

Marketing Hall of Femme

The DMN Marketing Hall of Femme honors female marketers who have taken risks, pushed limits, and achieved standout success in their marketing careers. These fiercely talented women are all the most senior marketing professionals at brands, non-profits, marketing tech and services vendors, or agencies. DMN remains dedicated to the mission of empowering women by giving them the recognition they deserve, while nurturing a community of female leaders to inspire the next generation of marketers.

To date, the DMN Marketing Hall of Femme has honored close to 100 exceptional female marketers. In 2018, we'll add a new group of inductees, and celebrate them with a half-day awards program, where attendees can meet new and prior honorees, hear first-person narratives behind their achievements, and attend sessions that explore the issues most relevant to female leaders working in marketing today.



Marketing Hall of Femme

SUMMIT SPONSORSHIP PACKAGES 2018

EXCLUSIVE FEMME ROUNDTABLE SPONSORSHIP \$16,500

- The 2018 Marketing Hall of Femme Summit & Awards program holds an exclusive roundtable (RT) for honorees only.
- Sponsor has a seat at RT alongside honorees (must be top marketer in attendance).
- Key point of RT will be referenced in the Marketing Hall of Femme eBook.
- Logo placement on RT event signage.
- Two (2) tickets for the “invite only honoree photo shoot” which follows the RT.
- Half-table (5 tickets) to the awards ceremony.
- Full-page ad in the 2018 Marketing Hall of Femme eBook, deployed to DMN’s 60,000+ email subscriber audience as well as archived in DMN’s online eBook library for 12 months.



LUNCHEON ROUNDTABLE SPONSORSHIP \$12,500

This intimate roundtable will take place after the Summit & Awards program. Sponsor will select up to 10 attendees from the registration list for this special invitation only roundtable discussion. Topics are subject to editorial oversight and approval, and must be non-promotional in nature.

Package includes:

- Host roundtable for up to 10 attendees (DMN programming team will help coordinate invitation and attendee confirmation process).
- Four (4) complimentary tickets to the awards ceremony.
- Logo placement on all event promotion (online, newsletters, dedicated emails, signage, event marketing materials, etc.).
- Customized HTML email provided to you to promote event with \$100 discount.
- Full-page ad in the 2018 Marketing Hall of Femme eBook, deployed to DMN’s 60,000+ email subscriber audience as well as archived in DMN’s online eBook library for 12 months.

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PACKAGES 2018**



MIMOSAS & MINGLE MIXER SPONSORSHIP \$6,500

- Logo placement at Mimosas & Mingle Mixer on signage, napkins etc.
- Sponsor to address attendees and femmes with a congratulatory toast.
- Two (2) tickets to the awards ceremony.
- Full-page ad in the 2018 Marketing Hall of Femme eBook, deployed to DMN's 60,000+ email subscriber audience as well as archived in DMN's online eBook library for 12 months.

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PANEL SPONSORSHIP \$11,500

- Participation as a panel member on one (1) editorial coordinated session (non-promotional). Topic is subject to editorial oversight and coordination.
- Four (4) tickets to the awards ceremony.
- Logo placement on all event promotion (online, newsletters, dedicated emails, signage, event marketing materials, etc.).
- Full-page ad in the 2018 Marketing Hall of Femme eBook, deployed to DMN's 60,000+ email subscriber audience as well as archived in DMN's online eBook library for 12 months.
- Customized HTML email provided to you to promote event with \$100 discount.

PHOTOBOOTH SPONSORSHIP \$9,500

- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.).
- Logo placement at event on signage, step and repeat, screen, and stage.
- Guests will take souvenir photos in branded photo booth.
- Photos will be printed in color and incorporate your logo for long-term exposure and association with a memorable event.
- Custom backdrop includes sponsor's logo.
- Full-page ad in the 2018 Marketing Hall of Femme eBook, deployed to DMN's 60,000+ email subscriber audience as well as archived in DMN's online eBook library for 12 months.
- Four (4) tickets to the awards ceremony.

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DIGITAL PARTNER \$12,000

- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.).
- Logo placement at event on signage, step and repeat, screen, and stage.
- Logo placement on a digital social media wall (located in the event room) that displays comments and photos uploaded via twitter and Instagram.
- Retention of all twitter handles from participants.
- Sponsorship of the digital/interactive guest directory with logo recognition.
- Ownership of the Wi-Fi name and password.
- Sponsorship of the DMN Marketing Hall of Femme social media competition. Sponsor and DMN to decide what the competition will be. Competition will be judged by DMN events team and presented before the awards by Editor-in-Chief of DMN.
- Full-page ad in the 2018 Marketing Hall of Femme eBook, deployed to DMN's 60,000+ email subscriber audience as well as archived in DMN's online eBook library for 12 months.
- Four (4) tickets to the awards ceremony.
- Sponsorship of the Snapchat filter (Includes sponsor logo on DMN-designed Marketing Hall of Fame geo-filter. Sponsor may submit own geo-filter design; subject to DMN approval).

