



## **Silicon Valley American Marketing Association**

Founded in 1980, the award-winning Silicon Valley American Marketing Association (SVAMA) is the premier chapter of the American Marketing Association, the largest nonprofit marketing organization of its type in the world.

As the complete resource for marketing education and networking in Silicon Valley, the SVAMA serves to advance the marketing vocation by providing a forum to stay connected to Silicon Valley's marketing thought Leaders and stay informed about key issues and techniques affecting marketing professionals. Focusing on the best practices in marketing, the organization delivers several resources, including monthly events on timely topics, informative workshops for skill enhancement, networking opportunities, and career development tools.

Situated in the heart of the technology industry, the SVAMA is one of the most important and influential chapters of the American Marketing Association. In 2002 the SVAMA was the sole recipient of the national AMA's Chapter of the Year Award.

### **Overview of Sponsorship Opportunities**

A sponsorship commitment with the Silicon Valley American Marketing Association offers valuable exposure to approximately 500 marketing professionals in Silicon Valley, many decision-makers within their organizations. Additionally, because it connects monthly with almost 3,000 local marketers, on the SVAMA professional associates email list, the organization offers an extended reach beyond its base membership. Some of the SVAMA's current and past sponsors include Ipsos-Reid, Eloquent, CustomerSat, Aquent, Palomar Ventures, MSR communications, PR Newswire, The Network Meeting Center, BoldFocus, Nichols Research and Premiere Conferencing.

There are many ways to reach marketers through the SVAMA, and custom packages are available to meet your specific sponsorship requirements. Sponsorship activities include tabletop exhibits at events, program sponsorships, speaking opportunities, corporate membership, electronic newsletter, website advertising and joint PR articles.

## Corporate In-Kind and Cash Sponsorship

Corporate packages are reserved for limited number of sponsors who benefit from a broad base of SVAMA sponsorship opportunities. Corporate packages ensure a consistent and visible presence among Silicon Valley's leading marketing professionals. Corporate sponsorship packages are outlined below for July 2006 – June 2007 (multiple year sponsorships are welcome and negotiable):

### Platinum Level: \$30,000

- Assignment of a sponsorship manager from SVAMA sponsorship team
- Tabletop exhibits at all Monthly Programs, including company mention in Monthly Program announcements and event website page (up to 12 Monthly Programs)
- Company mention in Workshop announcements and event website page (up to 8 Workshops)
- Twenty four complimentary passes to Monthly Programs (maximum of two passes per Monthly Program)
- Eight complimentary passes to Workshops (maximum of one pass per Workshop)
- Verbal recognition of platinum level sponsorship at all SVAMA events
- Recognition in Monthly Program networking slideshow
- URL link and recognition as a platinum sponsor in SVAMA e-newsletters for the entire year.
- Two full banner advertisements in the SVAMA quarterly e-newsletter
- Web page link with company description on SVAMA sponsorship page and rotating special mention of platinum sponsorship on homepage
- Ability to provide company collateral material and giveaways in new member orientation packages, workshops and networking events
- Recognition in SVAMA standard collateral package disseminated at monthly meetings and workshops
- Potential subject matter expert speaking opportunities, white papers for members on the SVAMA website and e-newsletter and joint PR releases (with prior approval from the SVAMA)

### Gold Level: \$20,000

- Assignment of a sponsorship manager from SVAMA sponsorship team
- Tabletop exhibits at eight Monthly Programs, including company mention in Monthly Program announcements and event website page
- Company mention in Workshop announcements and event website page
- Sixteen complimentary passes to Monthly Programs (maximum of two passes per Monthly Program)
- Four complimentary passes to Workshops (maximum of one pass per Workshop)
- Recognition in Monthly Program networking slideshow
- Ability to provide company collateral material and giveaways in new member orientation packages, workshops and networking events
- URL link and recognition as a gold sponsor in quarterly SVAMA e-newsletters
- One full or two half banner advertisements in the quarterly SVAMA e-newsletter
- Web-page and web page link with company description on SVAMA sponsorship page and rotating special mention of gold sponsorship on homepage
- Recognition in SVAMA standard collateral package
- Potential speaking opportunities and joint PR releases

### **Silver Level: \$10,000**

- Assignment of a sponsorship manager from SVAMA sponsorship team
- Tabletop exhibits at four Monthly Programs, including company mention in Monthly Program and workshop announcements and event website page
- Eight complimentary passes to Monthly Programs (maximum of two passes per Monthly Program)
- Recognition in Monthly Program networking slideshow
- One half banner advertisement in the quarterly SVAMA e-newsletter
- URL link and recognition as a silver sponsor in the SVAMA e-newsletters.
- Web page and web page link with company description on SVAMA sponsorship page and rotating mention of silver sponsorship on homepage
- Recognition in SVAMA standard collateral package
- Ability to provide company collateral material and giveaways in new member orientation packages, workshops and networking events
- Potential speaking opportunities and joint PR releases

### **Bronze Level: \$5,000**

- Assignment of a sponsorship manager from SVAMA sponsorship team
- Tabletop exhibits at two Monthly Programs, including company mention in Monthly Program and workshop announcements and event website page
- Four complimentary passes to Monthly Programs (maximum of two passes per Monthly Program)
- Recognition in Monthly Program networking slideshow
- URL link and recognition as a bronze sponsor in the quarterly SVAMA e-newsletters
- One half banner advertisement in the quarterly SVAMA e-newsletter
- Web page and web page link with company description on SVAMA sponsorship page
- Ability to provide company collateral material and giveaways in new member orientation packages, workshops and networking events
- Recognition in SVAMA standard collateral package

