



The Direct Marketing Club of New York Presents

2021 Silver Apple Awards

November 4, 2021

The Edison Ballroom

240 W 47th Street | New York, NY 10036

The DMCNY Silver Apple Awards honor our industry's most distinguished achievers—tenured marketers who have made strides in their areas of expertise, while generously contributing their time and talents to the industry. These recipients reflect the best that our profession has to offer our clients, our corporations, and our industry.

SPONSORSHIP OPPORTUNITIES

Title Awards Sponsor: \$8,500 *(Limit ONE Title Awards Sponsor)*

Sponsors receive:

- Two designated tables with twenty (20) tickets for your exclusive use
- Twenty (20) tickets to the VIP Cocktail Reception prior to the Event
- VIP Seating during awards
- Verbal recognition
- Full Page Ad in Event Program*
- Company logo and link on DMCNY website and in event slide show
- \$2,000 Scholarship contribution

Signature Awards Sponsor: \$6,500 *(Limit FIVE Signature Awards Sponsor)*

Sponsors receive:

- Designated table with ten (10) tickets for your exclusive use
- Ten (10) tickets to the VIP Cocktail Reception prior to the Event
- VIP Seating during awards
- Verbal recognition
- Full Page Ad in Event Program*
- Company logo and link on DMCNY website and in event slide show
- \$1,000 Scholarship contribution

Elite Awards Sponsor: \$4,000 *(Limit SIX Elite Awards Sponsor)*

Sponsors receive:

- Designated table with five (5) tickets for your exclusive use
- Verbal recognition
- Half Page Ad in Event Program*
- Company logo and link on DMCNY website & in event slide show
- \$500 scholarship contribution

Select Awards Sponsor: \$1,750 *(Limit EIGHT Select Awards Sponsor)*

Sponsors receive:

- Designated table with two (2) tickets for your exclusive use
- Verbal recognition
- Quarter Page Ad in Event Program*
- Company logo and link on DMCNY website & in event slide show
- \$250 scholarship contribution

**Subject to Event Program printing deadlines*

Specialty Awards Sponsors: \$4,500*

(Limit ONE Specialty Awards Sponsor Per Item)

1. Cocktail Reception: Logo prominently displayed by the bar(s) and on logo-branded napkins; one named cocktail
2. Centerpiece: Logo prominently displayed on every table
3. Red Carpet & Photos: Logo signage at Step & Repeat; mention in MKTGinsight article with photos
4. Dessert & Coffee: Logo displayed on dessert tables and on logo-branded napkins
5. After-Party: Logo prominently displayed at entrance, named cocktail and logo-branded napkins
6. DJ: Logo prominently displayed by DJ

Specialty Awards Sponsors: \$6,000*

(Limit ONE Specialty Awards Sponsor Per Item)

7. Honoree Videos: Recognition in the intro and outro of each video, all of which will be shown during the event and then will be posted on the DMCNY YouTube page and be highlighted in a MKTGinsight article

All 7 Specialty Packages include:

- Five (5) tickets for your exclusive use
- Verbal recognition
- Half-page ad in event program
- Company logo and link on DMCNY website & in event slide show

Ala Carte Options

- Coat check (logo prominently displayed at coach check and on website; one ticket): \$950
- Registration (logo prominently displayed at registration desk and on website; one ticket): \$950

Program Ad Space

- Back cover: \$950
- Inside front cover: \$750
- Half-page: \$275
- Support: \$75 (1/6 shared page only)
- Inside back cover: \$750
- Full-page: \$550
- Quarter-page: \$150

Barter Options:

The 2021 Silver Apple Gala represents the work and talent of many club members and supporters. You can help make this event more memorable—and maximize funding for education programs—by offering in-kind support for services and materials required for the event: for example, printing, signage, swag bags, centerpieces. All in-kind sponsors and donations will be recognized in the printed program.

Interested? Contact us at admin@dmcny.org or (646)741-4771.

Registration Form

<u>Sponsorship</u>	<u>Program Ads</u>
I am interested in serving as a... _____ Title Awards Sponsor: \$8,500 _____ Signature Awards Sponsor: \$6,500 _____ Elite Awards Sponsor: \$3,500 _____ Select Awards Sponsor: \$1,500 _____ Specialty Awards Sponsor: \$4,500 (check one) <input type="checkbox"/> Cocktail Reception <input type="checkbox"/> Centerpiece <input type="checkbox"/> Red Carpet & Photos <input type="checkbox"/> Dessert & Coffee <input type="checkbox"/> Honoree Videos <input type="checkbox"/> After-Party <input type="checkbox"/> DJ _____ Sponsor a student to attend: \$195	_____ Back Cover: \$950 _____ Inside Front Cover: \$750 _____ Inside Back Cover: \$750 _____ Full Page Ad: \$550 _____ Half Page Ad: \$275 _____ Quarter Page Ad: \$150 _____ Supporters Ad: \$75 <p style="text-align: center;"><u>Tickets</u></p> _____ Full Table (10 seats): \$2,700 _____ Half-Table (5 seats): \$1,450 _____ Single Seat (Member): \$250 _____ Single Seat (Non-Member): \$295 _____ Add VIP Cocktail Hour Access: \$50 _____ Scholarship Donation: \$50, \$100, or write in a custom amount of your choosing

Payment Information

Checks may be made payable to: **Direct Marketing Club of New York**

Please mail to:

Direct Marketing Club of New York
228 Park Ave S #88658
New York, NY 10003-1502

Card Type: MC VISA AMEX

Name on Card: _____

Card #: _____

Expiration Date: _____ Security Code: _____

Authorized Amount: _____

Signature: _____

Please contact us with questions at admin@dmcny.org or at (646)741-4771.