

**Don't miss these great investment opportunities!**

- Partner with the DMAW all year-long for *continuous exposure!*
- Experience *great marketing benefits* for each event!
- *Showcase your company* to hundreds of professionals that need your services and/or products!
- *Fit us into your marketing budget* for the year!
- *The more events you partner with us, the higher the savings you receive!*

**Discounts are based on Your Total Marketing Plan**

- \$2,000 - \$2,999                      5% discount
- \$3,000 - \$5,499                      10% discount, plus a quarter page ad in **Marketing AdVents**
- \$5,500 – or more                      12% discount, plus a half page ad in **Marketing AdVents!**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

DMAW Contact \_\_\_\_\_

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**Payment Information:**

<b>Total Webinars:</b>	\$ _____
<b>Breakfast Package:</b>	\$ <b>SOLD</b> _____
<b>Total Happy Hours:</b>	\$ _____
<b>Total Focused Programs:</b>	\$ _____
<b>TOTAL:</b>	\$ _____
<b>Discount _____ %:</b>	\$ _____
<b>Amount Due:</b>	\$ _____

**Please charge my:**    VISA       MasterCard       AMEX

Enclosed is my check made payable to DMAW

Card # \_\_\_\_\_ Exp Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address if different from above: \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

Email: \_\_\_\_\_

**Webinars – Exclusive Opportunities**

1:15 PM – 2:15 PM – Projected number of participants for each webinar (depending upon topic) is 60-100 individual sign-ups, with usually 2 or more professionals at each location. \$750 per webinar.

**\$750 per Webinar benefits include:**

- Company logo on program landing page
- Logo & website link in promotional emails
- Two complimentary registrations
- Logo in opening PowerPoint
- Recognition from Emcee
- Post-event attendee list (with Emails)
- Opportunity to introduce presenter

**Webinar Dates:**

- SOLD**  Thursday, January 14 **What’s Old is New Again (Direct Mail & Digital Media) - Nova Label Co.**
- Wednesday, February 10 **Fundraising in the Middle of a Pandemic – Part 2 (3 Opportunities)**
- SOLD**  Wednesday, April 14 **Industry Benchmarking - Wiland**
- SOLD**  Thursday, August 12 **IWITOT (I Wish I Had Thought of That) -PMG Family**
- SOLD**  Thursday, September 23 **DAF Data Integration Strategies - Wiland**
- Friday, November 12 **(Topic /DATE TBD)**
- SOLD**  Thursday, November 18 **Data Analytics - Wiland**

**TOTAL Webinar Series Opportunity @\$750 each x \_\_\_\_\_ = \$ \_\_\_\_\_**

**Breakfast with the Expert (Series of 9) – Exclusive Opportunity**

9:45 AM – 11:00 AM – Projected number of participants for each intimate conversation is limited to 20 individual sign-ups at each session. Series of nine (9) Breakfast Sessions – investment: \$3,000.

**Breakfast Series Partner benefits include:**

- Logo & website link on landing page
- Logo & website link in promotional emails
- One (1) complimentary registration for each breakfast
- Logo in opening PowerPoint
- Recognition from Emcee
- Post-event attendee list (with emails)
- Opportunity to introduce Expert

**Breakfast with the Experts dates:**

- Thursday, January 28 **(Topic TBD)**
- Thursday, February 25 **Diversity, Equity, Inclusion and Antiracism**
- Thursday, March 25 **Human Resources – Onboarding New Staff**
- Thursday, April 29 **Planned Giving**
- Thursday, May 27 **Creative**
- Thursday, June 24 **Constituent Care**
- Thursday, July 29 **Mentor and Mentee Orientation**
- Thursday, August 26 **Mid-Level Giving**
- Friday, October 29 **Texting**

**TOTAL Breakfast Series Opportunity @\$3,000 = \$ \_\_\_\_\_**

Email investment form to:	Page 2 of 5	Questions: 703-689-DMAW (3629)
Beth Holcomb – beth@dmaw.org		

Name: \_\_\_\_\_

Email: \_\_\_\_\_

**MEMBER APPRECIATION VIRTUAL HAPPY HOURS**

5:00 PM – 6:00 PM – Projected attendance at each event is 50-75 professionals.

