

PMA's Sports & Entertainment Summit
The New Dimensions of Sports & Entertainment Marketing:
Depth, Diversity & Destinations
June 23rd 2010
Los Angeles, CA

Sponsorship Program

Partner with the PMA to create a platform for:

- ❑ Thought leadership
- ❑ Lead generation
- ❑ Brand-building
- ❑ Awareness

PMA is hosting a fun and informative afternoon on sports and entertainment at The Conga Room at L.A. Live. The program starts with three panel discussions, followed by a choice of two tours: visit ESPN's studio or the Grammy Museum. Return for a networking party and silent auction in the early evening. Panels include:

- ❑ *Depth; 3D - Its Not Just at the Movies!*
- ❑ *Diversity; Today's Entertainment is all about Choices*
- ❑ *Destination; Entertainment is Where You Find it – Everywhere!*

Opportunities:

- ❑ Speak on one of three panels in sports and entertainment
- ❑ Showcase your organization's thought leadership
- ❑ Be a sponsor of PMA's ever popular Schmooze/Meet-up where over 125 studio and agency professionals share a drink and industry buzz
 - Schmooze is a tradition since 1992
 - Networks studio and agency leadership
 - Silent Auction benefiting the PMA Educational Foundation

Sponsorship opportunities:

Program Sponsor - \$6,500

Exclusive

- ❖ Receive top sponsor recognition – logo on all on-site collateral (signage and hand-outs) and conference slides
- ❖ Speaking opportunity as a panelist
- ❖ Verbal sponsor acknowledgement at beginning and end of the program

- ❖ Opportunity to provide one piece of promotion material to be given to all attendees at the Registration Desk (subject to PMA approval)
- ❖ Two (2) Conference and Networking Party registrations
- ❖ Post-conference attendee list

Registration, Badge and Lanyard Sponsor - \$1,500

Exclusive

- ❖ Provide one badge insert distributed to all attendees and speakers (ideal for lead generation)
- ❖ Branding on Lanyard
- ❖ Sponsor acknowledgement and logo on PMA web site, and all pre-conference materials and registration confirmations with link to sponsor site,
- ❖ Verbal sponsor acknowledgement at beginning and end of the program
- ❖ One (1) Conference and Networking Party registration
- ❖ Post Conference attendee list

Break Sponsor - \$500

- ❖ Sponsor logo on all pre-conference digital materials, web site, and on-site collateral (signage and handouts)
- ❖ Verbal sponsor acknowledgement
- ❖ Post conference attendee list

Networking Party Sponsor - \$6,500

Exclusive

- ❖ Verbal sponsor acknowledgement at end of the program and beginning of the Networking Party
- ❖ Speak at the party as an Emcee, Auctioneer or Host
- ❖ Sponsor logo on all digital materials, recognition on PMA website and Sponsor logo on all on-site collateral (signage and hand-outs, cocktail napkins, etc..)
- ❖ Opportunity to provide one piece of promotion material to be given to all attendees at the Registration Desk (subject to PMA approval)
- ❖ Opportunity to provide GOBO of Logo for display during the Networking Party
- ❖ Three (3) Conference and Networking Party registrations
- ❖ Post-conference attendee list

Silent Auction - \$1,000

- ❖ Verbal sponsor acknowledgement at end of the program and beginning of the Auction announcements
- ❖ Sponsor logo on digital materials, recognition on PMA website, logo on all on-site collateral (signage and hand-outs)
- ❖ Title sponsor on all auction table tents, sign up sheets and lists

- ❖ Opportunity to provide one piece of promotion material to be given to all attendees at the Registration Desk (subject to PMA approval)
- ❖ Opportunity to provide Gobo of Logo for display in Auction area
- ❖ Two (2) Conference and Networking Party registrations
- ❖ Post-conference attendee list

All sponsors are asked to provide at least one Silent Auction item – Items should be as unique possible and will be featured on the auction website with credit given to sponsor

For more information about any of the above levels of sponsorship, please contact Dave Wallace at 212.340.0085 or email at dwallace@pmlink.org