



Wednesday, November 16  
Sheraton Framingham Hotel & Conference Center  
Framingham, MA

Add your voice to our annual Sound Bites event, and deliver your message to an expected 200 broadcasters, at the MBA's premier annual event! As a sponsor, you have the opportunity to make an in-person or video presentation about your company and also deliver your message via direct mail, email and website marketing, plus onsite signage and distribution of your promotional materials.

Whether it's the afternoon Sales Seminars, the Awards Reception and Dinner, or Awards Ceremony, we have a place for you to reach Massachusetts radio and television decision makers!

## SPONSORSHIP OPPORTUNITIES

### SOUND BITES PRESENTING SPONSOR \$3,000

- Make 3 minute presentation about your company
- Large stand-up signage next to event stage
- Logo on all table tents
- Rotating logo on video screen during Reception
- Logo on front of 300+ mailed invitations
- Logo and link in 3 email blasts to all MBA members
- Your ad slider on MBA Home & Sound Bites pages
- Sponsor "thank you" during opening remarks
- 2 registrations, with VIP seating at dinner & awards

### SOUND BITES AWARDS CEREMONY SPONSOR \$2,500

- Your 60 second video played at opening of Awards
- Your logo on video screen throughout program
- Rotating logo on video screen during Reception
- Logo and mention inside of 300+ mailed invitations
- Logo and link in 3 email blasts to all MBA members
- Logo and link on Sound Bites Awards web page
- 2 registrations, with VIP seating at dinner & awards

### SOUND BITES DINNER CO-SPONSOR \$1,500

- Large stand-up signage in ballroom
- Logo on all table tents
- Rotating logo on video screen during Reception
- Mention inside of 300+ mailed invitations
- Logo and link in 3 email blasts to all MBA members
- Logo and link on Sound Bites Schedule web page
- Sponsor "thank you" during opening remarks
- 2 registrations, with VIP seating at dinner & awards

### COCKTAIL RECEPTION SPONSOR \$1,000

- Signage at all bars
- Rotating logo on video screen during Reception
- Mention inside of 300+ mailed invitations
- Logo and link in 3 email blasts to all MBA members
- Sponsor "thank you" during opening remarks
- 1 registration, including the dinner & awards

### SEMINAR SPONSOR \$1,250

**SALES:** David Rich presents "Contagious Selling: How to Sell Profitably in a Media Fragmented World"

**PROGRAMMING:** Tracy Johnson presents "The Content Superhero"

**ENGINEERING:** Bob Shotwell presents "Alternative Broadcast Inspection Program"

- Make 2 minute introductory presentation or video about your company
- Logo on seminar easel sign or your pull-up banner
- Rotating logo on video screen during Reception
- Mention inside of 300+ mailed invitations
- Logo and link in Seminar specific email blast to MBA members
- Logo and link on Sound Bites Schedule web page
- Sponsor "thank you" during opening remarks
- 1 registration, including the dinner & awards

### SOUND BITES PROMOTIONAL ITEM SPONSOR \$1,000

- Your logo printed on Sound Bites keepsake item that the MBA will provide for each attendee
- Rotating logo on video screen during Reception
- Mention inside of 300+ mailed invitations
- Logo and link in 3 email blasts to all MBA members
- Sponsor "thank you" during opening remarks
- 1 registration, including the dinner & awards

### EVENT NAME TAG SPONSOR \$1,000 **SOLD!**

- Your logo printed on all Sound Bites name tags
- Rotating logo on video screen during Reception
- Mention inside of 300+ mailed invitations
- Logo and link in 3 email blasts to all MBA members
- Logo and link on Sound Bites Registration web page
- Sponsor "thank you" during opening remarks
- 1 registration, including the dinner & awards



For Convention Sponsorship and Advertising Sales, contact:  
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