

## **2015-2016 Comprehensive Sponsorship Guide**

AMPs is proud to offer a multi-tiered sponsorship program. We offer multiple levels of benefits with increased visibility for our partners. Don't miss this opportunity to reach out to our nearly 400 professional members and an industry network of over 2,000 meeting and event professionals.

### **About AMPs**

The Association of Meeting Professionals (AMPs) is a nonprofit association that represents and fosters the educational and professional needs of people working in the meeting management industry.

Founded in Alexandria, VA in 1982, AMPs has grown from being a handful of local meeting planners to a group of about 400 planner and service provider members from all over the United States. At the core of the AMPs experience are the educational and networking programs created to provide members with the tools they need to be as successful as they can possibly be in the meeting planning industry.

Whether it's a seminar on covering technological advances in the industry, contract negotiations, industry trends or a night of fun and networking at a trendy venue, AMPs programs are designed to help make members' 'life in the biz,' professionally and personally enriched by simple, inexpensive and enjoyable participation. These dynamic programs are usually held on the second Tuesday of each month from September through June.

### **About AMPs Sponsorships**

Sponsorships are available as either *in-kind sponsorships* (for monthly meeting host venues) or as *paid sponsorships* (for monthly meeting co-sponsors which are generally CVBs or other suppliers).

AMPs monthly meetings typically have over 150 in attendance, with a one-to-one ratio of local meeting planners to suppliers. These meetings are a great opportunity to showcase your property and city in front of an audience full of planners.

Please note that to qualify as a monthly meeting host, you must be an AMPs member and you must be able to provide a meeting room for 150-175 people with all AV included, a registration area, coffee break and a hosted reception with light food and beer/wine hosted bar.

A contract and/or payment is required up front to secure your sponsorship. AMPs reserves the right to sell multiple sponsorships for each meeting.

***For inquiries or to secure your sponsorship today, please contact Mike Nercesian at 202-367-2498 or [amps@courtesyassoc.com](mailto:amps@courtesyassoc.com).***

## **Monthly Meeting Sponsorship Opportunities**

(Only available for October, November, January, February, March, April, and May Monthly Meetings)

### **PLATINUM \$3,000**

- Free posting of your logo and link on AMPs web site (logo included on AMPs homepage as part of rotating Monthly Meeting sponsor ad series; logo and link to your web site listed directly on your sponsored Monthly Meeting event page; JPG or PDF preferred): **Materials due to AMPs upon signing of this contract**
- One full-page feature article in the AMPs online Newsletter (submitted by sponsor and edited by AMPs and published the same month as your hosted meeting; 400 – 450 words in length and may include a photo): **Materials due to AMPs by the 13<sup>th</sup> of the month prior to your meeting**
- One full-page color ad in AMPs online Newsletter (sent monthly to 2,000+ meeting professionals and published the month after your hosted meeting; 7.5" X 10", color, JPG or PDF preferred): **Materials due to AMPs by the 13<sup>th</sup> of the month of your meeting**
- Acknowledgement at the next Annual Meeting in September and the next Summer Picnic & BBQ in June
- Opportunity to display your organization's materials during your sponsored Monthly Meeting event
- 5 minutes during your sponsored Monthly Meeting event program to give a few words of welcome and highlight your organization
- (10) free registrations to your sponsored Monthly Meeting event (5 registrations must be used for planners)
- Acknowledgement on your sponsored Monthly Meeting event signage and invitations
- Pre- and post-meeting attendee list for your sponsored Monthly Meeting event (name, organization, type, and email address)

### **GOLD \$1,500**

- Free posting of your logo and link on AMPs web site (logo and link to your web site listed directly on your sponsored Monthly Meeting event page; JPG or PDF preferred): **Materials due to AMPs upon signing of this contract**
- One ½ page color ad in AMPs online Newsletter (sent monthly to 2,000+ meeting professionals and published the month after your hosted meeting; 7.5" X 4.75", color, JPG or PDF preferred): **Materials due to AMPs by the 13<sup>th</sup> of the month of your meeting**
- Acknowledgement at the next Annual Meeting in September and the next Summer Picnic & BBQ in June
- (5) free registrations to your sponsored Monthly Meeting event (2 registrations must be used for planners)
- Acknowledgement on your sponsored Monthly Meeting event signage and invitations
- Pre- and post-meeting attendee list for your sponsored Monthly Meeting event (name, organization, type, and email address)

### **SILVER \$750**

- Free posting of your logo and link on AMPs web site (logo and link to your web site listed directly on your sponsored Monthly Meeting event page; JPG or PDF preferred): **Materials due to AMPs upon signing of this contract**
- Acknowledgement at the next Annual Meeting in September and the next Summer Picnic & BBQ in June
- (3) free registrations to your sponsored Monthly Meeting event (1 registration must be used for a planner)
- Acknowledgement on your sponsored Monthly Meeting event signage and invitations
- Pre- and post-meeting attendee list for your sponsored Monthly Meeting event (name, organization, type, and email address)

