

# 2022

## DMLA Sponsorship

DMLA sponsors are amazing – supportive, innovative, concerned, involved and more besides. We are inspired by you and thank you daily for enabling us to continue our work protecting, supporting and informing the Visual Media Industry.

### Benefits

Becoming a Sponsor of DMLA — whether for the International Conference only or throughout the year — allows you to promote your company while supporting a good cause. For more than 70 years, DMLA has served as the voice of the digital media licensing industry. Sponsors are vital to the sustainability of DMLA's education, advocacy and connectivity initiatives, which are needed now more than ever.

### Types of Sponsorship

DMLA has two categories of sponsorship each with multiple price levels:

#### **Sustaining Sponsor**

Support DMLA's activities throughout the year, including the conference.

#### **Event/Program Sponsor**

Support individual events and/or the conference.

*All sponsorships are subject to approval by the DMLA Board of Directors. Sponsorship benefits commence upon payment in full of the sponsorship fee and end September 1, 2022. There may be multiple sponsors at any given level unless otherwise designated as exclusive. Some conference panel and session sponsorships are exclusive, granted on a first-come, first-served basis, as noted below.*

*For more information, contact Andrea Stern Associates Ltd at [andrea@andreastern.co.uk](mailto:andrea@andreastern.co.uk) or DMLA Executive Director Elaine Vitt at [elaine@digitalmedialicensing.org](mailto:elaine@digitalmedialicensing.org).*

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## SUSTAINING SPONSOR LEVELS

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### Titanium Level

**\$30,000 with 12 months of full promotional package**

- Includes a customized package with five choices from our year-round opportunities.
- Six individual All-Access Passes to the 2022 International Digital Media Licensing Conference OR
- A 20 percent discount off the Corporate All-Access Pass.
- Exclusive sponsorship of a conference Keynote (or Hot Topics) panel session.
- Opportunity to show a promotional video of educational content provided by Sponsor and subject to DMLA approval, of up to one minute, three times each day over the four days of the conference.
- Opportunity for the promotional one-minute (same as above) video to be posted on DMLA's YouTube Channel until Sept. 1, 2023.
- Prominent logo placement on all educational event promotions throughout the year, including on the DMLA Conference page with a live link to the sponsor's website.

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### Platinum Level

**\$25,000 with 9 months of full promotional package**

- Includes a customized package with four choices from our year-round opportunities.
- Five individual All-Access Passes to the 2022 International Digital Media Licensing Conference OR
- A 20 percent discount off the Corporate All-Access Pass.

- Exclusive sponsorship of a conference Keynote (or Hot Topics) panel session.
  - Opportunity to show a promotional video of up to one minutes twice on each day of educational content at the conference.
  - Prominent logo placement on all educational event promotions for six months.
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## Gold Level

**\$15,000 with 6 months full promotional package**

- Includes a customized package with three choices from our year-round opportunities.
  - Three individual All-Access Passes to the 2022 International Digital Media Licensing Conference OR
  - A 20 percent discount off the Corporate All-Access Pass.
  - Exclusive sponsorship of a conference session with the ability to show a promotional video of up to one minute twice during the conference.
  - Prominent logo placement on all event promotions and for three months on the conference video from the sponsored session.
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## Silver Level

**\$10,000 with 3 months full promotional package**

- Includes a customized package with two choices from our year-round opportunities.
  - Two Individual All-Access Passes to the 2022 International Digital Media Licensing Conference.
  - Exclusive sponsorship of a conference panel or session (excluding Keynotes or Hot Topics).
  - The ability to show a promotional video of up to 30 seconds once during the conference (at time of session selected – non-exclusive).
  - Prominent logo placement on all event promotions for three months.
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## Bronze Level

\$5,000 with 3 months full promotional package

- Includes a customized package with one choice from our year-round opportunities.
  - One Individual All-Access Pass to the 2022 International Digital Media Licensing Conference.
  - Exclusive sponsorship of a conference panel or session (excluding Keynotes or Hot Topics).
  - Prominent logo placement on all event promotions and for three months on the conference video from the sponsored session.
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### Promotion For All Sustaining Sponsors

- Announcement to the DMLA membership;
  - Inclusion in the Sponsor Section on DMLA's website;
  - Recognition in DMLA communications, event promotions and social media channels;
  - Recognition at the start and close of conference sessions.
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### Additional Year-Round Opportunities for Sustaining Sponsors

- **Newsbreak:** DMLA's newsletter featuring a variety of industry and organizational news of interest to friends and members of DMLA. Published by email to DMLA's global opt-in list and promoted on DMLA's social media channels. Sponsorship includes year-round logo prominently included on each edition (currently one to two times a month) for the length of your full promotional period. Placement location will be at DMLA's discretion.
- **DMLA Insights:** Professional feature on a topic of mutual interest for DMLA members and the sponsor, produced by DMLA or the Sponsor (Sponsor's choice), published on Medium, and amplified to more than 5,000 opted-in readers.
- **Webinars:** Packages of one, three, six or nine webinars, depending on sponsorship level. Sponsor is featured on intro slides, mentioned by the moderator and may add a 15-second advertorial to the video

on DMLA's YouTube Channel. (There may be more than one sponsor per webinar.)

