



NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS

**24<sup>th</sup> ANNUAL NAMIC CONFERENCE**  
***3D: Diversity. Digital. Demographics***  
**(as part of Cable Diversity Week)**  
**September 14-15, 2010**  
**Hilton New York**  
**New York, NY**

**SPONSORSHIP OPPORTUNITIES AND BENEFITS**  
*(as of Tuesday, June 29, 2010)*

Become a sponsor of the 24<sup>th</sup> Annual NAMIC Conference and:

- Expose your company's brand to a broad range of multi-ethnic media industry thought leaders, influencers and experts.
- Meet your branding, marketing or diversity objectives at the communications industry's only forum focused on diversity and inclusion as a business imperative.
- Maximize your company's sponsorship and promote/showcase new products and services, as well as innovative programming.

Ideas and suggestions for other opportunities – in alignment with NAMIC's mission and the conference theme/purpose – are welcome.

To discuss your company's support of the 24<sup>th</sup> Annual NAMIC Conference, suggest new sponsorship opportunities, or reserve a sponsorship, please contact Danny McGlone, NAMIC's Vice President of Fund Development at (212) 594-5985, ext. 13 or [danny.mcglone@namic.com](mailto:danny.mcglone@namic.com).

**\$50,000**

***Presenting Sponsor***

- ***Prominent placement*** of your company name/logo on all mass emails, event program, trade ads and on-screen recognition\*
- Exposure in all pre- and post-conference media releases (including quote from company CEO)
- Acknowledgment -- with logo recognition -- on the NAMIC web-site and in NAMIC's online publications (*Diversity Scoop* and *InTouch*)
- Visible presence at the conference for company CEO (or other senior executive) as a speaker or presenter
- Special acknowledgment by NAMIC from podium at all general sessions and luncheons
- 15 complimentary conference registrations for company representatives/guests
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

**\$25,000**

***Co-Presenting Sponsor***

- ***Prime placement*** of your company name/logo on all mass emails, event program, trade ads and on-screen slides\*
- Exposure in all pre- and post-conference media releases
- Acknowledgment -- with logo recognition -- on the NAMIC web-site and in NAMIC's online publications (*Diversity Scoop* and *InTouch*)
- Special acknowledgment by NAMIC from the podium at all General Sessions
- Eight (8) complimentary conference registrations for company representatives/guests
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

## **EDUCATIONAL TRACKS AND SESSIONS**

### **\$20,000 each Sponsorship of the Tuesday and Wednesday General Sessions**

- **Preferred placement** of your company name/logo on all mass emails, event program, trade ads and on-screen slides\*
- Special acknowledgment by NAMIC from podium at the start of the General Session you sponsor
- Six (6) complimentary conference registrations for company representatives/guests
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

### **\$25,000 Excellence in Multicultural Marketing Awards- The EMMAs (Presented at a special session on the afternoon of Tuesday, September 14, 2010)**

- **Preferred placement** of your company name/logo on call for entries, mass emails, trade ads, event program and on-screen slides\*
- Speaker or presenter opportunity for company CEO (or other senior level executive) at EMMA Presentation
- Special acknowledgment by NAMIC from podium at the start of the EMMAs
- Six (6) complimentary conference registrations for company representatives/guests
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

### **\$10,000 Educational Track Sessions - Four Opportunities Available:**

- **Diversity & Inclusion**
  - **Digital Media**
  - **Leadership Development**
  - **Multi-ethnic Content/Programming**
- Placement of your company name/logo on all mass emails, event program, trade ads, and on-screen slides\*
  - Special acknowledgment by NAMIC at the start of each track session
  - Two (2) complimentary conference registrations for company representatives/guests
  - Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

**\$7,500**      ***HOT TOPIC session (Tuesday afternoon)***

- Placement of your company name/logo on all mass emails, event program, trade ads, on-site signage and on-screen slides\*
- Opportunity for company representative to introduce the session
- Special acknowledgment by NAMIC from podium at the start of the session
- One (1) complimentary conference registration for company representative/guest
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

**FOOD FOR THOUGHT!**

**\$30,000**      ***Tuesday Evening Reception***

- Exclusive sponsorship of the Tuesday evening reception includes ***prime placement*** of your company name/logo on all mass emails, event program, trade ads, and on-screen slides\*
- Opportunity to partner with NAMIC on the theme/creative for the reception
- Special acknowledgment by NAMIC from podium at reception
- Eight (8) complimentary conference registrations for company representatives/guests
- Ten (10) tickets for company representatives/guests to ***attend the reception only***
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

***This sponsorship can be enhanced – for additional cost – with company brand appearing on cups, napkins, and stirrers and with the placement of video monitors by the bars to further promote your brand.***

**\$30,000**      ***NAMIC Mickey Leland Humanitarian Achievement Award Luncheon  
(Wednesday, September 15, 2010)***

- Preferred placement of your company name/logo on all mass emails, event program, trade ads and on-screen slides\*
- Special acknowledgment by NAMIC from podium at the start of the luncheon
- Six (6) complimentary conference registrations for company representatives/guests
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

