

# **VIRGINIA MGMA**

## **2010**

# **AFFILIATE PARTNER PROGRAM**

**Corporate Sponsorship Program**

**Conference Sponsorships**

**Lending Library Sponsorship**

**Website Advertising**



Virginia MGMA  
P.O. Box 263 \* Sandston, VA 23150  
Phone (804) 328-3344 \* Fax (804) 328-3355  
[vmgma@comcast.net](mailto:vmgma@comcast.net)



November 4, 2009

Dear Virginia MGMA Affiliate Partners:

Per the request of many of our loyal affiliate partners, the Virginia MGMA will continue the Corporate Sponsorship Program for 2010. This program will provide your company with advertising opportunities as well as a variety of conference sponsorships. We will also offer Conference Sponsorships, a Lending Library Sponsorship and Website Advertising opportunities.

The Virginia MGMA Board is excited to present these opportunities to you, our affiliate partners. If you should have any questions regarding these opportunities, please contact Jody O'Neil, VMGMA Administrator, at (804) 328-3344.

We value and appreciate the relationships that we have formed over the years with you and look forward to our continued partnerships in the future.

Sincerely,

The Virginia MGMA Board

Virginia MGMA  
P.O. Box 263  
Sandston, VA 23150  
Phone: (804) 328-3344 \* Fax: (804) 328-3355  
[www.vmgma.org](http://www.vmgma.org)

## VMGMA 2010 Corporate Sponsorship Program

GENERAL SPONSORSHIP (Year)					
<b>LEVEL:</b>	<b>DIAMOND</b> <b>(1 - SOLD)</b>	<b>PLATINUM</b> <b>(1 - SOLD)</b>	<b>GOLD</b> <b>(2 - SOLD)</b>	<b>SILVER</b> <b>(3 - SOLD)</b>	<b>BRONZE</b> <b>(3 - SOLD)</b>
<b>COST:</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$8,000</b>	<b>\$6,000/each</b>	<b>\$4,000/each</b>
Affil. Memberships	2	2	2	2	2
E-Newsletter Ad (4 issues) Info. featured on each website page. (Logo art file in hi-resolution JPG format.)	<b>Top of Each Page:</b> Co. Logo in 4.5" x 1" box. <b>Left Side Each Page:</b> Co. Logo + Link; Co. Name + Link; 40 words.	<b>Left Side Each Page:</b> Co. Logo + Link; Co. Name + Link; 35 words.	<b>Left Side Each Page:</b> Co. Logo + Link; Co. Name + Link; 25 words.	<b>Left Side Each Page:</b> Co. Name + Link; 15 words.	<b>Left Side Each Page:</b> Co. Name + Link.
Website Ad (Jan.–Dec.) (Logo art file in hi-resolution JPG format.)	<b>Home Page:</b> Leader Ad + Link; Logo Art. <b>Sponsor Page:</b> Prem. Placement Logo Art & 100 words + link.	<b>Home Page:</b> Tile Ad + Link; Logo Art. <b>Sponsor Page:</b> Featured Placement Logo Art & 75 words + link.	<b>Home Page:</b> Tile Ad + Link; Logo Art. <b>Sponsor Page:</b> Featured Placement Logo Art & 50 words + link.	<b>Home Page:</b> Logo Art + Link. <b>Sponsor Page:</b> Placement Logo Art & 40 words + link	<b>Home Page:</b> Quick Link to Sponsor Page. <b>Sponsor Page:</b> Company Name & 30 words + link.
Webinars	1	1			
CONFERENCE SPONSORSHIPS (Spring/Fall)**					
<b>LEVEL:</b>	<b>DIAMOND</b> <b>(1 - SOLD)</b>	<b>PLATINUM</b> <b>(1 - SOLD)</b>	<b>GOLD</b> <b>(2 - SOLD)</b>	<b>SILVER</b> <b>(3 - SOLD)</b>	<b>BRONZE</b> <b>(3 - SOLD)</b>
Guaranteed Conference Booth	Yes	Yes	Yes	Yes	Yes
(2) Conf. Booths/1 per Conf. (includes 2 Reps)	Free (choice of booth space)	Free (choice of booth space)	Free	75% Discount	50% Discount
Free Additional Reps/Conf.	2/Conf.	2/Conf.	1/Conf.		
Non-VMGMA Member Free Attendee Passes/Yr.	3	3	2	1	1
Conference Sponsorships/Yr.	<b>Conference Bags + Logo Front Side</b> (purchased by VMGMA) <b>(2) Speaker Intros</b> (1/Conference; your choice) <b>(2) Entertainment</b> (1/Conference)	<b>Lanyards + Logo</b> (purchased by VMGMA) <b>(2) Speaker Intros</b> (1/Conference) <b>(2) Lunches</b> (1/Conference)	<b>(1) Welcome Gift + Logo</b> (purchased by VMGMA) <b>(1) Reception</b> (sponsors will alternate items at conferences)	<b>(2) Food Breaks</b> (1/Conference) <b>(2) Bar Sponsorships</b> (all 3 share Bar Sponsorship; 1 drink named for each sponsor)	<b>Writing Pads</b> (purchased by VMGMA; all 3 Logos on Pad) <b>Writing Pens</b> (sponsors may supply pens for distribution)
Logos In Conf. Printed Materials	Yes	Yes	Yes	Yes	Yes
Listed on Sign at Registration	Yes	Yes	Yes	Yes	Yes
Additional Conf. Signage	Yes	Yes	Yes	Yes	Yes
Announcement of Sponsorships	Yes	Yes	Yes	Yes	Yes

