

# SPONSORSHIP OPPORTUNITIES

Now more than ever, companies are recognizing the importance of Advertising and Sponsorship— two proven methods for keeping your company name in front of your current and prospective clients.

There are many events to sponsor and ways to promote your company at the any of the two DGA bi-annual events : Summer or Winter Conference.

The information below details the different benefits with each level of Sponsorship and the following page contains a chart of the Conference activities you can sponsor.

**ACT NOW!** Reserve your sponsorship by completing the last page of this section.

<b>Benefits</b>	<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
	\$4,000 +	\$2,000 - \$3,999	\$1,000 - \$1,999	\$500 - \$999
Recognition in all Conference promotional literature, the on-site program, the post convention newsletter, and emails.	✓	✓	✓	✓
Verbal recognition at the Conference	✓	✓	✓	✓
*Recognition on Conference banner displayed during the Conference at all times	✓	✓	✓	✓
All employees of the sponsoring company receive a special Conference ribbon showing their level of commitment	✓	✓	✓	✓
A list of all sponsoring companies will be on the website	Logo & Weblink	Logo & Weblink	Name & Weblink	Name
Complimentary Conference Registration (s)	2	1		
Advertisement in the Conference Program	Full Page	1/2 Page	1/3 Page	1/4 Page
The opportunity to present a brief overview of the company's product or service	✓	✓	✓	✓
Complimentary table in the Networking/Registration room to display company information during the conference	✓	✓	✓	
Early Bird Pricing on all registrations	✓	✓	✓	
Signage at the event that is sponsored	✓	✓		
A table outside the event to display company information	✓	✓		
The opportunity for all representatives of your company to be introduced at the sponsored event	✓	✓		
No other events are scheduled at the same time so this reaches the entire group of attendees	✓	✓		
1 10' x 10' exhibit table	1 complimentary table	1 complimentary table		

*\*Recognition in publications and signage is dependent on when the company commits to the sponsorship*

# SPONSORSHIP OPPORTUNITIES

Day 1 of Conference	SPONSORSHIP LEVEL	SPONSORSHIP VALUE
Afternoon Break	Silver	\$500
Welcome Back Reception	Diamond	\$4,000
Day 2 of Conference		
Continental Breakfast	Platinum	\$2,000
Morning Break	Silver	\$500
First Timer/Past President Luncheon	Gold	\$1,500
Afternoon Break	Silver	\$500
Networking Reception	Diamond	\$4,000
Day 3 of Conference		
Coffee & Juice Bar	Silver	\$750
Brunch and Presentation	Platinum -OR- Gold	\$3000 Exclusive  3 sponsors at \$1000 each
OTHER OPPORTUNITIES		
Hotel Key Cards - if available at the hotel	Diamond	\$4,000
Lanyards	Platinum	\$2,500
Attendee List	Gold	\$1,000
Mobile App for the Event	Gold	\$1,500
Conference Program	Platinum	\$3,000
Conference Bags	Silver	\$500
Transportation	Platinum	\$3,000

## General Sponsorships (Not dedicated to any specific event)

Companies are not required to sponsor a specific event. Your sponsorship can go towards the general sponsorship fund. The benefits of each sponsorship level are addressed on the previous page.

***Diamond Sponsor (\$4000 each)***

***Gold Sponsors (\$1000 each)***

***Platinum Sponsor (\$2000 each)***

***Silver Sponsors (\$500 each)***

# SPONSORSHIP OPPORTUNITIES

## Sponsorship Sign Up Form

Please complete the two page form with your requested level of support and payment information.  
 Fax the form to 706-883-8215 or mail it to the Direct Gardening Association  
 P.O. Box 429, LaGrange, GA 30241

