event registration list | **Date:** October 2025 (Final date to be determined)  **Location:** To be determined |

**Marketing Opportunities Include:**

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| |  |  | | --- | --- | |  | **Exclusive Lobby Partner (1): $8,000**  • Five (5) Complimentary Event Registrations  • Exclusive Lobby Booth  • Community Service Project Area Partner  • Mention from the stage  • Mention in three (3) LinkedIn posts | |  | **Badge Wallet Partner (1): $2,000** • Two (2) Complimentary Event Registrations  • Company Logo on Badge | |  | **Tote Bag Partner (1): $2,000**  • Two (2) Complimentary Event Registrations  • Company Logo on Tote Bag | |  |  | | |  |  | | --- | --- | |  | **Program Book Partner (1): $2,000** • Two (2) Complimentary Event Registrations • Company Logo on Program Back Cover | |  | **Wi-Fi Partner (1): $2,000**  • Two (2) Complimentary Event Registrations  • Company Logo on Wi-Fi Login | |  | **Mini-Con Lounge Partner (1): $2,000**  • Two (2) Complimentary Event Registrations | |  | **Water Bottle Partner (1): $1,200**  • Two (2) Complimentary Event Registrations  • Company Logo on Water Bottle | |

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**Multi-Channel Mini-Con**

**Marketing Opportunities Continued:**

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| |  |  | | --- | --- | |  | **Coffee Sleeve Partner (1): $1,000** • Two (2) Complimentary Event Registrations  • Company logo on the coffee sleeve | |  | **Day 1 Feature Session (1): $1,500**  • Two (2) Complimentary Event Registrations | |  | **Day 1 Opening Keynote Partner (1): $2,000** • Two (2) Complimentary Event Registrations • Opportunity to Introduce Keynote | |  | **Day 1 Closing Keynote Partner (1): $2,000** • Two (2) Complimentary Event Registrations • Opportunity to Introduce Keynote | |  | **Day 1 MC2 Learning Lab Partner (1): $2,500**  • Two (2) Complimentary Event Registrations | |  | **Day 1 Main Room Session Partner (2): $1,250**  • Two (2) Complimentary Event Registrations | |  | **Day 1 Continental Breakfast Partner (1): $1,000** • Two (2) Complimentary Event Registrations | |  | **Day 1 Lunch Partner (1): $1,000**  • Two (2) Complimentary Event Registrations | |  | **Day 1 Refresh & Connect Break Partner (3): $1,000** • Two (2) Complimentary Event Registrations | |  | **Day 1 Happy Hour/Reception Partner (1): $2,000** • Two (2) Complimentary Event Registrations  • 6 Drink Tickets | | |  |  | | --- | --- | |  | **Day 2 Opening Keynote Partner (1): $2,000** • Two (2) Complimentary Event Registrations • Opportunity to Introduce Keynote | |  | **Day 2 Closing Keynote Partner (1): $2,000** • Two (2) Complimentary Event Registrations • Opportunity to Introduce Keynote | |  | **Day 2 MC2 Learning Lab Partner (1): $2,500**  • Two (2) Complimentary Event Registrations | |  | **Day 2 Main Room Session Partner (1): $1,250** • Two (2) Complimentary Event Registrations | |  | **Day 2 Continental Breakfast Partner (1): $1,000** • Two (2) Complimentary Event Registrations | |  | **Day 2 Lunch Partner (1): $1,000**  • Two (2) Complimentary Event Registrations | |  | **Day 2 Refresh & Connect Break Partner (3): $1,000** • Two (2) Complimentary Event Registrations | |  | **Day 2 - Afternoon Dessert Bar Partner (1): $1,200**  • Two (2) Complimentary Event Registrations  • Company logo on cookies |  |  |  | | --- | --- | |  | **Day 2 Feature Session (1): $1,500**  • Two (2) Complimentary Event Registrations | |

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

**Member Appreciation Happy Hours**

*DMAW* members absolutely love our happy hours! These events are not only a great time but also provide fantastic networking opportunities for professionals in the industry. Whether you are looking to meet new contacts or reconnect with colleagues, join us for an evening out!

*Projected attendance at each event is 50-75 professionals (In-Person)*

**Why Sponsor?**  
Sponsoring a *Member Appreciation Happy Hour* is a prime opportunity to get your brand in front of engaged professionals in a relaxed and interactive setting. Your support ensures visibility and direct connections with industry leaders, young professionals, and decision-makers.