- **Videocast:** One-to-One with Leslie Hughes. Featured participation in Leslie's curated video podcast, shared on the DMLA website, YouTube and beyond. Promoted in the DMLA social media channels.
- **Extra exposure on the DMLA Website:** Assigned the highest ranking, triggering more frequent selection on the newly revamped DMLA website's carousel of sponsors.

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## EVENT & PROGRAM SPONSORSHIP OPPORTUNITIES

All event and program sponsorships commence upon payment of the contractual fee and end at the close of the period specified in the sponsorship agreement or Sept. 1, 2023, whichever comes sooner

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### Conference Keynote Sponsor

Reserved for Sustaining Sponsors

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### Conference Panel Sponsor

\$2,500 ("Hot Topics" panels \$3,000)

*These sponsorships are particularly popular so book yours as early as possible.*

- Includes sponsorship of one education panel on a first-come, first-served basis.
- Time to show a 30-second (or shorter) video in the networking session immediately following the sponsored panel.
- Clip from that video attached to the start of the conference session video for three month member and conference attendees only viewing on DMLA's private YouTube Channel plus three months after it posts to the public DMLA YouTube Channel.

- Recognition on the event webpage, in DMLA communications, event promotions and social media channels.
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## Conference Roundtable Sponsor

\$1,500

- Includes sponsorship of one roundtable on a first-come, first-served basis.
  - Recognition at the start and close of the session.
  - Attach a 15-second (or shorter) clip at the start of the roundtable video for six months, which includes the three-month member- and attendee-only viewing period plus the first three months of public viewing on DMLA's YouTube Channel.
  - Recognition on the event webpage, in DMLA communications, event promotions and social media channels.
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## Conference Thank You Gift

Cost of gift and fulfillment plus \$1,000

- Send each conference attendee and speaker a thank you gift.
  - Choose a digital-focused gift, such as a spare device charger.
  - DMLA and sponsor logos imprinted on the gift.
  - DMLA to prominently feature the sponsor in its post-event thank you emails to all attendees and speakers.
  - Sponsor to coordinate delivery from the supplier / manufacturer, to follow the DMLA thank you emails.
  - Gift to be mutually agreed upon by DMLA and sponsor.
  - Sponsor the purchase and fulfillment with \$1,000 return to DMLA.
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## Connect+ LinkedIn Networks:

Open to DMLA Members Only

Only DMLA members may sponsor Connect+ LinkedIn Networks. Sponsors must follow the same Rules of Conduct as the participants, which prohibit direct solicitation or exclusion of competitors.

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## Sponsor all LinkedIn Networks

\$1,500 (DMLA Members only)

- Includes logo prominently on the Network pages.
  - Announcement to DMLA membership.
  - Inclusion in the Sponsor Section on DMLA's website.
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## Sponsor one of the LinkedIn Groups

\$500 (DMLA Members only)

- Includes logo prominently on the target Network page.
  - Announcement to DMLA membership.
  - Inclusion in the Sponsor Section on DMLA's website.
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## DMLA's Website Update

\$2000

*This is the mouthpiece of the organisation and our most important medium of communication to all our members and potential members.*

- Announcement to DMLA membership in email communications and at the International conference.
  - Enhanced inclusion in the Sponsor Section on DMLA's website, with a visual postcard on the Sponsor Section splash page linked to a user-defined Sponsor Page with the ability to link to the Sponsor's website.
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## DMLA Newsbreak

\$2000

- Year-round logo prominently included on each edition (currently one to two times a month). Placement location will be at DMLA's discretion.
- Announcement to DMLA membership.

- Inclusion in the Sponsor Section on DMLA's website.
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## DMLA YouTube Channel

\$2000

- Link from the DMLA website home page.
  - Logo on the YouTube Channel landing page. Placement location will be at DMLA's discretion.
  - Announcement to DMLA membership.
  - Inclusion in the Sponsor Section on DMLA's website.
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## DMLA Afterwards

Cost of event plus \$2,500

- In-person events in cities with concentrations of DMLA members (e.g. New York, Los Angeles, Seattle), to take place any evening of the event or anytime on the fifth day.
- Sponsor chooses the venue (as formal or casual as desired) and covers the total cost of a gathering for DMLA International Conference attendees, friends and clients (if desired) plus a return of \$2,500 to DMLA.
- DMLA will help with marketing for the event to conference attendees and beyond.
- Photos and/or video clips from the gatherings will be added to the DMLA website, with credit to the host sponsor, for at least three months.
- CDC guidelines and input from a registrants' survey will help guide planning decisions.

*We are looking forward to our Conference in the Fall, so plan with us. Talk through your ideas with us and we will build a sponsorship proposal helping you to get the best promotional opportunities at the event and throughout the year. We will do our best to tailor your sponsorship to suit your needs and your budget.*

*For more information contact:*

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