



266 Hillsdale Avenue
 San Jose, CA 95136
 p 408-266-9658
 f 408-269-7940
info@sfama.org
www.sfama.org

EIMA SPONSORSHIP AGREEMENT TERMS AND CONDITIONS

EIMA sponsorships are available on a first-come, first-served basis. The San Francisco Chapter of the American Marketing Association (SFAMA) will notify sponsor in the event the sponsorship selected is unavailable.

Sponsorship(s) is effective for the 2008 EIMA period and in accordance with the selected sponsorship level, beginning on the date below. Signee agrees to pay amount indicated above for sponsorship. Payment in full is due upon receipt of this agreement.

Sponsor understands that the SFAMA is not obligated to the terms of the selected sponsorship until payment in full has been received by the SFAMA from sponsor. The SFAMA reserves the right to withdraw the sponsorship if form of payment is declined for any reason when processed. No refunds will be made after receipt of payment, except in cases where the selected sponsorship is unavailable. Acceptance of this application by the SFAMA constitutes an agreement.

Any claims in excess of \$5,000 must be arbitrated in San Francisco before a single arbitrator appointed by the American Arbitration Association and neither party has the right to conduct any civil discovery. Claims less than \$5,000 are required to be filed in the Small Claims Division of the San Francisco Courts.

The undersigned agrees to all Terms and Conditions as specified above:

Authorized Signature _____ Date _____

SFAMA Signature _____ Date _____

COMPANY DESCRIPTION

If applicable to your company's sponsorship level, submit a separate sheet with a description of your company's services (50 words maximum) to be used in SFAMA sponsorship materials and on the SFAMA website.

INSTRUCTIONS FOR SUBMITTING YOUR COMPANY LOGO

- For Print, your logo art should be submitted as follows:
 - Adobe Illustrator EPS file - One color = Black; Color = 4-Color Process (CMYK). Spot colors must be converted to Process colors before submitting logo art.
- For SFAMA.org, logo files should be in either JPG or GIF format and should be no larger than 155 pixels in width.
- Please provide any brand standard guidelines for using your company logo in print materials and online.
- Logo art may be sent by e-mail to Andrea Snedeker at asnedeker@orrick.com.

The San Francisco Chapter of the American Marketing Association (SFAMA) is a Nonprofit Public Benefit Corporation incorporated in California, organized exclusively for educational purposes, within the meaning of Internal Revenue Code section 501(c)(3) or the corresponding provision of any future United States internal revenue law. All monies raised or donated to SFAMA will go toward fulfilling our objective of fostering the advancement of the discipline of marketing. All donations are deductible as charitable donations for federal income tax purposes. Federal EIN #94-2581350.

Contact Andrea Snedeker, VP Sponsorships, for more information or to purchase a sponsorship package by e-mail at asnedeker@orrick.com. Please note: The SFAMA reserves the right to alter or change the sponsorship benefits at our discretion. However, if we remove a benefit, we will replace it with a similarly valued benefit of our choosing.



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EIMA SPONSORSHIP DESCRIPTIONS AND BENEFITS

EXCELLENCE IN MARKETING AWARDS

CATEGORY LEADER (2) @ \$5,000 – NON-COMPETING ONLY

- Sponsor logo on all email blasts announcing the special event
- EIMA web-page link with company description on SFAMA sponsorship page and rotating special mention of Category Leader sponsorship prior to the event and for one month following the event
- Sponsor receives public speaking opportunity to acknowledge their sponsorship and introduce the program MC or opportunity to MC the distribution raffle items (must choose at time of sponsorship)
- Sponsor logo in all print materials related to event
- Table display at the event
- Opportunity to distribute branded promotional item to attendees
- Four (4) passes to the event (*additional tickets may be purchased at the AMA member rate*)
- Sponsor signage posted in the registration area at the program
- Logo on SFAMA web-site
- Right to send an e-mail communication (approved by SFAMA) to program attendees one (1) time – must be done through SFAMA – schedule to be mutually agreed upon but must be immediately prior the event or after
- Right of first refusal for renewal at Category Leader level

BRAND BUILDER (4) @ \$2,500 – COMPETING ONLY

- Sponsor logo on all e-mail blasts announcing the special event
- Sponsor logo in all print materials related to event
- Table display at the event
- Three (3) passes to the event (*additional tickets may be purchased at the AMA member rate*)
- Sponsor signage posted in the registration area at the program
- Right of first refusal for renewal at Brand Builder level

INNOVATOR (4) @ \$1,200 – COMPETING OKAY

- Sponsor logo on all e-mail blasts announcing the special event
- Sponsor logo in all print materials related to event
- Two (2) passes to the event (*additional tickets may be purchased at the AMA member rate*)
- Sponsor signage posted in the registration area at the program
- Right of first refusal for renewal at Innovator level

MARKET LEADER (6) @ \$500 – COMPETING OKAY

- Two (2) passes to the event (*additional tickets may be purchased at the AMA member rate*)
- Sponsor signage posted in the registration area at the program
- Right of first refusal for renewal at Market Leader level

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ADVERTISEMENTS

**SFAMA Marketing Connections Newsletter
 Advertising Rate Schedule & Ad Sizes**

The chapter sends a print newsletter to members four (4) times per year. The following are the advertising rates and ad sizes available at each advertising frequency*. These rates are valid for black and white or color advertisements.

Rate per Issue at Each Frequency Rate Ad Dimensions (Choose layout preferred)	1 Issue	2 Issues	3 Issues	4 Issues
Half Page of 8 ½” x 11” layout	\$825	\$800	\$775	\$750
1/4 Page of 8 ½” x 11” layout	\$465	\$440	\$415	\$390
1/8 Page of 8 ½” x 11” layout	\$255	\$240	\$225	\$210

*For example, if you want to have a ¼ page ad in 3 issues, you would pay \$415 x 3 = \$1245

E-mail Advertisements

The chapter sends on an as needed basis electronic communications to members each month. Sponsors have the opportunity to reach our membership through this communication vehicle.

Logo - \$400 – 150 pixels

- One month beginning on first day of month through last day of month
 - Link to sponsor’s web-site from HTML communication
 - Company name, logo and 50 word description listed under resources section of www.sfama.org

Web-site Logo Placement

Sponsors have the opportunity to list their logo in the resources section of www.sfama.org.

Logo - \$400 – 150 pixels

- One month beginning on first day of month through last day of month
 - Link to sponsor’s web-site from SFAMA web-site
 - Company name, logo and 50 word description listed under resources section of www.sfama.org

FRIEND OF THE SFAMA – EIMA – In Kind Donations

The SFAMA Chapter welcomes solicitations for in-kind trades. If you have a product or service you would like to have considered for an in-kind trade, please contact us.

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