



2011/2012 Business Marketing Association Sponsorship Packages

Gain awareness and promote your services while supporting the B2B activities of BMA-Milwaukee. BMA-Milwaukee can use your help and you benefit from the acknowledgment. Strengthen your brand, increase your visibility, and influence Wisconsin's business-to-business marketing leaders. Reach 200+ BMA members and 2,500+ non-member marketing communications professionals. Sponsorship packages are below and are all customizable to fit your needs.

LEVELED SPONSORSHIPS

**Platinum Sponsor: Partner of the Year.....\$4,000 for BMA members
\$4,800 for Non members**

Sponsor benefits:

Increased Awareness through Sponsor Recognition

- Golf Outing Registration Table sponsorship including a banner and an opportunity to staff the table and greet golfers as they register
- Recognized as student scholarship sponsorship
- 1 monthly meeting sponsorship
- Company description and recognition as sponsor verbally announced at sponsored meeting
- Sponsor recognition at all meetings and events
- Logo included on the BMA social media sites including LinkedIn, Twitter and Facebook
- Logo included in weekly *BMA Blast* sponsor banner
- Logo on the back cover and placed next to sponsored meeting in the annual printed events calendar

Increased Sales and Web Traffic through Promotions/Advertising

- Full page ad in the Golf Outing program for the Gold Level sponsors
- Prominent positioned square boombox ad (300x250pixels) linked to your website placed next to the online membership directory
- Website link and logo on home page and member directory of BMA-Milwaukee.org
- Website link and logo on meeting event webpage of sponsored event
- 1 tower ad (202x310 pixel) linked to your website included in the bi-weekly *BMA Blast* the month of sponsored meeting distributed to 2,500+ marketers
- Offer sale promotion directly to BMA database on BMA website, *BMA Blast* to 2,500+ marketers, and included in mailed calendar package
- Approved literature distribution opportunity at sponsored monthly meeting
- Opportunity to offer door prize during sponsored meeting

Savings

- 2 registrations to attend Bell Awards event (\$160 value)
- 2 complimentary entries to all program events, excluding Golf Outing and Holiday Party (\$1,190 value)

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**Gold Sponsor: Presenting Sponsor.....\$2,500 for BMA members
\$3,000 for Non members**

Sponsor benefits:

Increased Awareness through Sponsor Recognition

- Golf Outing Registration Table sponsorship including a banner and an opportunity to staff the table and greet golfers as they register
- 1 monthly meeting sponsorship
- Company description and recognition as sponsor verbally announced at sponsored meeting
- Sponsor recognition at all meetings and events
- Logo included on the BMA social media sites including LinkedIn, Twitter and Facebook
- Logo included in weekly *BMA Blast* sponsor banner
- Logo on the back cover and placed next to sponsored meeting in the annual printed events calendar

Increased Sales and Web Traffic through Promotions/Advertising

- Full page ad in the Golf Outing program for the Gold Level sponsors
- Prominent positioned square boombox ad (300x250pixels) linked to your website placed in the online membership directory
- 1 tower ad (202x310 pixel) linked to your website included in the bi-weekly *BMA Blast* the month of sponsored meeting distributed to 2,500+ marketers
- Website link and logo on home page and member directory of BMA-Milwaukee.org
- Website link and logo on meeting event webpage of sponsored event
- Offer sale promotion directly to BMA database on BMA website, *BMA Blast* to 2,500+ marketers, and included in mailed calendar package
- Opportunity to offer door prize during sponsored meeting
- Approved literature distribution opportunity at sponsored monthly meeting

Savings

- 1 complimentary entry to all meetings or events, excluding Golf Outing, Bell Awards, and Holiday Party (\$595 value)

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**Silver Sponsor: Chapter Partner.....\$1,500 for BMA members
\$1,800 for Non members**

Sponsor benefits:

Increased Awareness through Sponsor Recognition

- 1 monthly meeting sponsorship
- Golf Outing Registration Table sponsorship including a banner and an opportunity to staff the table and greet golfers as they register
- Company description and recognition as sponsor verbally announced at sponsored meeting
- Sponsor recognition at all meetings and events
- Logo included in weekly *BMA Blast* sponsor banner
- Logo included on the BMA social media sites including LinkedIn, Twitter and Facebook
- Logo on the back cover and placed next to sponsored meeting in the annual printed events calendar

Increased Sales and Web Traffic through Promotions/Advertising

- Half page ad in the Golf Outing program
- Website link and logo on home page and member directory of BMA-Milwaukee.org
- Website link and logo on meeting event webpage of sponsored event
- 1 tower ad (202x310 pixel) linked to your website included in the weekly *BMA Blast* the month of sponsored meeting distributed to 2,500+ marketers
- Opportunity to offer door prize during sponsored meeting
- Approved literature distribution opportunity at sponsored monthly meeting

Savings

- 1 complimentary entry to sponsored meeting/seminar program (\$85 value)



**Bronze Sponsor: Marketing Partner.....\$850 for BMA members
\$1,050 for Non members**

Sponsor benefits:

