

# PARTNER WITH DSA

## SPONSORSHIP OPPORTUNITIES



2020 DSA ANNUAL MEETING

**JUNE 7-9**

JW MARRIOTT DESERT RIDGE  
PHOENIX, AZ  
[ANNUALMEETING.DSA.ORG](https://ANNUALMEETING.DSA.ORG)



# BECOME A DSA GEMSTONE PARTNER

In an industry all about recognition, DSA's Annual Meeting is your company's opportunity to show your leadership in the most visible way possible. Your generous contribution will support the industry and will place your company front and center at the conference.

## DIAMOND PARTNER \$50,000

This opportunity is a true partnership, and is available to up to three companies. In appreciation for your generous contribution, the Diamond Partner will receive the highest level of recognition and will support each and every component of the Annual Meeting. You are also the sponsor of our premier event, the Awards Gala, and your company may provide a gift item that will be given to attendees at the doors to the Gala. Partnership includes:

- + Recognition as a premium DSA Annual Meeting sponsor including web, print and onsite
- + The opportunity for an executive from your company to participate in the welcome toast at the Awards Gala
- + Eight complimentary registrations to Annual Meeting
- + One reserved table at the Awards Gala and reserved seating at the General Sessions

## RUBY PARTNER \$40,000

You will have the opportunity to sponsor the keynote speaker of this year's Annual Meeting. Because of your contribution, the Opening General Session will be an unforgettable experience. Your company may provide a gift item that will be given to attendees at the doors to the Opening General Session. Also, one of your company's executives may introduce the keynote speaker during the session.

In addition to the benefits listed above, your company will also receive:

- + Recognition as a premium Annual Meeting sponsor including web, print and onsite
- + Eight registrations for Annual Meeting
- + Sponsorship of the Opening General Session
- + One reserved table at the Awards Gala and reserved seating at the General Sessions

## EMERALD PARTNER \$25,000

### Grand Opening Reception Sponsor (2 Packages Available)

Reserve this special sponsorship to generously support our industry and welcome attendees to the Annual Meeting at the most highly attended event! Your company may provide a gift item that will be given to attendees at the doors to the Opening Reception. The opening reception kicks off the program with unmatched networking paired with delicious fare. Your company will receive:

- + Recognition as a premium Annual Meeting sponsor including web, print and onsite
- + Six registrations for Annual Meeting
- + One reserved table at the Awards Gala and reserved seating at the General Sessions

Please contact  
Melissa Brunton at  
[mbrunton@dsa.org](mailto:mbrunton@dsa.org)  
to secure your  
sponsorship!

# LET YOUR BRAND SHINE AS A DSA SPONSOR

The events at Annual Meeting are second to none. As leaders in the direct selling channel come together, make sure your brand shines and is top-of-mind by sponsoring an education session or networking event in front of a captive audience of your choosing.

## PLATINUM \$15,000

### General Session Sponsorships

This package gives your company the opportunity to sponsor General Sessions I, II or III. Your company will receive the opportunity to provide a gift item that will be given to attendees at the doors of the General Session you have sponsored. Your company will receive:

- + Recognition as a premium Annual Meeting sponsor including web, print and onsite
- + Four registrations for Annual Meeting
- + One reserved table at the Awards Gala and reserved seating at the General Sessions

## GOLD \$12,000

### Networking Meal Sponsorships (3 Packages Available)

This package gives your company the opportunity to sponsor a breakfast or lunch on either Monday or Tuesday (choice of events comes in order of package selection). You will have the opportunity to provide a gift item that will be given to attendees at the doors to your sponsored event. This also includes:

- + Recognition as a premium Annual Meeting sponsor including web, print and onsite
- + Three registrations for Annual Meeting

## SILVER \$10,000

### Refreshment Break/Product Giveaway Sponsorships (2 Packages Available)

This package gives your company the opportunity to sponsor a morning or afternoon Refreshment Break on either Monday or Tuesday (choice of events comes in order of packages selection). You will have the opportunity to provide a gift at your sponsored break. This includes:

- + Recognition in the conference program, on event signage, and at your refreshment break
- + Two registrations for Annual Meeting

## BRONZE \$8,000

### Workshop Bank Sponsorships (3 Packages Available)

This package gives your company the opportunity to sponsor a bank of workshops. Get your company brand in front of targeted attendees by selecting the bank of your choice (first come, first served). This includes:

- + Recognition in the conference program, on event signage, and mentioned at the start of your workshop bank
- + One registration for Annual Meeting

# À LA CARTE SPONSORSHIPS

These opportunities are built to meet your needs and your budget. Your company logo will be paired with the item of choice — whenever and wherever applicable — making the branding opportunity irresistible. (Selection is on a first-come, first-served basis.)

