



Convention & Golf Tournament

June 4-5, 2015
Albuquerque, New Mexico
Marriott Hotel Uptown

Stand out from the crowd and meet 200 New Mexico Broadcasters as a sponsor or exhibitor at our 2015 Annual Convention in beautiful Albuquerque! Sponsorships can also be customized to highlight your business.

Thursday, June 4: NMBF Links for Education Golf Tourney at Paa-Ko Ridge Golf Club

Friday, June 5: SBE Technical Workshops & Luncheon, Vendor Exhibits, General Managers' & Sales Sessions, Awards Reception & Dinner

Sponsorship/Exhibitor Opportunities

Links for Education Premier Golf Tournament Sponsor: \$3,000

Partner with the New Mexico Broadcasters Foundation for this premier tournament on Thursday, June 4 at Paa-Ko Ridge Golf Club, one of the premier courses in the Southwest.

Sponsor receives:

- 2 foursomes to play in the tournament
- full page color ad in Convention Program
- 10 minutes to speak before the tournament
- onsite signage
- your logo on the golf tournament gift
- logo and link on the NMBA website for 3 months
- logo and link in NMBA weekly MikeSide e-news
- NMBA Associate Membership

Golf Exhibitor Sponsor \$750

Tee up at Paa-Ko Ridge Golf Club, with an expected 144 players at the Links for Education Golf Tournament and show off your products at an exhibit on Friday.

Sponsor receives:

- 1 ticket to SBE Friday Lunch
- 1 player spot
- exhibitor booth on Friday
- onsite signage
- logo in Convention Program
- NMBA Associate Membership

Golf Snapshot Sponsor: \$700

Capture our golfers at their best on Thursday, June 5 at Paa-Ko Ridge Golf Club.

Sponsor receives:

- logo on each photo
- 1 player spot
- logo in Convention Program
- NMBA Associate Membership

Awards Dinner Exclusive Sponsor: \$3,000

Be the host of the NMBA Golden Mikes Awards Gala Dinner on Friday, June 5.

Sponsor receives:

- 10 minutes address at Awards Dinner
- 4 tickets to Awards Reception and Dinner
- backlit logo at the Awards Dinner
- onsite electronic signage
- logo on Convention Gift
- exhibit booth on Friday
- 2 player spots for the Golf Tournament
- full page color ad in Convention Program
- logo and link on the NMBA website for 3 months
- logo and link in NMBA weekly MikeSide e-news
- NMBA Associate Membership

Awards Reception Co-Sponsor: \$2,000

Host a bar (2 drink tickets per attendee) and engage attendees before receiving their awards at the Golden Mikes Awards Gala Dinner.

Sponsor receives:

- 3 tickets to Awards Reception and Dinner
- onsite signage
- exhibit booth on Friday
- half page b&w ad in Convention program
- logo and link on the NMBA website for 3 months
- logo and link on NMBA weekly MikeSide e-news
- NMBA Associate Membership

Friday Coffee Break Sponsor: \$725

Increase traffic as well as goodwill. Sponsored coffee will be served in designated areas (including one near your booth). Sponsor receives:

- signage in the coffee area
- logo in Convention Program
- logo and link on the NMBA website from commitment through the convention
- NMBA Associate Membership



For Convention Sponsorship and Advertising Sales, contact:
Bob Lawrence / bob@rdrtoday.com / 205.678.6131



Friday Workshop/Seminar Sponsor: \$850

Technical Workshop or Sales Seminar

Sponsor receives:

- opportunity to introduce speaker and give a 10 minute company presentation
- Your exhibit booth in the session room
- onsite signage
- logo in Convention Program
- logo and link on the NMBA website for 3 months
- NMBA Associate Membership

Nametag and Lanyard Sponsor: \$600

Who wouldn't want see their logo everywhere???

You will be the exclusive sponsor of this handy accessory distributed to all attendees onsite. A sure way to get your company noticed.

Sponsor receives:

- logo in Convention Program
- logo and link on the NMBA website from commitment through the convention
- NMBA Associate Membership

Wi-Fi Internet Connection Sponsor: \$800

Your company will receive the credit for being our Convention Internet Provider! No one can live without their smartphones or iPads and free Wi-Fi is always appreciated.

Sponsor receives:

- onsite signage
- logo in Convention Program
- logo and link on the NMBA website from commitment through the convention
- NMBA Associate Membership

Photo Booth Sponsor: \$825

Photo booths have exploded in popularity, and for good reason; they provide so much fun! Not only will you be at the award's dinner getting your picture taken with the group, but you will be remembered each time attendees look at their souvenir.

Sponsor receives:

- your logo in the photo
- logo and link to your website on the NMBA website from commitment through Convention
- NMBA Associate Membership

Awards Snapshot Sponsor: \$700

Create an Awards souvenir moment with a screen and a smile. Capture attendees with their awards, workmates or the moment of the evening.

Sponsor receives:

- logo on each photo
- logo in Convention Program
- NMBA Associate Membership

Cell Phone Charging Station: \$600

Your phone needs charging and you are frantically looking for an outlet. Be the sponsor that eliminates the hassle of charging your phone on the go.

Sponsor receives:

- signage at the charging station
- logo in Convention Program
- logo and link on the NMBA website from commitment through the convention
- NMBA Associate Membership

Membership Connection (unlimited): \$550

Want to connect with the NMBA membership statewide? You may submit a 500 word article on your company/product which will be featured in a 2015 MikeSide e-news. This weekly electronic newsletter reaches radio & television broadcasters throughout New Mexico, and readership is not limited to general managers. Your logo and link will be included in the e-letter.

Pre-Convention Direct Mail Publicity: \$500

This exclusive sponsorship will place your company literature in our Pre-Convention Direct Mail Flyer mailed to NMBA members prior to the convention. (Literature provided by sponsor, in a size similar to a single sheet 8.5" x 11")

Pre-Convention Email Blasts: \$500

As exclusive sponsor, your company name will be seen prominently on the 3 email blasts promoting the convention. Your email will say: "Brought to you by (company name, your logo with link, and a one line description)."

Exhibitor: \$550

Be visible at your Exhibitor booth at the Friday SBE meeting and/or in the foyer area during the Sales Seminar and reception. Exhibit hours 9am-4pm.

Sponsor receives:

- 6' draped table - Sorry, no partial sales or split tables
- onsite and digital promotion on the NMBA website from commitment to Convention
- 1 ticket to SBE Friday Luncheon
- listing in Convention Program
- logo and link on the NMBA website from commitment through the convention
- NMBA Associate Membership

Convention Program Ads

		<u>Color / B&W</u>
Quarter Page	4.25" x 5.5"	\$200 / \$100
Half Page Ad	8.5" x 5.5"	\$300 / \$200
Full Page Ad	8.5" x 11"	\$500 / \$400



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