



THE 5TH ANNUAL BRIDGE TO INTEGRATED MARKETING & FUNDRAISING CONFERENCE

SPONSORSHIP OPPORTUNITIES

JULY 26-28, 2010 | GAYLORD HOTEL & CONFERENCE CENTER



COLLABORATION

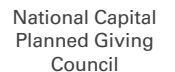
INNOVATION

RESULTS

Produced By



Educational Co-Sponsors



A UNIQUE GATHERING OF TWO MAJOR ORGANIZATIONS OFFERING YOU AN OUTSTANDING MARKETING OPPORTUNITY

The 5th Annual Bridge to Integrated Marketing and Fundraising Conference combines the resources of two major organizations: The Association of Fundraising Professionals, Washington, DC Metro Area Chapter (AFP/DC) and the Direct Marketing Association of Washington (DMAW). Designed to bring together some of the biggest buyers, sellers and users of fundraising and direct marketing products and services, this three day event features nationally and internationally renowned speakers and some of the finest cutting-edge educational

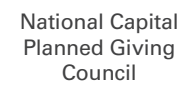
programming available to fundraisers and direct marketers in North America.

Held in the city that boasts the largest number of nonprofit organizations and marketing industry leaders in North America, the Bridge Conference is expected to draw 1,400 influential attendees. To reach that attendance goal, we are committed to:



A HIGH PROFILE EDUCATIONAL PROGRAM WITH TOP-NAME SPEAKERS AND HOT TOPICS

- The AFP/DC and DMAW are pleased to collaborate with seven industry-leading educational co-sponsors:



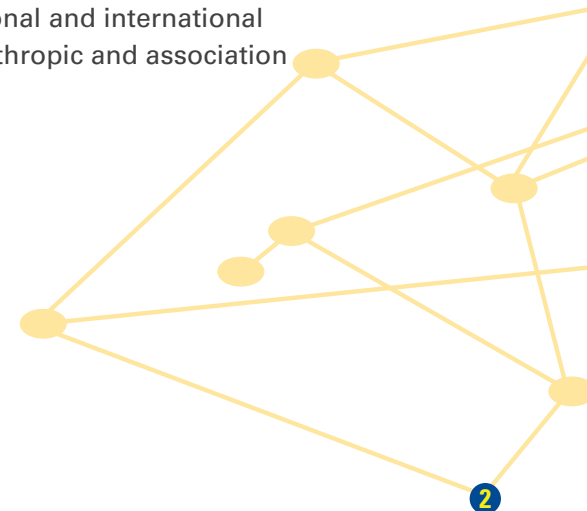
AN INTEGRATED MARKETING CAMPAIGN INCLUDING BUT NOT LIMITED TO:

- Multiple mailings to over 130,000 potential attendees
- Promotions to attract national and international attendees
- Full page advertising coverage in a variety of national and international magazines
- Featured articles in national and international direct marketing, philanthropic and association oriented magazines
- Targeted Email blasts

ATTRACTING FUNDRAISERS AND DIRECT MARKETERS FROM:

- Nonprofit organizations
- Retail companies
- Agencies
- Associations
- Mail order companies
- Publishing companies

YOUR POTENTIAL CUSTOMERS, ALL IN ONE PLACE!



EXTENSIVE EDUCATIONAL PROGRAM

The Bridge Conference is committed to a program of excellence. Direct marketers and fundraisers utilize many of the same communication/marketing tools to accomplish their professional goals; while at the same time they each have unique requirements. The Bridge Conference Educational Program allows direct marketers and fundraisers to learn and improve their unique skills and take advantage of the invaluable information that each professional brings to the learning table.

TOPICS INCLUDE:

- Commercial Marketing Transformational Strategies
- Corporate, Foundation, Cause Marketing & Government Funding
- Messaging, Branding & Communications
- Commercial Marketing Online Strategies
- Featured Speakers
- Environmental Sustainability
- Online Fundraising, Marketing & Engagement
- Planned Giving
- Faith-Based Fundraising
- Major Gifts & Capital Campaign
- Leadership & Management

AFP/DC AND THE DMAW REPRESENT AN AMAZING CROSS SECTION OF POTENTIAL CUSTOMERS FOR YOUR PRODUCTS AND SERVICES

AFP/DC, one of the largest and most active AFP chapters in the nation, has members who use consultants, products and services to manage their fundraising efforts and communicate their mission to prospective donors. Over 1,000 members represent:

- Nonprofit Chief Executives
- Directors of Development
- Directors of Direct Response
- Major Gift Officers
- Association Marketing Staff
- Planned Giving Officers
- Chief Financial Officers
- Membership Marketing Staff
- Consultants to Nonprofits
- Fundraising Agencies

The DMAW is home to hundreds of direct marketing companies of all sizes. Its membership, comprised of many of the nation's largest commercial, nonprofit and association direct response organizations, include all areas of direct marketing, including end-users of DM products and services, suppliers of DM products and services, agencies and independents and consultants.

