

# Auction Sponsorships - 2018

- ❖ Largest annual fundraiser supporting the Internships/Scholarships Program and the Houston marketing community
- ❖ Event promotion sent to 800+ influential Houston B2B marketers
  - Sent 2x per week for six weeks leading up to event
- ❖ Average attendance of 80-100 key decision makers within B2B-focused organizations
- ❖ 2017 Auction raised more than \$35,000 for deserving college students
- ❖ Event webpage receives 1,400 pageviews per month
- ❖ Social media following of 2,200+ marketers

## **Auction Underwriter @ \$1,200 (only 1 available)**

- Only Auction sponsor logo in Auction specific emails
- Most prominent logo on 7 TV screens in main room (TV screens will scroll top 7 sponsors with
- Underwriter logo between each of other top sponsorship logos)
- Opportunity to kick-off the event (may include company introduction)
- Six free registrations to event
- Most prominent logo on post card mailed (if committed before mailing)
- Most prominent logo recognition on BMA Houston Auction webpage
- Most prominent logo recognition on inside front cover of event program
- Most prominent logo recognition on sponsorship table tents

## **Cocktail Tickets Sponsor @ \$850 (only 1 available)**

- Logo on business card size 'drink tickets' given to each attendee
- Logo on 7 TV screens in main room (TV screens will scroll top 7 sponsors)
- Opportunity to speak with an opening toast
- Four free registrations to event
- Logo recognition on post card mailed (if committed before mailing)
- Logo recognition on BMA Houston Auction webpage
- Logo recognition on inside front cover of event program
- Logo recognition on sponsorship table tents

## **Auctioneer Sponsor @ \$750 (only 1 available)**

- Company name and logo recognition on Auctioneer – dress auctioneer with your company's
- shirt/t-shirt/polo, cap and any other appropriate logo attire during event
- Logo on 7 TV screens in main room (TV screens will scroll top 7 sponsors)
- Opportunity to speak at event by introducing the Auctioneer
- Three free registrations to the event
- Logo recognition on BMA Houston Auction webpage
- Logo recognition on inside front cover of event program
- Logo recognition on sponsorship table tents

## **Paddle Sponsor @ \$750 (only 1 available) - SOLD**

- Logo recognition on bidding paddle handed to everyone attending
- Logo on 7 TV screens in main room (TV screens will scroll top 7 sponsors)
- Three free registrations tickets to the event
- Logo recognition on BMA Houston Auction webpage
- Logo recognition on inside front cover of event
- Logo recognition on sponsorship table tents

### **Dining Hall Sponsors @ \$750 (only 1 available)**

- Exclusive logo and company name (up to two lines) on two TVs located in room with buffet tables
- Logo and verbal recognition as name of dining hall
- Logo on 7 TV screens in main room (TV screens will scroll top 7 sponsors)
- Three free registrations to the event
- Logo recognition on BMA Houston Auction webpage
- Logo recognition on inside front cover of event program
- Logo recognition on sponsorship table tents

### **Auction Printed Program Sponsor @ \$650 (only 1 available)**

- Full 4-color ad on back cover of event printed program
- Logo on 7 TV screens in main room (TV screens will scroll top 7 sponsors)
- Two free registrations to the event
- Logo recognition on BMA Houston Auction webpage
- Logo recognition in on inside front cover of event program
- Logo recognition on sponsorship table tents

### **Bronze Auction Sponsors @ \$500 (3 available)**

- Logo recognition on live or silent bidding tables or bar
- Speaking opportunity to start live or silent auction or announce the opening of the bar
- Two free registrations to the event
- Logo recognition on BMA Houston Auction webpage
- Logo recognition in event program
- Logo recognition on sponsorship table tents

### **Name Badge Sponsor @ \$250 (only 1 available)**

- Logo recognition on all attendee name badges
- Logo recognition on BMA Houston Auction webpage
- Logo recognition in event program
- Logo recognition on sponsorship table tents

### **Contributing Sponsors @ \$150 (multiple available)**

Opportunity for companies and individuals to show their support for the BMA Houston internship and scholarship program

- Name recognition in event program on page specially recognizing Internship and Scholarship program

## **In-Kind Sponsorships**

*These are for donated creative, audio/visual, website design & maintenance, email services, photography, prizes, media, print services, etc. All in-kind sponsors must submit an invoice for your service offerings to determine the sponsorship level.*

In-kind sponsors will receive:

- Verbal name introduction at event by Auction chair
- Two free registrations to event
- Logo recognition on BMA Houston Auction webpage
- Logo recognition in event program
- Logo recognition on sponsorship table tents