

American Marketing Association - Houston Chapter
Sponsorship Agreement for Crystal Awards



The Crystal Awards is AMA Houston's premier event, honoring Houston's best marketing work in over 60 categories. Sponsoring the AMA Crystal Awards provides exposure to over 5,000 marketing professionals through pre-event promotions plus at the gala event, which usually draws 500+ marketing leaders. By sponsoring, your company supports the activities and programs of AMA Houston, Texas' largest professional marketing organization, with 1,000+ members. A portion of the proceeds goes to AMA Houston Gives Back, the chapter's philanthropic arm that supports the marketing-related endeavors of local non-profit organizations. Photos from the most recent Crystal Awards can be accessed at www.amahouston.org.

Sign up today!

Name of company/organization sponsoring:

Full Address:

Your name:

Email:

Phone:

Event name and date:

Benefits	Silver	Gold	Platinum
Identification as a sponsor on sponsors' name badges at event	yes	yes	yes
Company Logo on event on-site signage	yes	yes	yes
Company Logo in event AV program	yes	yes	yes
Company Logo on event chapter-produced printed program/handout	yes	yes	yes
Company Name recognition at event podium	yes	yes	yes
Company logo on Crystal Awards web page for this event	yes	yes	yes
Company Logo on event e-vites (multiple emails to 5000+ database)	yes	yes	yes
Sponsor-supplied event handout (placed at designated sponsor literature table)		yes	yes
Direct mailing option to attendee list where mailing addresses available*		yes	yes
Company Logo on AMA Houston web event registration page			yes
Emcee-delivered 25-word positioning statement from podium			yes
Direct mailing option to chapter member list*			yes
Complimentary tickets to event with preferred seating**	2	5	Table of 10

*Mailing list provided to a bonded mailing firm only, and mailing is by sponsor at sponsor's expense and expires six months from event if not used. **Sponsors must provide the names, company names and email addresses of their complimentary attendees to the event chair at least 15 days prior to the event. Printed name badges will be prepared only for names provided by the deadline.

Finalist Gallery Sponsor – one available

- Naming rights to the Finalist Gallery for your company (branded signage provided by sponsor, specifications provided by event chair)
- Same package as the Gold Sponsor

Wine Sponsor – one available

- Opportunity to be introduced and to toast the start of Crystal Awards
- Opportunity to produce and affix labels or sleeves on wine glasses or bottles at tables
- Same package as the Gold Sponsor

Dessert Sponsor – one available

- Your logo will be displayed on or with each dessert
- Same package as the Gold Sponsor



Cash Bar Sponsor – one available

- Name and logo as sponsor of cash bar during exhibit gallery reception (branded signage provided by sponsor, specifications provided by event chair)
- Same package as the Gold Sponsor

Judge's Favorite Award or Maverick Award Sponsor – one of each

- Opportunity to be introduced and to present award from podium
- Same package as the Gold Sponsor

Indicate sponsorship level desired:

- Platinum \$2500 Gold \$1250 Silver \$600
 Finalist Gallery \$1500 Wine \$1500 Dessert \$1500 Cash Bar \$1500
 Judges' Favorite \$1500 Maverick \$1500

Printed Program Ads (program handed out at event):

- Back Cover (one) \$1000 ROP full page \$600
 Inside Back Cover (one) \$800 ROP half page \$350
 Inside Front Cover (one) \$1000

*Specifications and deadlines for printed program ads: The printed program has a finished size of 5.5" wide x 8.5" high. A full page ad is 5" W x 8" H and a half page is 5" W x 3.875" H (no bleeds). Finished artwork must be 300dpi resolution and 4-color process. Artwork must be a high resolution PDF with all necessary printer proof marks. Deadline is March 15, 2012. Artwork must be submitted by March 31, 2012. Crystal Awards cash sponsors and in-kind event partners with signed sponsor/partner agreements will receive **15% off** of the price of printed program ads.*

Some sponsorships and printed program ads are limited. If you choose one and it is no longer available, we'll contact you as soon as possible to discuss an alternative.

Indicate payment method: Check Credit card

Payment must be received for benefits to begin. Logo must be received before printing/publishing deadline for it to appear on announcements and materials. No credits are provided for benefits that are missed.

If paying via credit card, please complete the Credit Card Payment Authorization form on the following page and send it to the secure fax 713-432-0374 (do not email credit card information).

If paying by check, please make check payable to American Marketing Association – Houston Chapter and mail, prior to event, to AMA Houston, PO Box 27983, Houston TX 77227-7983, along with a copy of this agreement.

By signing below, I agree to pay the fee indicated and agree to all terms of this agreement.

Signature: _____

Date: _____

Email completed Sponsorship Agreement to Rodney Bass rodneybass@yahoo.com. Email logo to tara.johnson@mustangeng.com. Logo should be an EPS file or a JPEG/JPG file about 150 pixels across by 100 pixels down. For questions, contact Rodney Bass 636-578-0059.

*provided sponsorship form is signed and logo is received before production deadline for each of these items, subject to space limitations on some items. No credits are given for benefits that occurred prior to the date the sponsorship form is received. Any unused benefits expire the date of event unless stated otherwise.

AMA Houston – Credit Card Payment Authorization



Name of company/organization: _____
Full Address: _____
Your name: _____ Phone: _____
Email: _____

Purpose of payment: _____ **Amount:** _____

By signing below, I agree to pay the fee indicated and agree to all terms of this agreement.

Signature: _____ Date: _____

*If paying by credit card, please complete information below, sign indicating your authorization to process the fee indicated, and **FAX to 713-432-0374** (do not email credit card information).*

Name on card: _____ Exp. date: _____
Credit card number: _____ Security code: _____
Billing address for card: _____
City: _____ State: _____ Zip: _____
Signature: _____ Date: _____

Questions? Gary Carson, 713-668-8550 gcarson@equamark.com,

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