



MARKETING CLUB OF NEW YORK

SPONSORSHIP PROGRAM 2024

Sponsorships provide opportunities for brand recognition, exclusive networking events, and are the lifeline for our organization.

With MCNY—sponsorship equals opportunity

Sponsorship enables members in your company to:

- Network with senior level decision makers
- Establish relationships and gain referrals
- Do business with top marketing firms
- Broaden recognition in the industry and market your company
- Build loyalty with a highly desirable audience
- Provide valuable learning opportunities





2024 President

Help MCNY Help Your Company Grow...

The **Marketing Club of New York (MCNY)** is entering its **98th year in 2024** – and yet it feels like springtime. There is near universal understanding that insights culled from data science drive marketing performance – and the achievement of business objectives.

There are two generations of digital natives now making decisions on marketing strategy – who recognize the complexity of how brands interact with consumers and businesses -- finding prospects, creating value and delighting customers. They join two other generations of marketing practitioners who span a variety of other channels – print, broadcast, OOH/experiential, alongside digital/social/mobile – toward these same goals. Put them together – that's powerful networking and idea exchange. That's MCNY.

MCNY members know or seek to know that wherever the consumer or business individual goes -- online/offline, screen-to-screen, desk to no desk – there's a path to profitability driven by professionals consumed in reading the science, informing the creative brief, and engaging in effective storytelling to spark measurable, accountable business growth.

That is marketing today – and why MCNY politely requests your company's sponsorship support. Our mission is real: **“to educate and connect new and established marketers and their companies to build their professional network and stay ahead of today's marketing trends.”**

We do this through enriched programming – virtual and live – beginning with our Annual Outlook, a NYC must on the media planning calendar, to our vaulted Silver Apples Gala honoring New York's marketing best. Among these program highlights, we offer a bevy of networking events, where fun meets purpose, students from area universities are engaged, and relationships start and grow. Careers get elevated, as generations before.

The energy of our club has always relied on business organizations to help us in our core mission – and as we take a corporation-led sponsor model more profoundly in 2024, we are hopeful you will join us in this quest as a visible leader. We humbly thank you – and stand ready to tailor your sponsorship to ensure your business experiences growth along with us.

Chet Dalzell, President 2024

Don't Miss Out on MCNY's other 2024 Sponsorship Opportunities

MCNY provides unique opportunities to co-host or co-produce events (subject to Education Committee approval).

These include:

- Education Programs – on current and relevant shared topics.
- Networking Events – including outings such as a sunset cruise.
- Webinars and Midweek Recharge Events – host a session with the content of your choice (subject to approval).

Diamond Sponsor - \$15,000

- Recognition on MCNY website with link to Sponsor profile and website
- Recognition on promotional emails, at programs, and in select social posts (except those for the Silver Apples)
- Discounted tickets (50% - 10 maximum) to each regular education program and networking event
- Ten complimentary registrations to all paid virtual events
- Three Emails to MCNY List with your content (approval required)
- Host a Mid-week recharge or educational event with your topics and speakers (content approval required)
- Quarterly ad in MKTGinsight Highlight email (200x100)
- Quarterly editorial article submission on MKTGinsight (guidelines available), which includes several supporting social posts
- One full table to Silver Apple Awards Gala
- Silver Apples Tribute Sponsor with premium full-page ad in program
- One YouTube interview (promoted on social channels)



Platinum Sponsor – \$10,000

- Recognition on MCNY website, with link to Sponsor profile and website
- Recognition on promotional emails, at programs, and in select social posts (except those for the Silver Apples)
- Discounted tickets (25% - 8 maximum) to each regular in person program and networking event
- Eight complimentary registrations to all paid virtual events
- Two Emails to MCNY List with your content (approval required)
- Host a Mid-week recharge or educational event with your topics and speakers (content approval required)
- Quarterly ad in MKTGinsight Highlight email (200x100)
- Bi-annual editorial article submission on MKTGinsight (guidelines available), which includes several supporting social posts
- One half table to Silver Apple Awards Gala
- One full-page Tribute ad in Silver Apple Awards program
- One YouTube interview (promoted on social channels)

Gold Sponsor – \$7,500

- Recognition on MCNY website, with link to Sponsor profile and website
- Discounted tickets (25% - 4 maximum) to each regular in person education program and networking event
- Four complimentary registrations to all paid virtual events
- One Email to MCNY List with your content (approval required)
- Host a Mid-week recharge or educational event with your topics and speakers (content approval required)
- Bi-annual ad in MKTGinsight Highlight email (200x100)
- Bi-annual editorial article submission on MKTGinsight (guidelines available), which includes several supporting social posts
- Three tickets to Silver Apple Awards Gala
- One half-page Tribute ad in Silver Apple Awards program
- One YouTube interview (promoted on social channels)

Silver Sponsor – \$5,000

- Recognition on MCNY website, with link to Sponsor profile and website
- Discounted tickets (25% - 3 maximum) to each in person regular education program and networking event
- Three complimentary registrations to all paid virtual events
- Host a Mid-week recharge or educational event with your topics and speakers (content approval required)
- Bi-annual ad in MKTGinsight Highlight email (200x100)
- Two tickets to Silver Apple Awards Gala
- One half-page Tribute ad in Silver Apple Awards Program
- One YouTube interview (promoted on social channels)

Bronze Sponsor – \$2,500

- Recognition on MCNY website, with link to Sponsor profile and website
- Discounted tickets (25% - 2 maximum) to each in person regular education program and networking event
- Two complimentary registrations to all paid virtual events
- One ticket to Silver Apple Awards Gala (may upgrade by paying cost differential)
- Bi-annual ad in MKTGinsight Highlight email (200x100)
- One quarter-page Tribute ad in Silver Apple Awards Program
- One YouTube interview (promoted on social channels)

Supporting Sponsor - \$1,000

- Recognition on MCNY website, with link to Sponsor profile and website
- Bi-annual ad in MKTGinsight Highlight email (200x100)
- One quarter-page Tribute ad in Silver Apple Awards Program
- One YouTube interview (promoted on social channels)