Increased Awareness through Sponsor Recognition

- 1 monthly meeting sponsorship
- Company description and recognition as sponsor verbally announced at sponsored meeting
- Sponsor recognition at all meetings and events
- Logo included on the BMA social media sites including Twitter and Facebook
- Logo included in weekly *BMA Blast* sponsor banner
- Logo on the back cover and placed next to sponsored meeting in the annual printed events calendar

Increased Sales and Web Traffic through Promotions/Advertising

- Website link and logo on home page and member directory of BMA-Milwaukee.org
- Website link and logo on meeting event webpage of sponsored event
- Opportunity to offer door prize during sponsored meeting
- Approved literature distribution opportunity at sponsored monthly meeting

In-kind Sponsor.....Donation of product/service/drawing item

i.e. Creative Sponsor, Photography Sponsor, Audio/Video Sponsor, Print, Signage & Banner Sponsor

Sponsor benefits:

- Sponsor recognition and benefits determined by in-kind donation

*Customizable sponsorship packages are available. Contact Vanessa LaCoste at
630-709-5699 or vlacoste@boelterlincoln.com.*

**Consider increasing your sponsorship exposure by having a presence at the
BMA Bell Awards or Golf Outing! An a la cart menu of
add-on sponsorship opportunities included on pages 5-7.**

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BMA Bell Awards Add-On Leveled Sponsor Exposure April 2012

All sponsorships include logo placement on the BMA Bell Awards web site, signage at the event, recognition during the awards ceremony, and recognition in the event program.

Gallery of Winners.....\$600 for BMA members; \$750 for Non members

The real bread and butter of this event is viewing the award winning entries. Gain exposure in the gallery of winners through prominent signage in the most popular area prior to the awards show.

Signature Drinks.....\$300 for BMA members; \$375 for Non members

A fan favorite at last year's Bells! What would your company be if it was reincarnated as a cocktail? (multiple sponsorships available)

Hors d'oeuvres.....\$300 for BMA members; \$375 for Non members

The real way to a client's heart is through the stomach. Work in awareness about your company during pre-event "mix and mingle" noshing. Hors d'oeuvres will be plated and passed in both the lounge and Galley of Winners, doubling your exposure.

The Bar\$300 for BMA members; \$375 for Non members*

This is where the magic happens! Sponsor one of the fully-stocked bars at this year's Bell Awards. Whether in the lounge, the Gallery of Winners or the banquet hall, make your mark on one of the most popular destinations of the night!

Dessert & Coffee Sponsor.....\$300 for BMA members; \$375 for Non members

Dessert is the most important meal of the day. Top off the evening with a sweet reminder about your company. Think about personalized candy bars, Smarties or a cupcake with your logo done in icing!

Floor Signage.....\$500 for BMA members; \$750 for Non members

Let your clients walk all over you. Directional signage will be placed on the floor guiding attendees from the lounge to the Gallery of Winners. Get Stepped on by your clients AND the competition!

Coat Check Sponsor.....\$200 for BMA members; \$250 for Non members

Is that a brochure in your pocket or are you just happy to see me? Leave a lasting impression. Slip a sample of your work in attendees' coat pockets.



BMA The Big Swing 9 Add-On Leveled Sponsor Exposure

June 2012

Dinner Sponsor.....\$1,000 for BMA members; \$1,200 for Non members

Includes: Highest visibility opportunity to promote your organization. Hang a banner with your company's logo and tag lines both outside the club house during lunch and registration and inside during the networking and dinner program. Staff a table with some of your workforce and marketing materials to meet the golfers before their tee time. Includes a full page ad in the event program, logo and link from the BMA Golf page web site to your web site, recognition in the program remarks and thanks in the event program as well.

Lunch Sponsor.....\$750 for BMA members; \$900 for Non members

Includes: High visibility opportunity to promote your organization. Hang a banner with your company's logo and tag lines outside the club house during lunch and registration. Staff a table with some of your workforce and marketing materials to meet the golfers before their tee time. Includes a full page ad in the event program, logo and link from the BMA Golf page web site to your web site, recognition in the program remarks and thanks in the event program as well.

Bag Drop Sponsor.....\$250 for BMA members; \$300 for Non members

Includes: Superb opportunity to promote your business with every golfer in attendance. Hang a sign at the bag drop with your company's logo and tag lines and staff the area with your marketing materials. This sponsorship also includes custom printed bag tags for all of our golfers. You will also receive a 2x4 ad in the event program, recognition in the event remarks and recognition in the event program.

Hole Sponsorships.....\$175 for BMA members; \$250 for Non members

MOST POPULAR SPONSORSHIP

Includes: Sponsor a hole at The Big Swing 8 golf outing. Full color signage at your hole featuring your company's name and the opportunity to staff the hole and distribute marketing material to the players. Also includes recognition in the event program and a 2x4 ad in the event program.

Locker Room Sponsor.....\$100 for one or \$150 for both Men's & Women's

Includes: Full color sign on the locker room door, recognition in the event program, and literature distribution opportunity.

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