

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 1/3-page ad in **Marketing AdVents**
- \$5,500 – or more 12% discount, plus a 1/2-page ad in **Marketing AdVents!**

Name _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Phone (_____) _____ Email _____

Signature _____ Date _____

DMAW Contact _____

Payment Information:

Total Webinars:	\$ _____	Please charge my: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX <input type="checkbox"/> Enclosed is my check made payable to DMAW
Breakfast Package:	\$ SOLD _____	
Total Happy Hours:	\$ _____	
Total Focused Programs:	\$ _____	
TOTAL:	\$ _____	
Discount _____ %:	\$ _____	
Amount Due:	\$ _____	

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.**
- SOLD** Thursday, February 11 **Creating a Memorable Personal Brand – Mal Warwick Donordigital**
- 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) - AVAILABLE!**
- 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:

- 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

(A Few Spots Left!)

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 – 6 opportunities available *(SOLD OUT)* \$500

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

Session Partner – 5 opportunities available *(SOLD OUT)* \$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 SPOT LEFT)* \$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 *(2 SPOTS LEFT)* \$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 – ~~5~~ opportunities available\$1,000 *(1 Spot 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 (AVAILABLE!)
 - 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 *(10 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!

Mar Mar Mark Marketing AdVents

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Augmented Reality: Enhancing the Virtual World
By Alexa

Top 5 Postcard Trends
By Steve

Don't Let Your Budget Get the Best of You
By Anne

Start Planning Your 2020 Budget With Confidence
By Craig DePole

1. ANALYZE FILE TRENDS.
This often comes in the form of a file audit or file analysis. Start with the macro metrics. These are your key performance indicators (KPIs), such as overall revenue trends, average-gift trends, donor-value trends and retention trends.

3 SURPRISING NEUROSCIENCE TACTICS THAT DRIVE DONOR BEHAVIOR
By Nancy Harhut

3 Surprising Neuroscience Tactics That Drive Donor Behavior

3 REVIEW PAST CAMPAIGN RESULTS.
William Shakespeare's quote, "What's past is prologue," should

Classic Direct Marketing Techniques

FEATURES	DEPARTMENTS
9 Steps to Planning FY20	President's Perspective
3 Neuroscience Tactics That Drive Donor Behavior	DMAW Calendar
Greater Engagement	Quick Takes
Copywriting	News Notes
DMAW/EF	

**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		