

MARYLAND | DELAWARE | DISTRICT OF COLUMBIA

MDDC PRESS
MDDCPRESS.COM



ASSOCIATION

**CONFERENCE
& CELEBRATION**

05.03.24

**LEARN CRITICAL INDUSTRY
INFORMATION WHILE
NETWORKING WITH
NEWS MEDIA PROFESSIONALS
ACROSS THE REGION.**

FRIDAY May 3	LOCATION Annapolis	AT 10:00 AM
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MDDC brings together hundreds of journalists, advertising professionals and decision makers from news media organizations across Maryland, Delaware and the District. Sponsorship provides maximum exposure for your organization to your target market and represents your commitment to a free press.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$4,500 (1 available)

- Premium brand recognition on all promotional materials leading up to and during the event (print, digital, pre-roll)
- Premium branding on all YouTube Awards Program streams the week prior to in-person event
- Booth with premium positioning at awards conference
- Inclusion of promotional collateral in event swag bag
- Premium advertisement in member directory
- Dedicated sponsor-provided 15 second pre-roll at beginning and end of all conference virtual streams
- 3 sponsored emails to MDDC membership
- 3 sponsored posts on MDDC social channels
- 4 mid-roll ads on Five-Dubs Podcast
- Above-the-scroll sponsor-logo on weekly member e-newsletter for one year
- "Why Journalism Matters" social reels inclusion
- 5 tickets to the event

"Freedom of the Press" Sponsor - \$3,000

- Brand recognition on all promotional materials leading up to and during the event (print, digital, pre-roll)
- "Brought to you by" branding on all YouTube Awards Program streams the week prior to in-person event
- Booth at awards conference
- Inclusion of promotional collateral in event swag bag
- Half page advertisement in member directory
- 1 sponsored email to MDDC membership
- 1 sponsored post on MDDC social channels
- 2 mid-roll ads on Five-Dubs Podcast
- Above-the-scroll sponsor-logo on weekly member e-newsletter for three months
- "Why Journalism Matters" social reels inclusion
- 2 tickets to the event

More info

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“Lead Story” Luncheon Sponsor - \$2,500 (1 available)

- Brand recognition on all promotional materials leading up to and during the event (print, digital, pre-roll)
- “Brought to you by” branding on all YouTube Awards Program streams the week prior to in-person event
- Booth at awards conference
- Inclusion of promotional collateral in event swag bag
- Half page advertisement in member directory
- Exclusive “brought to you by” branding on lunch buffet table
- Present luncheon keynote speaker
- 1 sponsored post on MDDC social channels
- Above-the-scroll sponsor-logo on weekly member e-newsletter for one month
- “Why Journalism Matters” social reels inclusion
- 2 tickets to the event

“Local Media Matters” Sponsor - \$2,000

- Brand recognition on all promotional materials leading up to and during the event (print, digital, pre-roll)
- “Brought to you by” branding on all YouTube Awards Program streams the week prior to in-person event
- Booth at awards conference
- Inclusion of promotional collateral in event swag bag
- Quarter page advertisement in member directory
- 1 sponsored email to MDDC membership
- Above-the-scroll sponsor-logo on weekly member e-newsletter for one month
- “Why Journalism Matters” social reels inclusion
- 2 tickets to the event

“News Bag” Swag Bag Sponsor - \$2,000 (1 available)

- Brand recognition on all promotional materials leading up to and during the event (print, digital, pre-roll)
- “Brought to you by” branding on all YouTube Awards Program streams the week prior to in-person event
- Booth at awards conference
- Inclusion of promotional collateral in event swag bag
- Quarter page advertisement in member directory
- Exclusive 1-color branding on one side of swag bag
- Above-the-scroll sponsor-logo on weekly member e-newsletter for one month
- “Why Journalism Matters” social reels inclusion
- 2 tickets to the event

“Future Journalists” Sponsor - \$1,500

- Brand recognition on all promotional materials leading up to and during the event (print, digital, pre-roll)
- Booth at awards conference
- Inclusion of promotional collateral in event swag bag
- Sponsor and present High School Journalism Contest
- “Why Journalism Matters” social reels inclusion
- 1 ticket to the event

“Press Pass” Lanyard Sponsor - \$1,500

- Brand recognition on all promotional materials leading up to and during the event (print, digital, pre-roll)
- Booth at awards conference
- Inclusion of promotional collateral in event swag bag
- Exclusive branding on attendee lanyards
- 1 sponsored post on MDDC social channels
- “Why Journalism Matters” social reels inclusion
- 1 ticket to the event

“Let’s Connect” Exhibitor - \$500

- Brand recognition on all promotional materials leading up to and during event (print, digital, pre-roll)
- Booth at awards conference
- Inclusion of promotional collateral in event swag bag
- 1 ticket to the event

Sponsorship Add Ons

- Membership directory full page advertisement (\$799)
- Membership directory half page advertisement (\$499)
- Membership directory quarter page advertisement (\$399)
- 1 Dedicated email to MDDC opted-in members (\$350)
- 3 mo. MDDC Weekly Planner or MDDC Ad Services newsletter sponsorship (\$250)
- 1 sponsored post on MDDC social channels (\$250)
- Affiliate membership - (\$350)



CONFERENCE SPONSORSHIP

	PRESENTING (1 available)	FREEDOM OF THE PRESS	LEAD STORY LUNCHEON (1 available)	LOCAL MEDIA MATTERS	NEWS BAG SWAG BAG (1 available)	FUTURE JOURNALISTS	PRESS PASS LANYARD (1 available)	LET'S CONNECT EXHIBITOR
	\$4,500	\$3,000	\$2,500	\$2,000	\$2,000	\$1,500	\$1,500	\$500
Brand recognition on all promotional materials	✓ Premium	✓	✓	✓	✓	✓	✓	✓
"Brought to you by" branding on YouTube Awards Program streams	✓ Premium	✓	✓	✓	✓			
Booth at awards conference	✓ Premium Location	✓	✓	✓	✓	✓	✓	✓
Inclusion of promotional collateral in event swag bag	✓	✓	✓	✓	✓	✓	✓	✓
Advertisement in member directory	✓ (Back Page)	✓ (Half Page)	✓ (Half Page)	✓ (Quarter Page)	✓ (Quarter Page)			
Dedicated sponsor-provided 15 second pre-roll at beginning and end of all conference virtual streams	✓							
Present luncheon keynote speaker			✓					
Sponsor and present High School Journalism Contest						✓		
Exclusive 1-color branding on one side of swag bag					✓			
Exclusive branding on attendee lanyards							✓	
Sponsored email to MDDC membership	✓ 3	✓ 1		✓ 1				
Sponsored post on MDDC social channels	✓ 3	✓ 1	✓ 1			✓ 1	✓ 1	
Mid-roll ad(s) on Five-Dubs Podcast	✓ 4	✓ 2						
Above-the-scroll sponsor-logo on weekly member e-newsletter	✓ (12 mo.)	✓ (3 mo.)	✓ (1 mo.)	✓ (1 mo.)	✓ (1 mo.)			
"Why Journalism Matters" social reels inclusion	✓	✓	✓	✓	✓	✓	✓	
Tickets to awards conference	5	2	2	2	2	1	1	1