- Trade and Professional Associations
- List Brokers
- Printers and Mailers
- Catalogers
- Fundraisers
- Telemarketers
- DM & General Advertising Agencies
- B-to-B and B-to-C Marketers
- DRTV Producers
- Government Agencies
- Consulting Firms
- Unions
- Media Buyers
- Publishers

SOLUTIONS SHOWCASE

This is more than just an exhibit hall! Solutions Showcase is a destination for every direct marketer and fundraiser attending the conference. Here, individuals can find answers, share ideas and address the challenges that may be faced by any commercial company, association or nonprofit organization. Included in the area will be an internet cafe, refreshments, bookstore, lounges, DMAW MAXI Award display and more! Hours will be:

SOLUTIONS SHOWCASE SCHEDULE

TUESDAY, JULY 27 | 10:30 AM – 6:00 PM

10:30 AM – 11:00 AM Refreshment Break
12:15 PM – 2:00 PM Boxed Lunch
3:15 PM – 3:45 PM Refreshment Break
5:00 PM – 6:00 PM Welcome Reception

SOLUTIONS SHOWCASE SCHEDULE

WEDNESDAY, JULY 28 | 8:00 AM – 3:00 PM

8:00 AM Opens for Early Bird visitors!
10:30 AM – 11:00 AM Refreshment Break
2:15 PM – 3:00 PM Dessert reception with prizes!

PROGRAM SCHEDULE

MONDAY, JULY 26

8:00 AM – 5:00 PM Registration Opens
9:00 AM – 4:30 PM Six (6) Master Classes
4:30 PM – 6:30 PM MAXI Awards Program & Reception

TUESDAY, JULY 27

7:00 AM – 6:30 PM Registration Opens
8:30 AM – 9:20 AM 10 Early Bird Breakout Sessions
9:30 AM – 10:30 AM Opening General Session
Michael Margolis, "Believe Me: Why Your Vision, Brand, and Leadership Need a Bigger Story"
10:30 AM – 11:00 AM Solutions Showcase Refreshment Break
11:00 AM – 12:15 PM 10 Breakout Sessions
12:15 PM – 2:00 PM Solutions Showcase Boxed Lunch
2:00 PM – 3:15 PM 10 Breakout Sessions

3:15 PM – 3:45 PM Solutions Showcase Refreshment Break
3:45 PM – 5:00 PM 10 Breakout Sessions
5:00 PM – 6:00 PM Solutions Showcase Networking Reception

WEDNESDAY, JULY 28

7:00 AM – 3:00 PM Registration Opens
8:00 AM – 3:00 PM Solutions Showcase opens for Early Birds Visitors!
8:30 AM – 9:20 AM 10 Early Bird Breakout Sessions
9:30 AM – 10:30 AM General Session
Tony Elischer, Managing Director, THINK Consulting
10:30 AM – 11:00 AM Solutions Showcase Refreshment Break
11:00 AM – 12:15 PM 10 Breakout Sessions
12:15 PM – 2:15 PM Lunch with Keynote Speaker
2:15 PM – 3:00 PM Solutions Showcase Dessert and Prizes
3:00 PM – 4:15 PM 10 Breakout Sessions

TUESDAY OPENING PLENARY SESSION | EXCLUSIVE

\$15,000

Michael Margolis, "Believe Me: Why Your Vision, Brand, and Leadership Need a Bigger Story"

- Opportunity to introduce keynote speaker
- Company logo on signage at entrance of plenary session
- Opportunity to open morning session with a :30 digital presentation (**new this year!**)
- Four (4) reserved seats at the Plenary Session
- Four (4) complimentary registrations for the two-day conference
- One (1) Premium 10'x10' booth in Solutions Showcase
- Two (2) tickets to the private VIP Reception
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post conference mailing list
- One (1) time use of AFP/DC and DMAW all member mailing list for direct mail correspondence, comprised of nearly 2,500 fundraising and direct marketing professionals
- One (1) full page ad in the Bridge Conference program - 1,400 impressions
- Company logo in conference registration brochure - 130,000 impressions
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo in promotional email blasts with link
- Company logo on conference web page, including a link to company home page through August 2010
- Access to the Bridge Conference logo to be used on company website
- Special recognition in all event publicity including, but not limited to, Bridge 2010 press releases, PSAs, and media advisories

