

Influence Atlanta's Business-to-Business Marketing Leaders. 2009-2010 Sponsorship Opportunities



About BMA Atlanta

BMA Atlanta is the local chapter of the international organization for business-to-business (B2B) marketers and communicators, offering B2B marketing information and access to B2B marketing experts as well as promoting best practices within B2B marketplaces. BMA Atlanta members represent a wide variety of businesses and organizations in the metro Atlanta area. The chapter was named BMA National Chapter of the Year in 2001 and received a national award for programs in 2006. Approximately 80 business marketers attend our monthly lunch events and more than 200 attend our annual Chocolate Tasting fundraiser. Our monthly announcements go to more than 3,000 of Atlanta's B2B decision makers. To learn more, visit www.bmaatlanta.com.

Sponsorship Opportunities

- ✓ Annual Partnership
- ✓ Single Event Sponsorship – Luncheon
- ✓ Single Event Sponsorship – Social
- ✓ Multiple Event Sponsorship (3) – Luncheons
- ✓ Special Event Sponsorship – Level 1
- ✓ Special Event Sponsorship – Level 2
- ✓ In Kind Partnership

\$3,500 Annual Partnership

- Logo included in all communications promoting each event including website, email and other online/print vehicles (linked logo)
- Logo included on signage and/or printed materials for all events
- One minute welcome remarks at the beginning of each event by a company representative
- Category Exclusivity
- Two complimentary tickets to each event including socials, luncheons and special events
- One complimentary 1-year BMA membership (includes BMA National and Atlanta Chapter dues)
- Opportunity for table-top display at special events
- Logo on program guide at special events
- Opportunity to distribute company literature at each event
- Opportunity to offer door prize during each event
- Opportunity to provide branded promotional materials at each event

\$550 Single Event Sponsorship – Luncheon

- Recognized by BMA Board Member during event welcome remarks
- Logo included in all communications promoting event, including website, email and other online/print vehicles (linked logo)
- Logo included on event presentation
- Opportunity to distribute company literature at each event
- Opportunity to offer door prize during sponsored meeting
- Opportunity to provide branded promotional materials at sponsored event
- One complimentary ticket to sponsored event

- more -



\$300 Single Event Sponsorship - Social

- Logo included in all communications promoting sponsored social, including website, email and other online/print vehicles (linked logo)
- Opportunity to distribute company literature at each social
- Opportunity to offer door prize during sponsored social
- Opportunity to provide branded promotional materials at sponsored social
- One complimentary ticket to sponsored social

\$1,350 Multiple Event Sponsorship – Luncheon (x 3)

- Recognized by BMA Board Member during event welcome remarks
- Logo included in all communications promoting event, including website, email and other online/print vehicles (linked logo)
- Logo included on event presentation
- Opportunity to distribute company literature at each event
- Opportunity to offer door prize during sponsored meeting
- Opportunity to provide branded promotional materials at sponsored event
- One complimentary ticket to sponsored event

\$1,500 Special Event Sponsorship – Level 1

- Access to the post-event attendee list
- Logo included in all communications promoting sponsored social, including website, email and other online/print vehicles including signage (linked logo)
- Opportunity to distribute company literature at each event
- Opportunity to offer door prize during sponsored event
- Opportunity to provide branded promotional materials at sponsored event
- Four complimentary tickets to sponsored event
- Opportunity to provide one sponsor-supplied table-top display at the event
- Logo on program guide
- Recognized by BMA Board Member during event welcome remarks

\$1,000 Special Event Sponsorship – Level 2

- Logo included in all communications promoting sponsored social, including website, email and other online/print vehicles including signage (linked logo)
- Opportunity to distribute company literature at each event
- Opportunity to offer door prize during sponsored event
- Opportunity to provide branded promotional materials at sponsored event
- Two complimentary tickets to sponsored event
- Opportunity to provide one sponsor-supplied table-top display at the event
- Logo on program guide
- Recognized by BMA Board Member during event welcome remarks

In-Kind Sponsorship

Contact us for more information.

Custom sponsorship packages available.

For sponsorship information, contact Linda Lindsey
770-310-0146 or info@bmaatlanta.com



BMA Atlanta Sponsorship Agreement

Date of Agreement: _____

Sponsorship Level: _____

Date of Event(s): _____

Company Name: _____

Company Address: _____

Company Phone Number: _____

Contact Name: _____

Contact Email Address: _____

Amount Due: _____ [mark if paid]

CK# / date _____

Special Instructions: _____

All sponsorship opportunities are on a first-come, first-served basis and are subject to BMA Atlanta Board approval. Any material changes to this sponsorship agreement must be agreed to by both parties in writing. Due to the nature of speakers and changing schedules and other unforeseen factors, some events may require change in date and subject. All reasonable efforts will be made to adhere to schedules and topics.

We accept checks and credit cards. If paying by check, please mail it to the mailing address below. If paying by credit card, please contact Kristina Banyte, Treasurer, at 770-390-9692.

Mailing Address: BMA Atlanta Chapter
1140 Hammond Drive, Suite G-7250
Atlanta, GA 30328
Email: info@bmaatlanta.com

Sponsor

BMA

Accepted by: _____

Title: _____

Date Accepted: _____

Thank you for your support of BMA Atlanta.