



## **2008 Marketer of the Year**

The Philadelphia American Marketing Association has an exciting opportunity...the PAMA Marketer of the Year (MOTY) Award Recognition Program is in full swing to take place in May of 2008. The program has historically been a pivotal aspect of the greater Philadelphia marketing community and with the PAMA's continued growth the MOTY is positioned to hold significant value for years to come.

The greater Philadelphia area has an immense number of talented marketers who contribute to incredible success for the entities they represent. The MOTY is designed to be a forum for recognizing these efforts and for challenging this talent pool to push the envelope for years to come. Our goal for the MOTY is to Educate, Motivate and Celebrate our membership base, industry colleagues, our educators, our mentors and those that inspire us marketers to lead the way in innovation, creativity and productivity.

### **To Educate**

The PAMA is meant to serve as a center of intelligence – a resource of knowledge. The MOTY supports that role by reaching out to our members and non-members and inviting them to submit their best marketing practices, implemented brainstorms and realized ideas. These submissions are shared with our audience with hopes of inspiring and expanding each person's breadth of knowledge.

### **To Motivate**

The PAMA was not established to accept and promote mediocrity nor does it want to be associated with antiquated practices and performance. We want the best of breed and we need it to come from our members and supporters. The MOTY is an incentive for you to reach into your dreams and imagination and take our learned practices and business intuitiveness to create performance-driven initiatives that breach the norm. We have drawn the line in the sand and now challenge you to determine which side of that line you'll reside on.

### **To Celebrate**

We at the PAMA subscribe to the old adage of "work hard, play hard". We are a community that shares many similar challenges and successes together. Not only does the PAMA serve as network of resources as you address the hurdles in your career, more importantly we are here to celebrate your achievements and hard work. The MOTY is our largest event and provides an environment to relax, revamp and recharge.

The following categories are open for submissions Marketer of the year, Branding Corporate ID, New Product/Service Launch, Non-profit Awareness, Experiential Marketing, Interactive, Small Budget, The Philadelphian Select, The PAMA Contributor, Xtreme Makeover. Each category has significance in our industry and requires specific requirements and achievements to be documented in order for consideration. A distinguished panel of judges will be secured by the PAMA. The panel will consist of another AMA Chapter Board who will objectively and anonymously review and cast individual scoring points.

The Philadelphia Chapter of the AMA was organized in December of 1931 by 27 marketing pioneers and was one of the first 100 chapters now affiliated with the American Marketing Association. Over the past few years, the Philadelphia Chapter and its members have played key roles in the functions of the national organizations and six of its members have served as president of the parent organization. Membership in the Philadelphia Chapter has grown steadily over the years. From the 130 members that the chapter reported at the end of World War II, members today number well over 650, ranking sixth among all chapters in professional membership. Members represent a diversified array of businesses, industries, government agencies and professional organizations. Visit [www.amaphilly.org](http://www.amaphilly.org) for more information.

## Who You Will Reaching - PAMA Member Profile

Total membership includes:

- 688 Professional Members
- 6 Emeritus Members
- 8 Bridge Members<sup>1</sup>
- 142 Student Members

91 % of members work in the field of marketing, including:

- 34% in Marketing Research
- 31% in Marketing or Brand Management
- The remaining 35% are divided between Sales, Academia and marketing-related vendor positions.

Career-level of members include:

- 22% in Top-Level Management
- 56% in Other Management
- 19% in professional Positions (Sales, Consulting, Academia)

The Philadelphia Chapter has a representation in several key industries, including:

- 21% Pharmaceutical/Healthcare
- 13% Financial Services
- 8% Academia
- 5% Marketing Research
- 5% Business to Business

Other Key Statistics:

- Nearly 40% of PAMA Members have 15 years of Experience
- Over 40 of PAMA Members are Corporate Employees
- Monthly Program Typically draw 40+ Attendees
- Promotions for Monthly Programs include printed postcards, email marketing, website promotion, and advertising in the chapter's print and electronic newsletters.

<sup>1</sup> Bridge membership is a temporary reduced-cost Professional-level membership available to recent graduates who were student members.

**The PAMA Marketer of the Year**

**A Voice for Thousands**

**As a sponsor you will be promoted to:**

PAMA Current Members

PAMA Prospect Lists

PAC Member List

Targeted Local Advertising Agencies

Targeted Local Marketing Firms

Targeted Not for Profit Organizations

Targeted Local Manufacturers

Targeted Local Headquartered Companies

Several Media Outlets

**Over Ten Thousand Touch Points!**

**An opportunity that is easy, affordable, targeted and prestigious!**

**Show your support and grow your business!**

## Who You Will Reaching - PAMA Member Profile

Gender:

- Male 52%
- Female 48%

Age:

- 21-30 9%
- 31-40 34%
- 41-50 39%
- 51+ 18%

Regional Representation:

- Chester County 28%
- Main Line/Delaware County 26%
- Center City 11%
- New Jersey 11%
- Bucks County 8%
- Other in Region 13%
- Outside Region 3%

Employment:

- Full Time 94%
- Part Time 2%
- NA 4%

Website Statistics:

- Professional Members: 701
- Total Email recipients: 2,225

Our PAMA website averages about 7,500 visitors a month!