WEDNESDAY MORNING PLENARY SESSION | EXCLUSIVE

\$15,000

Tony Elischer, Managing Director, THINK Consulting

- Opportunity to introduce keynote speaker
- Company logo on signage at entrance of plenary session
- Opportunity to open morning session with a :30 digital presentation **(new this year!)**
- Four (4) reserved seats at the Plenary Session
- Four (4) complimentary registrations for the two-day conference
- One (1) Premium 10'x10' booth in Solutions Showcase
- Two (2) tickets to the private VIP Reception
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post conference mailing list
- One (1) time use of AFP/DC and DMAW all member mailing list for direct mail correspondence, comprised of nearly 2,500 fundraising and direct marketing professionals
- One (1) full page ad in the Bridge Conference program - 1,400 impressions
- Company logo in conference registration brochure - 130,000 impressions
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo in promotional email blasts with link
- Company logo on conference web page, including a link to your home page through August 2010
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- Special recognition in all event publicity including, but not limited to, Bridge 2010 press releases, PSAs and media advisories

WEDNESDAY LUNCHEON KEYNOTE | EXCLUSIVE

\$15,000

Fundraising and Direct Marketing – What Is Our Future Outlook | Geoff Peters, CEO, CDR Fundraising Group; Tony Elischer, Managing Director, THINK Consulting; Jon Duschinsky, Founder, BeTheChange Consulting

- Opportunity to introduce keynote speaker
- Company logo on signage at entrance of plenary session
- Opportunity to open luncheon with a :30 digital presentation (**new this year!**)
- Four (4) reserved seats at the Luncheon
- Four (4) complimentary registrations for the two-day conference
- One (1) Premium 10'x10' booth in Solutions Showcase
- Two (2) tickets to the private VIP Reception
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post conference mailing list
- One (1) time use of AFP/DC and DMAW all member mailing list for direct mail correspondence, comprised of nearly 2,500 fundraising and direct marketing professionals
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REGISTRATION SPONSOR | EXCLUSIVE

\$10,000

- Company logo on signage in registration area
- Two (2) complimentary registrations for the two-day conference
- One (1) Standard 10'x10' booth in Solutions Showcase
- Two (2) tickets to the private VIP Reception
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post-conference mailing list
- One (1) full page ad in the Bridge Conference program - 1,400 impressions
- Company logo in conference registration brochure - 130,000 impressions

- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo in promotional email blasts with link
- Company logo on conference web page, including a link to your home page through August 2010
- Access to the Bridge Conference logo to be used on company website
- Special recognition in all event publicity including, but not limited to, Bridge 2010 press releases, PSAs and media advisories

CONFERENCE TOTE BAGS SPONSOR | EXCLUSIVE

\$10,000

- Company logo imprinted with conference logo on tote bag
- Two (2) complimentary registrations for the two-day conference
- One (1) Standard 10'x10' booth in Solutions Showcase
- Two (2) tickets to the private VIP Reception
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post-conference mailing list
- One (1) full page ad in the Bridge Conference program – 1,400 impressions
- Company logo in conference registration brochure – 130,000 impressions

- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo in promotional email blasts with link
- Company logo on conference web page, including a link to your home page through August 2010
- Access to the Bridge Conference logo to be used on company website
- Special recognition in all event publicity including, but not limited to, Bridge 2010 press releases, PSAs and media advisories

BADGE WALLET SPONSOR | EXCLUSIVE

\$10,000

- Company logo imprinted with conference logo on badge wallet
- Two (2) complimentary registrations for the two-day conference
- One (1) Standard 10'x10' booth in Solutions Showcase
- Two (2) tickets to the private VIP Reception
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post conference mailing list
- One (1) full page ad in the Bridge Conference program - 1,400 impressions
- Company logo in conference registration brochure - 130,000 impressions
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo in promotional email blasts with link
- Company logo on conference web page, including a link to your home page through August 2010
- Access to the Bridge Conference logo to be used on company website
- Special recognition in all event publicity including, but not limited to, Bridge 2010 press releases, PSAs and media advisories

INTERNET CAFÉ SPONSOR | EXCLUSIVE

\$10,000

- Company logo on internet café computer screen savers
- Company can provide pens & pads to be placed next to café monitors
- Company logo on signage in internet café area
- Two (2) complimentary registrations for the two-day conference
- One (1) Standard 10'x10' booth in Solutions Showcase
- Two (2) tickets to the private VIP Reception
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post conference mailing list
- One (1) full page ad in the Bridge Conference program - 1,400 impressions
- Company logo in conference registration brochure - 130,000 impressions
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo in promotional email blasts with link
- Company logo on conference web page, including a link to your home page through August 2010
- Access to the Bridge Conference logo to be used on company website
- Special recognition in all event publicity including, but not limited to, Bridge 2010 press releases, PSAs and media advisories

