

# BMA Colorado

## Program Sponsorship Opportunities

### Event Details - WORD OF MOUTH MARKETING

#### Word of Mouth Marketing in 5 Simple Steps

Andy Sernovitz - Author, *Word of Mouth Marketing: How Smart Companies Get People Talking*

You want more people to talk about you -- but how do you create a word of mouth marketing campaign? In this popular talk, you'll learn how to energize your fans and generate positive word of mouth about your brand.

**Date:** Tuesday, September 11, 2012

**Time:** 11:00am-1:30pm

**Location:** Embassy Suites, 1420 Stout St, Denver 80202

**Schedule:** New Member/Prospective Member Orientation: 10:30am

Networking & Exhibits: 11:00am to Noon

Lunch and Keynote: Noon to 1:30 pm

***This is an opportunity for companies to get exposure with the Denver marketing community.***

Increase your visibility with Colorado BMA members and luncheon attendees, estimated to be approximately 200 – 250 people

Your investment puts you in front of:

- CMOs and other corporate marketers at all levels
- Executives in B2B advertising agencies
- Educators, consultants, and writers
- Industry suppliers

### Title Sponsorship - \$1000

- Table Exhibit Space with exposure to all luncheon attendees
- 2 Lunch Tickets, and opportunity to purchase additional tickets at BMA member price
- A copy of Andy Sernovitz' book for each event ticket in your package
- Podium Recognition: Opportunity to introduce speaker and your company
- BMA Colorado web site recognition on sponsor page
- Your Company Logo included on all communications (email and website) for the event
- Logo recognition onscreen at the event

### Table Top Exhibits - \$300

- Table Exhibit Space to exhibit your company logo and materials (6-foot skirted table plus two chairs)
- 1 free event ticket, and opportunity to purchase additional tickets at BMA member price
- A copy of Andy Sernovitz' book with each event ticket in your package

### Corporate Table Sponsorship - \$500

- VIP Table with premium placement for ten (10) guests  
(Receive BMA Member pricing for all your guests, including non-members)
- Complimentary copies of Andy Sernovitz' book for ten (10) guests
- Table signage, including company logo

For Sponsorship opportunities, contact Brittany Sever, Program Sponsorship Chair, at [brittany@peninsulapartnersinc.com](mailto:brittany@peninsulapartnersinc.com) or call the BMA office at 303-607-9957.