

The **Benjamin Franklin Award for Direct Marketing Excellence** (Bennys) competition has been a proud Philadelphia tradition for 43 years with the "Benny" itself now one of the region's highest honors in direct marketing and advertising. This year's event and presentation will take place on **Thursday, May 16, 2019 from 5:30 to 9:30 p.m. on the *Spirit of Philadelphia*, departing Penn's Landing at Columbus Blvd. & Lombard Circle Philadelphia, PA.**

This is the prestigious event for all marketers and those who work within the industry! Contact **John Caliendo** at johnc@bradleygraphics.net with sponsorship questions.

Sponsorship Opportunities

- **\$3,000 – Event Admiral Sponsor** – The spotlight is on you at Registration and throughout the event & pre and post event collateral. You get the opportunity to provide guests with your own supplied materials (gifts, collateral, etc.). **BONUS: Ten (10) drink tickets good for the Spirit of Philadelphia bar.** Ad space is included in this sponsorship.
- **\$2,200 – Captain's Hospitality Sponsor** – Cocktail Reception hour is on you, along with a named signature cocktail to be given to guests and of course Ad space.
- **\$1,000 – People's Choice Sponsor** – everyone will be given an opportunity to vote and your name will be part of the presentation and on the voter's page and presentation materials the evening of the event. Ad space is included in this choice!

See below for full list of Sponsorship Opportunities and pricing:

Sponsorship	Event Admiral	Captain's Hospitality	People's Choice	First Mate	Starboard	On Deck
Price	\$3,000	\$2,200	\$1,000	\$675	\$400	\$350
Number of Sponsors in Category	1	1	1	3	7	10
Signage at Registration	•					
Signage at Cocktail Reception/ Signature Drink		•				
Signage at Event/During Awards	•	•	•	•	•	•
Ad Space in Benny Winner Catalog	Back Cover	Full Page	1/2 Page	1/2 Page	1/2 Page	1/4 Page
Direct Views Ad (Post Event)	Full Page	1/2 Page	1/2 Page	1/2 Page	1/4 page	1/4 Page
Keynote Address	Name Mention, Slide with Logo	Name Mention, Slide with Logo	Name Mention, Slide with Logo	Name Mention, Slide with Logo	Slide with Logo	Slide with Logo
Collateral at Event (choice of any sponsor supplied corp advertising or giveaways)	•					
Logo on Attendee Badge	•					
Logo on Pre-Post Event Marketing	•	•	•	•	•	•
Logo on Registration Page	•	•	•	•	•	•
Post Event Mailing List of Attendees	•	•	•	•	•	•
Ticket to Enter Event	3	2	1			

Program Book ONLY:

Ad Size	Width/Height	Ad Rate
Back inside cover	5" x 8"	\$675
Full page	5" x 8"	\$550
Half-page	5" x 4"	\$375
Quarter-page	2 1/2' x 4"	\$250
Business card	2' x 3 1/2"	\$75

Ad Format: 4-color, no bleeds. Email your ad/company logo in JPEG or PDF to: info@phillydma.org. All art work and payments must be received by **April 22, 2019**. No refunds after April 22, 2019.

Secure your sponsorship package today! Here's how:

Please visit www.phillydma.org to secure your package and/or ad. You can pay directly online or select the "Invoice Me" option and receive your invoice within minutes via email. All payments are due in full by **April 22, 2019**.

Questions? Email **John Caliendo** at johnc@bradleygraphics.net or info@phillydma.org