**DMAW members love our happy hours! They're fun and people really connect have a great time!**

**8 opportunities available at \$500 per Happy Hour, benefits include: (7 Left)**

- Company logo & link on program landing page
- Logo & link in promotional emails
- Two (2) complimentary non-member registrations
- Logo in PowerPoint
- Post-event attendee list (with emails)
- Recognition from Emcee

**Happy Hour Dates:**

Thursday, April 29

Thursday, October 21

Check  which opportunity(ies) you would like and total on page 1!

**TOTAL Happy Hour Opportunities @\$500/each x \_\_\_\_\_ = \$ \_\_\_\_\_**

Name: \_\_\_\_\_

Email: \_\_\_\_\_

**FOCUSED PROGRAMS**

Our programs are focused on a specific area of direct marketing

**All marketing opportunities receive:**

- Company logo on program landing page
- Two (2) complimentary registrations
- Logo or company name with link in promotional emails
- Logo in PowerPoint
- Recognition from Emcee
- Post-event attendee list (with emails)

**Thursday, January 21 — Annual Meeting 5:00pm – 6:00pm**

**Event Partner** – 8 opportunities available ..... **(2 Spots Left)** .....\$500

**Monday, March 8 – Friday, March 12 — DM 101 Workshops Week – 1:15 pm - 2:15pm daily**

**Session Partner** – 3 opportunities available ..... **(3 Spots Left)** .....\$1,000

- Opportunity to introduce a presenter

**Monday, April 19 – Friday, April 23 — Production Workshops – 1:15pm – 2:15pm daily**

**Session Partner** – 5 opportunities available .....\$1,000

- Opportunity to introduce a presenter

**Wednesday, May 12 — ½ Day Program Payment Solutions - 8:30 am - 4:30pm (3 Sessions)**

**Session Partner** – 3 opportunities available .....\$1,000

- Opportunity to introduce a presenter

Email investment form to: Beth Holcomb – beth@dmaw.org	Page 3 of 5	Questions: 703-689-DMAW (3629)
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**Monday, June 7 – Friday, June 11 — Digital Workshops – 1:15pm – 2:15pm daily**

- Session Partner – ~~8~~ opportunities available .....\$1,000** *(2 Spots Left)*
  - Opportunity to introduce a presenter

**Monday, September 27 – Friday, October 1 — Sustainers Workshops – 1:15pm – 2:15pm daily**

- Session Partner – 5 opportunities available .....\$1,000**
  - Opportunity to introduce a presenter

**Monday, October 11 – Friday, October 15 — Data Strategy Forum – 8:30am – 5:30pm**

- Session Partner – ~~12~~ opportunities available .....\$1,000** *(11 Left)*
  - Opportunity to introduce a presenter

**TOTAL Focused Program Opportunities ..... \$ \_\_\_\_\_**

*Go to page 1, total your investments and you'll see your savings*

**Be part of our award-winning newsletter!**

**Great articles and information in each issue!**

**Advertise in DMAW's MARKETING AdVents!**

The background image shows several overlapping newsletters from the 'Marketing AdVents' series. Visible headlines include 'Augmented Reality: The Future of Marketing', '3 Surprising Neuroscience Tactics That Drive Donor Behavior', and '9 Steps to Planning FY20'. The newsletters are published by the Direct Marketing Association of Washington (DMAW).

**Check out the Marketing *AdVents* rate card included with this  
2021 Marketing Opportunities booklet!**

**Don't miss the first-time ever – video ads in Marketing *AdVents*!**

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Beth Holcomb – Beth@dmaw.org		