## **VMGMA Conference Sponsorships\*\***

The following Conference Sponsorships may be purchased ***in addition to*** OR ***in lieu of*** corporate sponsorships listed on the previous page.

*(Additional Conference Sponsorship Payments may be made at time of Corporate Sponsorship Payment or prior to conferences per current conference exhibitor policy.)*

<b>EVENT/ITEM</b>	<b>Spring Conference 3/21–23/10 Hot Springs, VA</b>	<b>Fall Conference 9/26-28/10 Virginia Beach, VA</b>
Dinner (1/Conference) - Sponsor's Logo Displayed; 5 minutes to address audience.	\$5,000/Dinner <b>(SOLD)</b>	\$5,000/Dinner <b>(SOLD)</b>
Keynote (1/Conference) - Sponsor's Logo Displayed; 5 minutes to address audience.	\$3,500/Conference <b>(SOLD)</b>	\$3,500/Conference <b>(SOLD)</b>
AV (1/Conference) - Sponsor's Logo displayed throughout conference; announcement of sponsorship.	\$2,000/Conference	\$2,000/Conference
Breakfast (2/Conference) - Sponsor's Logo displayed; announcement of sponsorship.	\$750/Breakfast <b>(SOLD)</b>	\$750/Breakfast <b>(1 SOLD)</b>
Luggage Tags with Vendor Logo (1/Conference) - Items purchased by VMGMA; signage; announcement of sponsorship) *VMGMA will sponsor a "Luggage Park" at registration final day of conference. Each attendee given 2 tags at time of onsite registration.	\$500/Conference	\$500/Conference
Casino Night Prizes (6) - Items purchased by VMGMA; vendor presents prize; announcement of sponsorship. * Sponsor may place their card and/or company information with prize.	\$250/Item <b>(2 of 6 SOLD)</b>	N/A
Give Away Items at Break/ Breakfast/Reception (6/Conference) -Items purchased by VMGMA; vendor presents prize; announcement of sponsorship. *Sponsor may place their card and/or company information with give away.	\$200/Item	\$200/Item

**\*\*VMGMA reserves the right to: (1) release conference sponsorships to the public if corporate sponsorship packages are not sold by 1/31/10; (2) adjust sponsorship categories/fees if not sold by 1/31/10.**

## **VMGMA Lending Library Sponsorship**

As a new benefit of membership, we offer our members a selection of resources that may be checked out totally free of charge. We currently have approximately 30 resources available to our members.

**\$500: (Jan. – Dec.)** Sponsor letter and materials will be mailed with each resource requested; Company Logo located on order form; Sponsor logo/letter located on Lending Library Website Page.

*{Lending Library Sponsorship Payment (\$500) & 2010 Affiliate Membership Payment (\$180) must be received prior to company being listed on Lending Library Forms/Website Page.}*

## **VMGMA Website Advertising:**

For affiliate partners who do not purchase a corporate sponsorship package (see previous page), we have the following advertising opportunity on our website ([www.vmgma.org](http://www.vmgma.org)):

**\$125: (Jan. – Dec.)** Company Name listed on VMGMA Sponsorship Page by service alphabetically; Link to company website.

*{Website Advertising Payment (\$125) & 2010 Affiliate Membership Payment (\$180) must be received prior to company being listed on Sponsorship Page}*