



2026

SPONSORSHIP PROGRAM

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



MCNY President Chet Dalzell, *Digital Advertising Alliance*

It starts with one...

What a fantastic year we have in 2026. The United States turns 250, the World Cup comes to North America — and the Marketing Club of New York (MCNY) turns 100. It started with one spark, one idea, one group of marketers who believed in the power of connection and education — and one hundred years later, that spark has grown into a thriving, charitable organization with profound energy and impact.

Our club is growing, thriving, and giving — and as we celebrate this milestone, we see our centennial not as a conclusion, but as the launch point for the next one hundred years.

We love all of it — but especially the latter. And we want your company to help us celebrate our mission for marketing education, and the great programs and networking opportunities we offer integrated, data-driven marketers in Greater NYC and beyond.

There is near-universal understanding that insights culled from data science drive marketing performance — and the achievement of business objectives. Today, two generations of digital natives are making decisions on marketing strategy, recognizing the complexity of how brands interact with consumers and businesses — from finding prospects to creating value and delighting customers. They join two other generations of marketing practitioners who span a variety of channels — print, broadcast, OOH/experiential, alongside digital, social, and mobile — all working toward the same goals. Put them together — that's powerful networking and idea exchange.

MCNY members know, or seek to know, that wherever the consumer or business individual goes — online or offline, screen-to-screen, desk to no desk — there's a path to profitability driven by professionals who translate science into insight, insight into creative briefs, and storytelling into measurable, accountable business growth. That is marketing today and why MCNY respectfully 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 bring this mission to life 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 — and ideas — begin with one conversation and grow into something more.

Careers are elevated, as generations before. The energy of our club has always relied on business organizations willing to spark what comes next. As we embrace a more corporation-led sponsor model during our Centennial Year, we invite you to be part of this moment, a visible leader helping us launch into the next one hundred.

We humbly thank you and stand ready to tailor your sponsorship so that your business grows alongside MCNY, from this milestone moment forward.

Chet Dalzell

Chet Dalzell

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)

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 Sponsorship Package - \$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)

Don't Miss Out on MCNY's other 2026 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).

2026 Events

MCNY has some great events coming in 2026 and are available for sponsorship.

JANUARY 15, 2026

Annual Outlook

SOLD OUT

FEBRUARY 12, 2026

Midweek Recharge: *Influence without Authority*

SOLD OUT

MARCH 2026

Privacy for Data Marketers: *How Co-Regulation Will Deliver Consumer Trust for Brands*

Club and Events Sponsorships Available Beginning at \$3,000

APRIL 2026

MCNY Centennial Wine Tasting: *Celebrating 100 Years of Marketing Leadership*

Club and Events Sponsorships Available Beginning at \$2,500 (2 Sponsors)

APRIL 2026

Yankee Event

Club and Events Sponsorships Available Beginning at \$500

MAY 2026

B2B Marketing Insights Panel Followed by a Networking Celebration

Club and Events Sponsorships Available Beginning at \$3,000

JUNE 2026

Fireside Chat: *Marketing Career Growth*

Club and Events Sponsorships Available Beginning at \$2,000

JUNE 2026

MCNY Cannes-Abandonment Meetup: *A Mid-June Escape for the Marketers Who Keep New York Running*

Club and Events Sponsorships Available Beginning at \$5,000

JULY 2026

Mets Event

Club and Events Sponsorships Available Beginning at \$500

AUGUST 2026

Webinar: AI Focused

Club and Events Sponsorships Available Beginning at \$500

SEPTEMBER 2026

State of Digital Marketing Luncheon: *Insights, Trends, and Perspectives from Industry Leaders*

Club and Events Sponsorships Available Beginning at \$5,000

OCTOBER 2026

Mix, Mingle, Market: *An MCNY Meet-Up at Advertising Week New York*

Club and Events Sponsorships TBD

OCTOBER 2026

MCNY Post-Advertising Week Meetup: *Drinks, Networking, and End-of-Day Connections*

Club and Events Sponsorships Available Beginning at \$2,500

NOVEMBER 2026

Silver Apples | VIP for Past Honorees Reception

Club and Events Sponsorships Available Beginning at \$30,000

DECEMBER 2026

MCNY Centennial Holiday Party

Club and Events Sponsorships Available Beginning at \$1,000

2026 Club Sponsors

GOLD SPONSORS



focus:usa

Wiland

SILVER SPONSORS



BRONZE SPONSORS

adstra



SUPPORTING SPONSOR



Contact **Mark Schenker** or **Bill Ochs** at info.mcny@gmail.com to secure your sponsorship today!