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### **Special Event Sponsorship Opportunities**

(Only available for Annual Meeting, Holiday Reception and Summer Picnic & BBQ)

#### **PLATINUM \$3,000**

- Free posting of your logo and link on AMPS web site (logo and link to your web site listed directly on your sponsored Special Event page; JPG or PDF preferred): **Materials due to AMPS upon signing of this contract**
- One full-page feature article in the AMPS online Newsletter (submitted by sponsor and edited by AMPS and published the same month as your hosted meeting; 400 – 450 words in length and may include a photo): **Materials due to AMPS by the 20<sup>th</sup> of the month prior to your meeting**
- One full-page color ad in AMPS online Newsletter (sent monthly to 2,000+ meeting professionals and published the month after your hosted meeting; 7.5" X 10", color, JPG or PDF preferred): **Materials due to AMPS by the 13<sup>th</sup> of the month of your meeting; Summer Picnic & BBQ sponsor ads will be published in the September Newsletter**
- Acknowledgement at the next Annual Meeting in September
- Opportunity to display your organization's materials during your sponsored Special Event
- 5 minutes during your sponsored Special Event program to give a few words of welcome and highlight your organization
- (5) free registrations to your sponsored Special Event
- Acknowledgement on your sponsored Special Event meeting signage and invitations
- Post-meeting attendee list for your sponsored Special Event (name, organization, type, and email address)

#### **GOLD \$2,000**

- Free posting of your logo and link on AMPS web site (logo and link to your web site listed directly on your sponsored Special Event page; JPG or PDF preferred): **Materials due to AMPS upon signing of this contract**
- One ½ page color ad in AMPS online Newsletter (sent monthly to 2,000+ meeting professionals and published the month after your hosted meeting; 7.5" X 4.75", color, JPG or PDF preferred): **Materials due to AMPS by the 20<sup>th</sup> of the month of your meeting; Summer Picnic & BBQ sponsor ads will be published in the September Newsletter**
- Acknowledgement at the next Annual Meeting in September
- Opportunity to display your organization's materials during your sponsored Special Event
- 3 minutes during your sponsored Special Event program to give a few words of welcome and highlight your organization
- (3) free registrations to your sponsored Special Event
- Acknowledgement on your sponsored Special Event meeting signage and invitations
- Post-meeting attendee list for your sponsored Special Event (name, organization, type, and email address)

#### **SILVER \$1,000**

- Free posting of your logo and link on AMPS web site (logo and link to your web site listed directly on your sponsored Special Event page; JPG or PDF preferred): **Materials due to AMPS upon signing of this contract**
- Acknowledgement at the next Annual Meeting in September
- 1 minute during your sponsored Special Event program to give a few words of welcome and highlight your organization
- (2) free registrations to your sponsored Special Event
- Acknowledgement on your sponsored Special Event meeting signage and invitations
- Post-meeting attendee list for your sponsored Special Event (name, organization, type, and email address)

#### **PARTNER \$500**

- Free posting of your logo and link on AMPS web site (logo and link to your web site listed directly on your sponsored Special Event page; JPG or PDF preferred): **Materials due to AMPS upon signing of this contract**
- Acknowledgement at the next Annual Meeting in September
- (1) free registration to your sponsored Special Event
- Acknowledgement on your sponsored Special Event meeting signage and invitations
- Post-meeting attendee list for your sponsored Special Event (name, organization, type, and email address)

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### **In-Kind Sponsorship Opportunities**

For in-kind sponsorship opportunities (such as signage providers, AV companies, printers, promotional product companies, etc.), you will be asked to outline the goods/ services to be donated and their estimated value. The estimated value must meet one of the sponsorship giving levels as outlined above.

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### **Advertising Opportunities**

#### **Online Newsletter Advertisement** (monthly newsletter sent to over 2,000)

\$350	¼ page Ad (Specifications 3.5" X 4.75", color, JPG or PDF preferred)
\$500	½ page Ad (Specifications 7.5" X 4.75", color, JPG or PDF preferred)
\$1000	Full page Ad (Specifications 7.5" X 10", color, JPG or PDF preferred)

#### **Online Membership Directory Advertisement**

\$75	¼ page Ad (Specifications 3.5" X 4.75", color, JPG or PDF preferred)
\$100	½ page Ad (Specifications 7.5" X 4.75", color, JPG or PDF preferred)
\$200	Full page Ad (Specifications 7.5" X 10", color, JPG or PDF preferred)