



February 2014

Dear Prospective Gold Key Sponsor:

The Colorado chapter of the Business Marketing Association (BMA) is renowned for its Gold Key Awards, an annual event that is recognized as Colorado's most prestigious competition – dedicated solely to business-to-business marketing communications. The awards banquet itself is traditionally a first-class affair. The 2014 Gold Key Awards Banquet will be held on Friday, May 2, 2014 at The Four Seasons Hotel in downtown Denver.

To continue the tradition of this distinguished event, BMA is delighted to offer you a corporate sponsorship opportunity. By helping BMA sponsor this industry celebration, you can position your company prominently in front of hundreds of the best local and national marketers.

Here's Your Chance to reach this Exclusive Audience

We have four levels of sponsorships that cater to different budgets and business needs. Please review the following page for details. Sponsors are included in pre- and post-event marketing initiatives, showcased on signage at the awards banquet and recognized in industry trades that reach thousands of decision-makers across the Front Range and throughout the country. Plus, sponsors are encouraged to attend the Gold Key Awards celebration and rub elbows with leading marketing professionals. Last year's event at The Sewell Ballroom at DCPA brought in more than 275 talented individuals from Colorado agencies and corporations – including key decision-makers within their organizations.

Don't Pass Up this Golden Opportunity

The Gold Key Awards is the ideal venue for promoting your business to a room full of attentive marketing professionals. And, because the BMA is a non-profit organization (501c6), sponsors also enjoy a tax deduction. Discounted sponsorships are available for BMA members!

Someone from our organization will contact you shortly to discuss your participation as a Gold Key sponsor. Or, if you're ready to take advantage of this fantastic opportunity today, please contact BMA Colorado's Executive Director, Marilee Yorchak, at 303-607-9957 (marilee@bmacolorado.org). Thank you for your consideration of this worthwhile event.



2014 Gold Key Awards Sponsorship Levels	Gold Bar	Ingot	Bullion	Friend of BMA
	\$1,875	\$950	\$315	\$135
BMA Member Discount (25% discount!)	\$1500	\$750	\$250	\$100

Pre-Event Promotion				
Your company's name on promotional pieces for the Gold Key Awards (email, PR, etc.).	Of Course!	Yes!	Yes!	
Your company's logo on the official Gold Key Banquet Invitation email sent to approximately 2,000 people.	Yes!	Yes!		
Advertisement in BMA's award-winning newsletter, The Marketing Mirror (a \$300 value).	Yes!			
Recognition and Marketing at the Event				
Complimentary tickets (with preferred seating) to the ceremony at The Four Seasons Hotel.	6 tickets (\$570 value)	2 tickets (\$190 value)		
Your logo visible to all banquet attendees during the cocktail and dinner hours.	Yes!	Yes!	Yes!	Yes!
Full Page ad in the Gold Key Banquet Program, distributed to attendees and BMA new member packets through 2014	Yes!	Yes!	Yes!	
Include promotional material in Event Giveaway Package.	Yes!	Yes!	Yes!	
Post-Event Recognition				
3-month listing of your logo and link to your URL on the BMA-Colorado Web site, which receives 15,000+ unique visitors yearly (\$350 value).	Yes!	Yes!	Yes!	
6-month listing of your logo and link to your URL plus your phone number and a fifty-word description on the BMA-Colorado Website (\$625 value).	Yes!	Yes!		
Your company's name listed as a sponsor in the BMA Marketing Mirror, a monthly enewsletter distributed to over 2,500 professionals.	Yes!			