### **Copper Level: \$2,500**

- Assignment of a sponsorship manager from SVAMA sponsorship team
- Tabletop exhibits at one Monthly Program, including company mention in Monthly Program and workshop announcements and event website page
- Two complimentary passes to Monthly Programs (maximum of one passes per Monthly Program)
- Recognition in Monthly Program networking slideshow
- URL link and recognition as a copper sponsor in the SVAMA e-newsletters
- Web page and web page link with company description on SVAMA sponsorship page
- Ability to provide company collateral material and giveaways in new member orientation packages
- Recognition in SVAMA standard collateral package

## Advertising and Promotion Opportunities

Advertising is available for sponsors based on their interest and need to target SVAMA membership and event participants. Advertising and promotion opportunities exist for all SVAMA programs, on the SVAMA website, and in the quarterly SVAMA electronic newsletters. Please contact SVAMA sponsorship sales at [sales@svama.org](mailto:sales@svama.org) for ideas and current advertising opportunities. Here is a brief list of current individual opportunities:

1. Integrated Marketing Packages
2. Monthly Meeting Exhibits
3. Member Postal Mailing List Rental
4. Professional Associates Postal Mailing List Rental (to non-member organizations)
5. Email Event Announcement Advertising
6. Member Communication e-Newsletter Advertising

### 1. Integrated Marketing Packages

- a. Choose any two or more items from the Al la Carte cash advertising opportunities on the pages 4 to 7.
- b. Add the single item investment costs together
- c. Discount rates: 2 items 10% discount, 3 items 15% discount, 4 items 20%
- d. Need help? Ask any one of our experience sales representatives listed on page 8.

### 2. Event Exhibits

Tabletop exhibit; \$500 per event.

Advertisers will receive the following:

- One 4' x 6' tabletop exhibit
- One free pass to the event
- Company mention and URL link in event email announcements (at least three email blasts)
- Tabletop signage at event (signs to be provided by advertiser)
- Ability to provide sponsor collateral or give away at event
- Inclusion in event network slide show
- Opportunity to participate in a raffle. Those advertisers providing a raffle prize will share the contact details of the participants of the raffle.

Yearly advertisers are entitled to all of the above, plus one additional pass to each event.

### 3. Member Postal Mailing List Rental

| Frequency of Mailing   | 1      | 2      | 3      |
|------------------------|--------|--------|--------|
| Investment             | \$150  | \$270  | \$360  |
| Set-up fee per mailing | \$50   | \$50   | Waived |
| Total investment       | \$200* | \$320* | \$360* |

- Other fee:
  - \$10 charge per select (title, zip code, etc.)

Advertisers will receive the following:

- Rental of SVAMA membership list for postal mailing through an independent third-party mail house (\* Sponsor to secure mail house, and pay for service and postage. SVAMA will send list once mail house is secured)
- Nearly 500 names available
- Company mention on SVAMA sponsor website page
- Opportunity to participate in an event raffle. Those advertisers providing a raffle prize will share the contact details of the participants of the raffle.

### 4. Professional Associates Postal Mailing List Rental (non-member organizations)

| Frequency of Mailing                  | 1 time     | 2 times    | 3 times    |
|---------------------------------------|------------|------------|------------|
| Investment                            | \$150/CPM* | \$270/CPM* | \$360/CPM* |
| Set-up fee per mailing                | \$50       | \$50       | Waived     |
| Total investment<br>NB: Min. 2K names | \$350      | \$590      | \$720      |

- Other fees and notes:
  - \$10 charge per select (title, zip code, etc)
  - \*CPM = 1,000 names (2,000 names minimum)

Advertisers will receive the following:

- Rental of SVAMA non-member list for postal mailing through third-party mail house (\* Sponsor to secure mail house, and pay for service and postage. SVAMA will send list once mail house is secured)
- Nearly 2,000 names available
- Company mention on SVAMA sponsor website page
- Opportunity to participate in an event raffle. Those advertisers providing a raffle prize will share the contact details of the participants of the raffle.

## 5. Email Event Announcement Advertising

| Frequency                      | 1 time | 2 times | 3 times |
|--------------------------------|--------|---------|---------|
| Location at the bottom of page | \$50   | \$90    | \$120   |

### Text Ad Specifications:

- 3 lines of text (4" wide in Verdana font) plus URL

### Frequency:

- Published two to three times for every event. One to two events per month. Therefore two to six blasts per month
- Events announced are monthly meetings, workshops, member career events, and member mixer announcements.
- Maximum of three advertisers per event announcement.

### Advertiser will receive the following:

- Ability to reach nearly 500 SVAMA members with a custom, three-line "advertorial"
- Includes link to sponsor's website
- Company mention on SVAMA sponsor website page
- Opportunity to participate in an event raffle. Those advertisers providing a raffle prize will share the contact details of the participants of the raffle.

## 6. Member Communication Quarterly E - Newsletter Advertising (3 Ads per issue)

| Ad Size | Location              | 1 time | 2 times | 3 times |
|---------|-----------------------|--------|---------|---------|
| 468X60  | Full Banner<br>Top    | \$300  | \$540   | \$765   |
| 468X60  | Full Banner<br>Middle | \$250  | \$450   | \$640   |
| 468X60  | Full Banner<br>Bottom | \$200  | \$360   | \$510   |
| 234X60  | Half Banner<br>Middle | \$125  | \$225   | \$318   |
| 234X60  | Half Banner<br>Middle | \$100  | \$180   | \$255   |

How do you run an ad in the Silicon Valley AMA e- newsletter?

- A. Contact the Sponsorship and Advertising Team to confirm availability.
- B. Decide on the Ad Location.
- C. All Advertisements must be submitted electronically Gif or JPEG format 30KB maximum file size.
- D. We will send you advertising reminders via email.

### Contact Information for Sponsorship Sales

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