**\$30,000      *Reception for Alumni of the NAMIC Executive Leadership Development Program (ELDP) and Leadership Seminar***

**SOLD**

- Preferred placement of your company name/logo on all mass emails, event program, trade ads and on-screen slides\*
- Special acknowledgment by NAMIC from podium at the start of the reception
- Opportunity for company CEO (or other senior executive) to address reception attendees
- Six (6) complimentary conference registrations for company representatives/guests
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

**\$10,000      *Breakfast Honoring the CableFAX 2010 Most Influential Minorities in Cable***

- **Prominent placement** of company name/logo on all mass distributed e-mail promotions and trade ads promoting the breakfast, as well as on on-screen slides the morning of the event
- Visible presence the morning of the event for company CEO (or other senior executive) to be part of the program as a speaker or presenter or through participation in a taped message
- Special acknowledgment from podium the morning of the event
- One table (10 tickets) with **prominent seating** for the breakfast
- Listing on the CableFAX and NAMIC websites as sponsor of the breakfast
- Distribution of company premium item(s) and/or literature at the breakfast to the attendees

**\$7,500      *Continental Breakfast:***

- ***Tuesday, September 14, 2010***
- ***Wednesday, September 15, 2010***

- Placement of your company name/logo in event program and on-screen slides
- Opportunity to set-up a company display showcasing your products, services, or programs
- Two (2) complimentary conference registrations for company representatives/guests
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

***This sponsorship can be enhanced – for additional cost – with company brand appearing on cups, napkins, and stirrers and with the placement of a video monitor to further promote your brand.***

**\$6,000**      ***Refreshment and Networking Breaks (Three opportunities available)***  
***each break***

- Placement of your company name/logo in event program and on-screen slides
- Opportunity to set-up a company display showcasing your products, services, or programs
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

**\$5,000**      ***Tuesday Morning Coffee Bar***

Wake up with NAMIC and \_\_\_\_\_. Fill your company's name in that blank and sponsor the Tuesday Coffee Bar, which will be placed in the high volume registration and exhibit area. An ideal opportunity to insure that your brand is the first that conference attendees see when they have that much needed first cup of caffeine of the day.

- Placement of your company name/logo in event program and on-screen slides\*
- Opportunity to set-up a company display showcasing your products, services, or programs
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

***This sponsorship can be enhanced – for additional cost – with company brand appearing on cups, napkins, and stirrers and with the placement of a video monitor to further promote your brand.***

**\$5,000**      ***Water Stations***

**SOLD**

Everyone always vows to drink more water as part of their health regime and here is an opportunity for your company to make sure they do! Get your brand in front of all conference attendees and make it one they'll remember as they nourish their parched selves with a cold cup of New York City's finest H2O! NAMIC plans to strategically place water stations throughout the Hilton New York (especially in the ballroom where the general sessions will take place and in the breakout rooms where the track session and hot topic discussions will take place).

- Placement of your company name/logo in event program and on-screen slides\*
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendee

***This sponsorship can be enhanced – for additional cost – with company brand appearing on cup. Or if your company wants to do its part to be green, you can provide branded water bottles for distribution to conference attendees so they can refill them as needed.***

### **ONE-OF-A-KIND SPONSORSHIP OPPORTUNITIES**

(All of these sponsorship opportunities allow for maximum visibility and the chance to increase brand recognition and meet current marketing needs. Since these are one-of-a-kind sponsorships, they are likely to go fast. Act today for the one your company is interested in sponsoring!)

#### **\$20,000      *Printed Conference Program***

- ***Exclusive and preferred placement*** of your company's logo in event printed program with an anticipated press run of 750
- Eight (8) complimentary conference registrations for company representatives/guests
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

#### **\$15,000      *NAMIC Central***

NAMIC Central will be the "go to" place for conference attendees who need to access a computer, go online, send/receive faxes and make photocopies.

- ***Prime visibility with all conference attendees via exclusive and prominent placement*** of your company's logo in this reserved area
- Logo placement on computer screen savers and option of having the browser set to your company's web-site
- Opportunity to set-up a company display showcasing your products, services, or programs
- Five (5) complimentary conference registrations for company representatives/guests
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

#### **\$10,000      *Diversity in Communications Career Expo***

The Career Expo is an ideal opportunity for companies to recruit candidates to diversify their workforce and attract talented African-American, Asian and Latino professionals. Recruiters from a range of media companies will exhibit.

