



SPONSORSHIP OPPORTUNITIES

Be a part of the West Coast's largest cause and purpose-driven marketing conference.

The 18th Annual Cause Conference, hosted by the *San Diego American Marketing Association (AMA)*, will provide business sector attendees with the latest strategies and best practices for maximizing the potential of nonprofit partnerships to help companies market and grow their businesses. Attendees from the nonprofit sector will learn new ways to build and sustain partnerships with for profit companies that will lead to greater brand awareness, support and sustainable funding.

Target Audience for the Conference

Professionals in the areas of corporate social responsibility, cause marketing, nonprofit management, fundraising, business development, public and media relations, corporate philanthropy, small business, social media, technology, and community relations.

The projected attendance for the 2016 Cause Conference is 400.

Schedule of Events: Spring 2016

Pre-Conference Networking Reception

Cause Conference

Bootcamp

Marketing

Based on our target market research, we have created a media plan that will generate interest in, and awareness of, the 18th annual Cause Conference while specifically targeting our key markets in Southern California.

- *Social Media:* The San Diego AMA maintains an active presence on Facebook and Twitter.
- *Website:* The San Diego AMA's website, www.sdama.org, is the number one source for information about the Cause Conference. The site's traffic averages 830 visits per month in the months leading up to the Conference.
- *Media:* The Conference receives extensive print, radio and television media coverage. Current and past media partners include:

Television / Cable

Cox Communications

KUSI

Time Warner Cable

NBC 7/39

Radio

Sophie 103.7

KYXY 96.5

Print / Online

San Diego Business Journal

Union Tribune

Voice of San Diego

Join us as a Sponsor

We offer four levels of Media & In-Kind Sponsorships as outlined on page 2. To learn more about the sponsorship opportunities available please contact: Frank G. Scarpaci at 619.446.6780 or via email:

frank@thevianovagroup.com

2016 Cause Conference Sponsorship Opportunities

<i>Level</i>		PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
		\$ 10,000	\$ 7,500	\$ 5,000	\$ 2,500	\$ 1,000
<i>Opportunities</i>		1	2	3	4	4
Pre-Conference Benefits						
DIGITAL	Event Website Avg. 830 visitors per month (Oct-May)	Premium logo placement and hyperlink with "Presented By" designation	Prominent logo placement with hyperlink	Proportional logo placement with hyperlink	Proportional logo placement with hyperlink	Proportional logo placement with hyperlink
	Email Promotions Approx. 10 emails to database of 10,000 subscribers	Premium logo placement and hyperlink with "Presented By" designation	Prominent logo placement with hyperlink	Proportional logo placement with hyperlink	Proportional logo placement with hyperlink	Listing
	Social Media Facebook: 2300+ page likes Twitter: 2,000+	Two social media posts per month (Nov'15-May'16)	One social media post per month (Nov'15-May'16)	Four social media posts between Jan'16-May'16	Three social media posts between Jan'16-May'16	One social media post between Jan'16-May'16
PRINT	Advertising	Premium logo placement with "Presented By" designation	Prominent logo placement	Proportional logo placement		
	Postcard Mailer 1,000+ post cards	Premium logo placement with "Presented By" designation	Prominent logo	Proportional logo	Name listing	
MEDIA & PR	Television / Cable 30 second spots	Logo with "Presented By" designation	Logo only			
	Radio 30 second spots	Name mention with "Presented By" designation	Name mention			
	Press Releases	One dedicated press release announcing sponsorship. Name inclusion in all other press releases	Name listing in all press releases	Name listing in all press releases		
On-site Benefits						
PRINT	Program Approx. 500 copies	Premium logo placement with "Presented By" designation on Sponsor page.	Prominent logo placement on Sponsor page.	Proportional logo placement on Sponsor page.	Proportional logo placement on Sponsor page.	Listing on Sponsor page on Sponsor page.
	Signage	Premium logo placement with "Presented By" designation	Prominent logo placement	Proportional logo placement	Proportional logo placement	Listing on Sponsor signage
	Program Ad	Full-page Color	½ Page Color	¼ Color		

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PROMOTIONAL	Name Tags Logo placement	Yes				
	Product Placement Opportunity to offer SDAMA approved gift item	Included	Included	Included	+ \$250	+ \$250
	Conference Slides	Logo with "Presented By" in key slides	Prominent logo on Sponsor slide	Proportional logo on Sponsor slide	Proportional logo on Sponsor slide	Listing on Sponsor slide
	On-stage Recognition Opening and closing Acknowledgements	Included	Included	Included	Included	
	Expo 6' table, linen, two chairs, 2 Expo Only* staff tickets.	Premium spot	Prominent spot	Included	+ \$250	+ \$500
TICKETS	All Access Pass	4	3	2	1	1
	Discount on Additional Tickets	25%	20%	15%	10%	
Naming / Underwriting Opportunities* Additional branding opportunities offered based on underwriting category selected.		Cause Conference "Presented By" designation	Choose from: <ul style="list-style-type: none"> Pre-Conference Cocktail Reception Lunch Sponsor Track Sponsor 	Choose from: <ul style="list-style-type: none"> Keynote Sponsor Breakfast Sponsor Contest Sponsor Networking Event Sponsor Track Sponsor 		
Post-Conference Benefits						
DIGITAL	Post-Conference Email "Thank You" and Survey emails to conference attendees, sponsors and volunteers.	Premium logo placement and hyperlink with "Presented By" designation	Prominent logo placement with hyperlink	Proportional logo placement with hyperlink	Proportional logo placement with hyperlink	Listing

* Subject to availability.

Additional Opportunities

Exhibitor Table: \$ 500 Early-Bird / \$ 750

Includes: 6' table, linen, 2 chairs, 2 Expo Only passes for staff, 25% discount on Conference tickets. Purchase before 12/31/15 to qualify for Early Bird pricing.

Program Ads: \$500 Full-page color, \$250 ½ page color, \$125 ¼ page color

Subject to print deadlines