## \$15,000 OPPORTUNITY

- + **Wi-Fi Provider** - Help meeting attendees enhance their experience by keeping them connected at all times. Be the sole provider of wireless internet access in the conference space, and have your company's name be the Wi-Fi password that each attendee will use to obtain access.

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## \$10,000 OPPORTUNITIES

- + **Lanyards** - Have your company logo displayed on every meeting attendee with this sponsorship! Each attendee will be offered a lanyard with your company logo as well as DSA's event logo to clip to their meeting nametag, providing your company with exposure at every event.
- + **Room Keys** - Your company's name and logo will be imprinted on all attendees' hotel room keys and you'll be recognized at the event registration.
- + **Registration Bags** - A guaranteed way to reach each attendee, your logo will be on each registration bag for all to see, no matter what event they are attending. Simply provide DSA with your company logo, and we'll take care of the rest!







## \$8,000 OPPORTUNITIES

- + **Banner Ads** – Event marketing is a pivotal factor in the success of any meeting. By sponsoring this key element, you will reach the inbox of hundreds of direct selling executives before the event even begins. Sponsorship includes banner ads on four digital marketing messages.
- + **Onsite Guide** – This resource is one of the most referenced of the meeting. Provide your colleagues with a quick way to know where to go to next, and your company's name will be in the hands of every attendee from start to finish!
- + **Signage** – Prove your company to be unforgettable! This sponsorship allows your company to have its name and logo on signage throughout the meeting. This includes registration, General Session, workshop and expo signs.
- + **CEO Breakfast** – Sponsor this networking opportunity and give one member of your team the opportunity to have breakfast with direct selling CEOs, as well as provide a small gift item to each breakfast attendee. The CEO breakfast sponsor will be acknowledged during the breakfast.
- + **Mobile Device Chargers** – Be on the minds of every attendee each time they need to recharge during the meeting by sponsoring individual mobile charging devices to be distributed at registration. This sponsorship includes your company logo on each charger, and signage at the registration desk.
- + **Awards Gala Entertainment** – Help DSA create an unforgettable Gala event by sponsoring the evening's entertainment. Be recognized throughout the program as a key supporter of this evening of recognition!
- + **Digital Advertising** – Monitors throughout the conference will showcase important information to look for including keynote speakers, workshops, conference agenda and what's happening in the expo hall. Sponsorship includes your company's ad, which will scroll on the monitors each day at the conference.

# À LA CARTE SPONSORSHIPS (CONT.)

## \$6,000 OPPORTUNITIES

- + **Final Program** – An indispensable source for all conference information, the Annual Meeting Final Program offers maximum visibility! Complete with your company name and logo, this sponsorship will bring you guaranteed visibility in front of your colleagues. The Final Program will be printed and mailed to registered attendees prior to the meeting.
- + **Drink Tickets (2 Opportunities Available)** – Have your logo featured prominently on the drink tickets for one of the two of the most well attended networking events at the conference (event chosen on a first come first serve basis).
- + **Award Gala Flowers** – Say it with flowers at the Awards Gala by sponsoring the centerpiece at each table. You'll receive acknowledgment in the Awards Gala program and make a special night even more memorable for everyone.
- + **Awards Gala Program** – Provide your colleagues with the program of events for this very elegant affair. Your company's name will be spotlighted on every table.
- + **Registration** – Have your company logo on the signage at the registration desk for every attendee to see when they register!

Please contact  
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Fill out the details below and return it to  
Melissa Brunton at [mbrunton@dsa.org](mailto:mbrunton@dsa.org).

Please check the following DSA Annual Meeting 2020  
sponsorships you would like to secure:

- ☐ Diamond Gemstone Partnership - \$50,000
- ☐ Ruby Gemstone Partnership - \$40,000
- ☐ Emerald Gemstone Partnership (3 available) - \$25,000
- ☐ Platinum Sponsorship (3 General Session opportunities available) - \$15,000
- ☐ Gold Sponsorship (4 Networking Meal opportunities available) - \$12,000
- ☐ Silver Sponsorship (3 Refreshment Break/Product Giveaway opportunities available) - \$10,000
- ☐ Bronze Sponsorship (3 Workshop Bank opportunities available) - \$8,000
- ☐ À la Carte (Wi-Fi Provider) - \$15,000
- ☐ À la Carte - \$10,000 Please indicate which opportunity: \_\_\_\_\_
- ☐ À la Carte - \$8,000 Please indicate which opportunity: \_\_\_\_\_
- ☐ À la Carte - \$6,000 Please indicate which opportunity: \_\_\_\_\_

Your Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

You will be recognized for your sponsorship once your invoice has  
been processed. Questions? Call Melissa at 202-452-8866.

Direct Selling Association | 1667 K Street, NW | Suite 1100 | Washington, DC 20006 | [www.dsa.org](http://www.dsa.org)





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