- ***Exclusive and prominent placement*** of name/logo in event program and on-site signage
- Two (2) complimentary conference registrations for company representatives/guests
- Opportunity to exhibit at the Career Expo with ***prominent booth placement***
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees
- Opportunity to distribute premium item(s) and/or literature to the attendees of the Career Expo

**\$5,000  
per date**

**Centerpieces: Tuesday, September 14, 2010  
Wednesday, September 15, 2010**

**SOLD**

- **Exclusive and prominent placement** of your company's name/logo on centerpieces on Tuesday, September 14<sup>th</sup> at the Breakfast Honoring the CableFAX 2010 Most Influential Minorities in Cable, the L. Patrick Mellon Mentorship Luncheon and the evening reception and on Wednesday, September 15<sup>th</sup> at the Mickey Leland Humanitarian Achievement Award Luncheon.
- Opportunity to shape the creative for the centerpieces and connect it to your company's marketing and branding needs (i.e. to promote a new product, service, or program)
- Recognition in event program and on-screen slides
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

**\$10,000 Conference Speaker Ready Room**

- Exclusive sponsorship entitles your company to prominent placement of name/logo in event program and on-screen slides
- Two (2) complimentary conference registrations for company representatives/guests
- Recognition in the event program and on-screen slides
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

**\$7,500 Name Badges and Lanyards**

**SOLD**

- Company logo exclusively imprinted on the lanyard
- One (1) complimentary conference registration for company representative/guest
- Recognition in the event program and on-screen slides
- Opportunity to distribute company branded gift to all conference speakers
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

**\$7,500 Media Center**

- **Exclusive and prominent placement** of your company's logo in this room for mainstream and industry media to file stories and prepare for interviews with conference spokespersons and session moderators and panelists
- One (1) complimentary conference registration for company representative/guest
- Recognition in the event program and on-screen slides
- Opportunity to distribute company branded gift to all members of the media covering the conference
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

*\*For sponsorships finalized in advance of print and other production deadlines.*

**\$7,500**      **Conference Blog**

The NAMIC Conference Blog will be back by popular demand and include ongoing updates throughout the conference, as well as comments from the diverse audience attending the event.

- **Prominent placement** of your company's logo on the conference blog
- Placement of your company name/logo on conference program and on-screen slides\*
- One (1) complimentary conference registration for company representative/guest
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendees

**\$6,000**      **Registration Area**

**SOLD**

- Prominent placement in Registration Area of pop-up banner or posters highlighting sponsors brand, on-air talent or programming (sponsor to provide)
- Prominent placement in Registration Area to show loop tape of sponsors brand, on air-talent or programming (sponsor to provider tape)
- Opportunity to raffle off company branded gift basket (sponsor to provide)

**\$5,000**      **Coat/Luggage Check**

One never knows what New York City's weather will bring in September – heat and humidity, rain or fall temperatures in the low 50's requiring one to wear a coat or jacket even though summer has not officially ended. The Coat/Luggage Check will be located adjacent to the high volume registration and exhibit area and will allow conference attendees to check coats, luggage, packages, or their conference bag. This is an ideal opportunity for a sponsors' brand to be repeatedly seen by ALL conference attendees.

- Placement of your company name/logo in event program and on-screen slides\*
- Opportunity to exhibit at the Career Expo
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

***This sponsorship can be enhanced -- for a nominal cost – with the placement of a video monitor to further promote your brand.***

**\$3,000**      ***Ready, Set, Charge***

Be the brand that conference attendees remember when they need access to electricity to charge their Blackberry, cell phone, laptop or other must have electronic gadget. To be placed in the high-volume Registration Area, this sponsorship opportunity can be enhanced by pop-up banner or posters highlighting sponsors brand, on-air talent or programming. Use this sponsorship opportunity to all raffle items off to attendees.

- Placement of your company name/logo in event program and on-screen slides\*
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 500-plus attendee

**EXHIBITOR OPPORTUNITIES**

**\$2,500**      ***Exhibitor***

Promote your company's products, services, or programs to conference attendees in the prominently placed exhibit area, which will be open during morning registration, the Monday and Tuesday Continental Breakfasts, the high volume luncheons, and morning and afternoon breaks. NAMIC will provide each exhibitor with one 6-foot draped table, chairs, and an easel with signage. The opportunity to enhance your exhibit space with audio visual equipment and technology, as well as a customized set-up, is available at a cost.

- Prominent placement of company's name/logo in on-site signage
- Placement of company promotional literature in conference bag to be distributed to 500-plus attendees
- Opportunity to set up a company display as a back drop to the exhibit area
- E-communication to pre-registered conference attendees and conference prospects promoting the exhibitors
- Recognition in the event program, signage, and multi-media recognition\*
- Mention in press releases

**\$1,000**      ***Double Exhibit Space at Career Expo***

Promote career opportunities to a diverse audience through a double exhibit space, which includes ***two draped six foot tables*** and four chairs and signage with company name provided by NAMIC.

Enhance your exhibit space with pop-up or table top exhibits, premium items and literature promoting career opportunities at your company

**\$750          Single Exhibit Space at Career Expo**

Promote career opportunities to a diverse audience through a single exhibit space, which includes **one draped six foot table** and two chairs and signage with company name provided by NAMIC.

Enhance your exhibit space with pop-up or table top exhibits, premium items and literature promoting career opportunities at your company

**NOTE TO PROSPECTIVE EXHIBITORS**

- Exhibit space is reserved on a first-come, first served basis
- For an additional cost, NAMIC **may be able to arrange** for access to audio visual equipment (i.e. a TV and VCR or DVD)
- NAMIC can request, but can not guarantee, access to electricity in the event your company requires it as part of your exhibit