

Arabian Nights

BMA COLORADO GOLD KEY AWARDS 2010



January 2010

Dear Prospective Gold Key Sponsor:

The Colorado chapter of the Business Marketing Association (BMA) is renowned for its Gold Key Awards, an annual event that is recognized as Colorado's most prestigious competition – dedicated solely to business-to-business marketing communications. The awards banquet itself is traditionally a first-class affair. The 2010 Gold Key Awards Banquet will be held on Friday, April 30, 2010 at the Sherman Street Event Center in downtown Denver.

To continue the tradition of this distinguished event, BMA is delighted to offer you a corporate sponsorship opportunity. By helping BMA sponsor this industry celebration, you can position your company prominently in front of hundreds of the best local and national marketers.

Here's Your Chance to reach this Exclusive Audience

We have three levels of sponsorships that cater to different budgets and business needs. Please review the following page for details. Sponsors are included in pre- and post-event marketing initiatives, showcased on signage at the awards banquet and recognized in industry trades that reach thousands of decision-makers across the Front Range and throughout the country. Plus, sponsors are encouraged to attend the Gold Key Awards celebration and rub elbows with leading marketing professionals. Last year's event at the Comedy Works brought in nearly 200 talented individuals from Colorado agencies and corporations — including key decision-makers within their organizations.

Don't Pass Up this Golden Opportunity

The Gold Key Awards is the ideal venue for promoting your business to a room full of attentive marketing professionals. And, because the BMA is a non-profit organization (501c6), sponsors also enjoy a tax deduction. Discounted sponsorships are available for BMA members!

Someone from our organization will contact you shortly to discuss your participation as a Gold Key sponsor. Or, if you're ready to take advantage of this fantastic opportunity today, please contact me or BMA Colorado's Executive Director, Marilee Yorchak, at 303-607-9957 (marilee@bmacolorado.org).

Thank you for your consideration of this worthwhile event.

Best regards,
Marcus Durante, HARMONIC MEDIA
2010 Gold Key Committee

www.bmacolorado.com/goldkey

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Sponsorship Opportunities

2010 Gold Key Awards Sponsorship Levels

Scheherazade
\$1,500*

Enchantment
\$750*

Magic
\$250*

Pre-Event Promotion			
Your company's name on promotional pieces for the Gold Key Awards (email, PR, etc.).	Of Course!	Yes!	Yes!
Your company's logo on the official Gold Key Banquet Invitation mailers sent to approximately 5,500 people.	Yes!	Yes!	
Advertisement in BMA's award-winning newsletter, <i>The Marketing Mirror</i> (a \$300 value).	Yes!		
Recognition and Marketing at the Event			
Complimentary tickets (with preferred seating) to the ceremony at the Curtis Ballroom.	6 tickets (\$570 value)	2 tickets (\$190 value)	
Your logo visible to all banquet attendees during the cocktail and dinner hours.	Yes!	Yes!	Yes!
Sponsorship recognition in the Gold Key Banquet Program, distributed to attendees.	Yes!	Yes!	Yes!
Opportunity to include promotional material in the Event Giveaway Package.	Yes!	Yes!	Yes!
Post-Event Recognition			
3-month listing of your logo and link to your URL on the BMA-Colorado Web site, which receives 5,000 unique visitors each month (\$300 value).	Yes!	Yes!	Yes!
6-month listing of your logo and link to your URL plus your phone number and a fifty-word description on the BMA-Colorado Web site (\$550 value).	Yes!	Yes!	
Your company's name listed as a sponsor in BMA Today section of the <i>Advertising & Marketing Review</i> , a monthly industry magazine distributed to over 3,700 professionals.	Yes!		

*10% surcharge for non-BMA Members