

# 2009 AMY Awards *Sponsor* AND *Partnership* MARKETING BENEFITS PROPOSAL



## Now Is the Time!

It's time once again for the marketing event of the year! The San Diego Chapter of the American Marketing Association will recognize San Diego's top talent in marketing at their annual American Marketer of the Year (AMY) Awards. This year's awards ceremony will take place on Thursday, June 11, 2009 at the Coronado Community Center.

We invite you to participate in this prestigious event as a valued sponsor. As a sponsor, not only will you receive the benefits and visibility that come with supporting the event, but you will also gain invaluable recognition by being among San Diego's premier marketers.

The American Marketing Association, one of the largest professional associations for marketers, has 38,000 members worldwide in every area of marketing. For over six decades the AMA has been the leading source for information, knowledge sharing and development in the marketing profession.

This AMA event will provide you an opportunity to network with 100-150 prominent business and community leaders, represent your organization as a contributor to the awards ceremony, and benefit from exposure that only the AMA can provide. All communications will be distributed to over 2,500 marketers and professionals in the San Diego area.

The deadline for sponsorship reservations is Thursday, May 28, 2009. For more details and information on sponsorships, please visit [www.sdama.org/awards.htm](http://www.sdama.org/awards.htm). You can reach me at [858-381-5655](tel:858-381-5655) and [Stephanie.redcross@gmail.com](mailto:Stephanie.redcross@gmail.com).

I would be pleased to count you among our sponsors for this year's AMYs and look forward to working with you on this year's event.

### Best regards,

Stephanie Redcross  
*AMY Committee Chair*

The AMA is a 501(c)(3) non-profit organization with tax ID 33-0327498. All contributions are tax deductible.



# 2009 AMY Awards

## SPONSOR AND PARTNERSHIP

### MARKETING BENEFITS PROPOSAL

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#### Partner Benefits Information

##### Admiral Marketer Partner - \$5,000

- Company recognized as Admiral Sponsor
  - Company table display at event
  - Company logo on all collateral materials
  - Company logo on Belly Bar plaques
  - Recognized and honored at event
  - Opportunity to speak at event (2 min)
  - Opportunity to present AMY award
  - Recognition on media releases
  - Name and logo emphasized on event website
  - Four tickets to the event
  - Plaque of recognition/appreciation
  - Promotional item/brochure in gift bag
  - Emphasized on program as sponsor
  - Logo on event sponsor signage
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##### Captain Marketer Partner - \$2,500

- Company logo on all collateral materials
  - Company logo on Belly Bar plaques
  - Recognized and honored at event
  - Recognition on media releases
  - Logo on email invitation of event
  - Listed in invitation as Captain Sponsor
  - Name and logo listed on event website
  - Three tickets to the event
  - Plaque of recognition/appreciation
  - Promotional item/brochure in gift bag
  - Listed on program as sponsor
  - Logo on event sponsor signage
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##### Commander Marketer Partner - \$1000

- Recognized and honored at event
  - Company logo on dessert table
  - Name and logo listed on event website
  - Two tickets to the event
  - Plaque of recognition/appreciation
  - Promotional item/brochure in gift bag
  - Listed on program as sponsor
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##### Lieutenant Marketer Partner - \$500

- Recognized and honored at event
  - Name and logo listed on event website
  - One ticket to the event
  - Promotional item/brochure in gift bag
  - Listed on program as contributing sponsor
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##### Contributing Partner - Donation Varies

- Name Tags Donation
  - Gift Bags Donation
  - Event Video Editing
  - Event Photographer
  - Collateral Printing
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