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| **Happy Hour benefits include:**  One (1) Complimentary Event Registration  Company Logo on:   • Program Landing Page  • Promotional Emails  • Event Signage  Post-Event Attendee List | **Date:** Spring and Fall  5:30 pm to 7:00 pm  (dates to be determined)  **Location:** Washinton DC  (Final location to be determined) |

**Marketing Opportunities Include:**

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| |  |  | | --- | --- | |  | **Spring Partner (10): $500** | | |  |  | | --- | --- | |  | **Fall Partner (10): $500** | |

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

**YDMAW Young Professional Speed Networking / Happy Hour**

Join YDMAW for our third annual *Speed Networking and Happy Hour* event! This dynamic gathering, hosted in the spring and summer, will bring together young professionals for an evening of connection and growth. Engage in fast-paced, rotating conversations with fellow attendees and the YDMAW advisory committee, designed to increase your networking opportunities. Enjoy new discussions and expand your professional circle, all while enjoying a beverage and appetizers.

*Projected attendance at each event is 35-50 professionals (in personal)*

**Why Sponsor?**  
Sponsoring this high-energy *YDMAW Happy Hour* puts your brand in front of driven young professionals eager to learn, grow, and form meaningful connections. As a sponsor, you will gain exposure to the next generation of industry leaders and influencers, showcasing your support for career development and professional advancement.

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| **YDMAW benefits include:**  One (1) Complimentary Event Registration  Company Logo on:   • Program Landing Page  • Promotional Emails  • Event Signage  Post-Event Attendee List | **Date:** Spring and Summer  5:30 PM - 7:30 pm  Dates: TBD  **Location:** Washington, DC, TBD |

**Marketing Opportunities Include:**

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|  | **Spring Partner (10): $500** |
|  | **Summer Partner (10): $500** |

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

**YDMAW Young Professional Lunch & Learn**

Join *YDMAW* for a virtual *Lunch & Learn* from 12:15 pm to 1:30 pm! This online event will bring together young professionals for an informative webinar focused on connection and growth. Engage in insightful conversations with fellow attendees and the *YDMAW* advisory committee, designed to expand your networking opportunities. Enjoy engaging discussions and grow your professional circle…all from the comfort of your own space during your lunch break.

*Projected attendance at each event is 35-50 professionals (Virtual)*

**Why Sponsor?**  
Sponsoring the *YDMAW Lunch & Learn* puts you in front of driven young professionals eager to learn, grow, and make meaningful connections. This virtual event offers a unique opportunity to gain exposure to the next generation of industry leaders and influencers. As a sponsor, you'll showcase your brand, all while connecting with future industry professionals.

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| **YDMAW benefits include:**  One (1) Complimentary Event Registration  Company Logo on:   • Program Landing Page  • Promotional Emails  • Event Signage  Post-Event Attendee List | **Date:** Virtual Lunch & Learn  12:15 pm - 1:30 pm  (Fall - date to be determined)  **Location:** Zoom |

**Marketing Opportunities Include:**

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|  | **Sponsorship Partner (10): $500** |

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

**DMAW 101 Webinars & Critical Conversations**

Join industry professionals for impactful *101 Webinars and Critical Conversations* that explore emerging trends in fundraising. Whether you’re new to the nonprofit sector or a seasoned pro, these virtual sessions provide invaluable learning experiences and networking opportunities.

*Projected attendance at each event is 35-50 professionals (Virtual)*

**Why Sponsor?**  
Sponsoring the DMAW *Webinar Series & Critical Conversations* puts your brand in front of nonprofit professionals who are eager to learn, grow, and stay ahead of fundraising trends. These virtual events offer a unique opportunity to gain exposure to a dedicated audience of industry leaders and decision-makers. As a sponsor, you'll showcase your brand while connecting with professionals committed to advancing their organizations and making a lasting impact in the nonprofit sector.

**Events:**

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| **101 Webinar: Demystifying AI for Fundraisers:**  Wednesday, January 22  **101 Webinar: Data Literacy for Fundraisers:**  Wednesday, April 23  **101 Webinar: Digital Marketing for Fundraisers:**  Wednesday, July 23 | **Critical Conversations: What's Next for Nonprofit Fundraising:**  Wednesday, February 19  **Critical Conversations: Leveraging AI in Direct Mail, Digital, Creative, and Analytics**  Wednesday, May 21  **Critical Conversations: Channels & Platforms You Should Be Testing**  Wednesday, September 17 |

**Location:** Zoom

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| **DMAW 101 Webinars & Critical Conversations benefits include:**  Two (2) Complimentary Non-Member Registrations Opening Recognition  Company Logo on:   • Program Landing Page  • Promotional Emails  Post-Event Attendee List | |  |  | | --- | --- | | **Marketing Opportunities Include:** | | |  | **101 Webinar Bundle Package**  **(3 Webinars): $2000** | |  | **Critical Conversation Bundle Package**  **(3 Webinars): $2000** | |

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