



JOHN CAPLES  
INTERNATIONAL  
AWARDS  
**DMNews**

## John Caples International Awards 2009 Sponsorship Packages

**Sponsorship participation in the Caples Awards couples a premier networking and lead generation opportunity with a year-long presence across DMNews in print, online and direct media and on the Caples Web site, promoting your brand and services to an unrivalled audience of direct marketing and creative professionals.**

The two levels of sponsorship participation are outlined below:

### Partners

- Extensive brand (logo) promotion in year-long print, direct and online marketing of the Caples Awards in DMNews from booking through 2009 and up to the event in 2010 as a Partner.
- Presentation of two Awards on stage at the Caples Awards Dinner Ceremony.
- A table for ten at the Caples Awards Dinner Ceremony including a three-course gala dinner with live entertainment at a prestigious New York venue for your clients, prospects and key staff at this premier networking occasion.
- Partners have a designated, fully branded VIP reception area in which to greet their guests at the Caples Awards Dinner Ceremony.
- Your corporate logo and/or company name will be included in the script and, shown on the screen during the Caples Awards Dinner Ceremony as a Partner.
- Branding as a Partner at the Caples Awards Dinner Ceremony.
- Full-page advertisement in the Book of Winners, to be distributed at the Caples Awards Dinner Ceremony.
- Logo with a link to your Web site displayed as a Partner on the DMNews.com/awards homepage and sponsor page for one year.
- Logo with a link to your Web site displayed as a Partner on the Caples.org homepage and sponsor page for one year.

**Cost: \$12,495 net**

### Sponsors

- Extensive brand (logo) promotion in year-long print, direct and online marketing of the Caples Awards in DMNews from booking through 2009 and up to the event in 2010.
- A table for eight at the Caples Awards Dinner Ceremony including a three-course gala dinner with live entertainment at a prestigious New York venue for your clients, prospects and key staff at this premier networking occasion.
- Branding as a Sponsor at the Caples Awards Dinner Ceremony.
- Your corporate logo and/or company name will be included in the script and shown on the screen during the Caples Awards Dinner Ceremony.
- Logo with a link to your Web site displayed as a Sponsor on the DMNews.com/awards homepage and sponsor page for one year.
- Half-page advertisement in the Book of Winners, to be distributed at the Caples Awards Dinner Ceremony.
- Logo with a link to your Web site displayed as a Sponsor on the Caples.org homepage and sponsor page for one year.

**Cost: \$4,995 net**

To discuss **sponsorship opportunities**, please do not hesitate to contact **Emma Halliwell** at **646.638.6023** or at **emma.halliwell@dmnews.com**.