Day 1 of Conference	SPONSORSHIP LEVEL	SPONSORSHIP VALUE	I WANT TO SPONSOR
Afternoon Break	Silver	\$500	
Welcome Back Reception	Diamond	\$4,000	
<b>Day 2 of Conference</b>			
Continental Breakfast	Platinum	\$2,000	
Morning Break	Silver	\$500	
First Timer/Past President Luncheon	Gold	\$1,500	
Afternoon Break	Silver	\$500	
Networking Reception	Diamond	\$4,000	
<b>Day 3 of Conference</b>			
Coffee & Juice Bar	Silver	\$750	
Brunch and Presentation	Platinum -OR- Gold	\$3000 Exclusive 3 sponsors at \$1000 each	
Hotel Key Cards - if available at the hotel	Diamond	\$4,000	
Lanyards	Platinum	\$2,500	
Attendee List	Gold	\$1,000	
Mobile App for the Event	Gold	\$1,500	
Conference Program	Platinum	\$3,000	
Conference Bags	Silver	\$500	
Transportation	Platinum	\$3,000	

## General Sponsorships (Not dedicated to any specific event)

Companies are not required to sponsor a specific event. Your sponsorship can go towards the general sponsorship fund. The benefits of each sponsorship level are addressed on the previous page.

Sponsorship Level	Value	I Want to Sponsor
Diamond Sponsor	\$4,000 each	
Platinum Sponsor	\$2,000 each	
Gold Sponsor	\$1,000 each	
Silver Sponsor	\$500 each	

# ADVERTISING OPPORTUNITIES

Ads may be sent to Caitlin Hyatt at [chyatt@asginfo.net](mailto:chyatt@asginfo.net) (after checking for availability)

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

FAX \_\_\_\_\_

## Advertising in our conference program magazine


If ordering ad space, please check with Caitlin Hyatt at [chyatt@asginfo.net](mailto:chyatt@asginfo.net) for ad placement availability.


Full Color	Price	Please check size
Full Page (location requests considered – not guaranteed)	\$300	
Half Page	\$250	
Third Page	\$150	
Quarter page	\$100	
Artwork enclosed please circle <b>yes</b> or <b>no</b>		
Artwork to follow please circle <b>yes</b> or <b>no</b>		


### SPECIFICATIONS & REQUIREMENTS:


Final publication trim size – 8.5" x 11", Final imaging area approx. 7.75"w x 10.25"h

#### STANDARD AD SPACE (all standard ads are measured width x height)

Full Page - 7.75"(w) x 10.25"(h) - this ad is vertically oriented 

Half Page - 7.75"(w) x 5"(h) - this ad is horizontally oriented 

Third Page – 7.75"(w) x 3.25"(h) - this ad is horizontally oriented 

Quarter Page – 3.75"(w) x 5"(h) - this ad is vertically oriented 

**FILE FORMAT** Prefer high res .pdf, (will accept .pdf, .eps, .jpg, .png, .gif, illustrator\*, photoshop\*)

\*include all fonts and linked artwork

If received artwork is not one of the above electronic formats, there may be additional charges. DGA reserves the right to reject any advertising considered non-conforming to DGA standards. Terms: No agency discounts given on quoted rates. All rates are payable at time of ad placement. Priority Placement: All ads will be placed on a "first come/first serve" basis. Cancellation/ Refunds: Orders may be cancelled and refunds will be given till the reservation date. Cancellations after that time will not be eligible for refunds.

## Registration Packet Inserts

- For a fee of \$200, you may include your advertising materials in conference bags to be given out at registration.
- Shipment of the inserts should be arranged with Caitlin Hyatt, [chyatt@asginfo.net](mailto:chyatt@asginfo.net)

\_\_\_\_\_ I wish to send in advertising materials to be given out with the Registration Packets (payment can be made on the final page of this packet).

# ADVERTISING AND SPONSORSHIP PAYMENT

## Payment Information

Contact Person \_\_\_\_\_

Company Name (As it is to appear in promotions) \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

FAX \_\_\_\_\_

Email \_\_\_\_\_

Check Enclosed for \$ \_\_\_\_\_ (payable to DGA)

Please charge my    MC \_\_\_\_\_    VISA \_\_\_\_\_    Amex \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

For more information, please contact Caitlin Hyatt, Executive Director, Direct Gardening Association at 706-298-0022 or e-mail [chyatt@asginfo.net](mailto:chyatt@asginfo.net).

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Phone: 706-298-0022  
Fax 706-883-8215  
Email: [chyatt@asginfo.net](mailto:chyatt@asginfo.net)