### The PAMA Marketer of the Year

#### 2007 Winners

Renée T Jones

NetPlus Marketing

Stratus Communications

University of the Arts

The Franklin Institute

Comcast

Bosha Design

Rohm and Haas

EURO RSCG Life Chelsea

Wyeth

ING Direct

Iris Creative

Phoenix Management Services

M

#### Top Philadelphia Companies!

**An opportunity to be associated with and supportive of the best of the best!**



## **2008 Marketer of the Year Sponsorship Opportunities**

May 2008 – Downtown Club, Philadelphia, PA

### **Platinum – \$2,500**

- Logo recognition as title sponsor on all emails, website, advertisements and printed materials (pending deadlines), including all printed mailings.
- One VIP table including preferred seating at the award event
- One Sponsor Representative to present the Philadelphian Select Award
- On-site recognition in the following format:
  - Identification on name badge
  - Logo placement on venue signs
  - Recognition during award presentation
  - Table-top sign
- Opportunity for branded promotional item in attendee gift bag

### **Gold - \$1,500**

- Logo recognition on all emails, website, advertisements and printed materials (pending deadlines), including all printed mailings.
- Four VIP tickets including preferred seating at the award event
- On-site recognition in the following format:
  - Identification on name badge
  - Logo placement on venue signs
  - Recognition during award presentation
- Opportunity for branded promotional item in attendee gift bag

### **Silver - \$1,000**

- Logo recognition on all emails, website, advertisements and printed materials (pending deadlines), including all printed mailings.
- Two VIP tickets including preferred seating at the award event
- On-site recognition in the following format:
  - Identification on name badge
  - Logo placement on venue signs
  - Recognition during award presentation

### **Other Opportunities:**

#### Table Sponsorships - \$550

- Eight tickets
- Reserved table with preferred seating
- Table-top sign

#### Keynote Speaker Sponsorship - \$3,000

- Recognized as Keynote Sponsor in all promotional material and communications
- One Sponsor Representative to Escort Guest Speaker
- One VIP table including preferred seating at the award event
- One additional ticket and reserved seat at Keynote Speaker Table
- One Sponsor Representative to Introduce Guest Speaker
- Recognition during Guest Speaker Presentation

In-kind Sponsorships – Interested parties who would like to provide in-kind support by donating services such as postage, mailing lists, media partnerships, presentation production, promotional gift bag items, or award production – contact Dawn Pelon at 610-585-7901 or [MarketeroftheYear@amaphilly.org](mailto:MarketeroftheYear@amaphilly.org).



## 2008 Marketer of the Year Sponsorship Agreement Form

May 2008 – Downtown Club, Philadelphia, PA

**YES! I want to be a sponsor at the 2008 Philadelphia Marketer of the Year.  
Please indicate the level of sponsorship you are agreeing to:**

- Platinum      \$2,500
  - Gold            \$1,500
  - Silver          \$1,000
  - Table           \$550
  - Keynote       \$2,500
  - I have a special interest, please contact me.
- See attached sheet above for what individual sponsorship levels include.
  - Checks should be made payable to the Philadelphia American Marketing Association (PAMA).
  - Please complete the following – a receipt will be sent to the company listed below:

Company Name \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Email \_\_\_\_\_

If you would like to sponsor this event and have questions, please contact Craig Burton, via email [craig@i412consulting.com](mailto:craig@i412consulting.com) or call 610-220-5320.

Material Submission: Please return this confirmation form, all logos, attendee form and payment to:

PAMA MOTY Sponsor  
 American Marketing Association - Philadelphia Chapter  
 308 E. Lancaster Avenue, Suite 110  
 Wynnewood, PA 19096  
 P: 610-642-0607  
 F: 610-642-0628  
 E: [pama@association-cba.org](mailto:pama@association-cba.org)

**Thank you and we look forward to partnering with you!**

The Philadelphia American Marketing Association (PAMA)

*In-kind Sponsorships – Interested parties who would like to provide in-kind support by donating services such as postage, mailing lists, media partnerships, presentation production, promotional gift bag items, or award production – contact Dawn Pelon at 610-585-7901 or [MarketeroftheYear@amaphilly.org](mailto:MarketeroftheYear@amaphilly.org).*



## 2008 Marketer of the Year Sponsorship Attendee Form

May 2008 – Downtown Club, Philadelphia, PA

**YES! I have agreed to become a sponsor and the following people are included in my sponsorship package. Check your package level and complete the attendees' information.**

Sponsoring Company Name: \_\_\_\_\_

- Platinum – 8 Tickets     Gold – 4 Tickets     Silver – 2 Tickets     Table – 8 Tickets

Company Name \_\_\_\_\_  
Attendee Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_

Company Name \_\_\_\_\_  
Attendee Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_

Company Name \_\_\_\_\_  
Attendee Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_

Company Name \_\_\_\_\_  
Attendee Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_

Company Name \_\_\_\_\_  
Attendee Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_

Company Name \_\_\_\_\_  
Attendee Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_

Company Name \_\_\_\_\_  
Attendee Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_

Company Name \_\_\_\_\_  
Attendee Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_

**DUE DATE: MAY 1, 2008 (we cannot guarantee printed badges for late submissions). Please return this form to:**

PAMA MOTY Sponsor  
American Marketing Association - Philadelphia Chapter  
308 E. Lancaster Avenue, Suite 110  
Wynnewood, PA 19096  
P: 610-642-0607  
F: 610-642-0628  
E: [pama@association-cba.org](mailto:pama@association-cba.org)