WELCOME RECEPTION SPONSOR | EXCLUSIVE

\$10,000

Tuesday, July 27

- Company logo on signage in reception area
- Opportunity to welcome everyone to the reception
- Two (2) complimentary registrations for the two-day conference
- One (1) Standard 10'x10' booth in Solutions Showcase
- Two (2) tickets to the private VIP Reception
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post conference mailing list
- One (1) full page ad in the Bridge Conference program - 1,400 impressions
- Company logo in conference registration brochure - 130,000 impressions
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo in promotional email blasts with link
- Company logo on conference web page, including a link to your home page through August 2010
- Access to the Bridge Conference logo to be used on company website
- Special recognition in all event publicity including, but not limited to, Bridge 2010 press releases, PSAs and media advisories

METRO SHUTTLE BUS SPONSOR | EXCLUSIVE

\$10,000

- Company logo on bus signage
- Opportunity to have material distributed on the bus(es)
- Two (2) complimentary registrations for the two-day conference
- One (1) Standard 10'x10' booth in Solutions Showcase
- Two (2) tickets to the private VIP Reception
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post conference mailing list
- One (1) full page ad in the Bridge Conference program - 1,400 impressions
- Company logo in conference registration brochure - 130,000 impressions
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo in promotional email blasts with link
- Company logo on conference web page, including a link to your home page through August 2010
- Access to the Bridge Conference logo to be used on company website
- Special recognition in all event publicity including, but not limited to, Bridge 2010 press releases, PSAs and media advisories

BOXED LUNCH SPONSOR | THREE SPONSORSHIP OPPORTUNITIES AVAILABLE

\$7,500

Boxed lunch will take place in the Solutions Showcase on Tuesday, July 27.

Commitment as a Boxed Lunch Sponsor must be received by March 22, 2010.

- Company logo on signage in luncheon area during boxed lunch
- One (1) complimentary registration for the two-day conference
- Two (2) ticket to the private VIP Reception
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post conference mailing list
- One (1) half page ad in the Bridge Conference program - 1,400 impressions
- Company logo in conference registration brochure - 130,000 impressions
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company listing in promotional email blasts with link
- Company logo on conference web page, including a link to your home page through August 2010
- Access to the Bridge Conference logo to be used on company website

WEDNESDAY DESSERT RECEPTION SPONSOR | EXCLUSIVE

\$7,500

Dessert Reception will take place in Solutions Showcase.

- Company logo on signage in dessert reception area during dessert reception
- One (1) complimentary registration for the two-day conference
- Two (2) tickets to the private VIP Reception
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post conference mailing list
- One (1) half page ad in the Bridge Conference program - 1,400 impressions
- Company logo in conference registration brochure - 130,000 impressions
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company listing in promotional email blasts with link
- Company logo on conference web page, including a link to your home page through August 2010
- Access to the Bridge Conference logo to be used on company website

WATER TAXI SPONSOR | EXCLUSIVE

\$7,500

Be the first sponsor impression for conference attendees as they ride on the water taxi to and from the conference.

- Company logo on signage at Water Taxi arriving and departing docks
- One (1) complimentary registration for the two-day conference
- Two (2) tickets to the private VIP Reception
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post conference mailing list
- One (1) half page ad in the Bridge Conference program - 1,400 impressions
- Company logo in conference registration brochure - 130,000 impressions
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company listing in promotional email blasts with link
- Company logo on conference web page, including a link to your home page through August 2010
- Access to the Bridge Conference logo to be used on company website

DIRECTIONAL SIGN SPONSOR | EXCLUSIVE

\$7,500

- Company logo on all directional conference signs
- One (1) complimentary registration for the two-day conference
- Two (2) tickets to the private VIP Reception
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post conference mailing list
- One (1) half page ad in the Bridge Conference program - 1,400 impressions
- Company logo in conference registration brochure - 130,000 impressions
- Company logo on large screen during plenary sessions
- Company listing in promotional email blasts with link
- Company name on conference web page, including a link to company home page through August 2010
- Access to the Bridge Conference logo to be used on company website

VIP RECEPTION SPONSOR | EXCLUSIVE

\$7,500

Monday, July 26, located in POSE

- Company logo at signage at all entrances of the reception
- One (1) complimentary registration for the two-day conference
- Two (2) tickets to the private VIP Reception
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post conference mailing list
- One (1) half page ad in the Bridge Conference program - 1,400 impressions
- Company name in conference registration brochure - 130,000 impressions
- Company name on large screen during plenary sessions
- Company name on appropriate conference signage
- Company name on conference web page, including a link to your home page through August 2010
- Access to the Bridge Conference logo to be used on company website

CAREER CORNER SPONSOR | EXCLUSIVE

\$5,000

- Company logo in Career Corner area
- One (1) complimentary registration for the two-day conference
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post conference mailing list
- One (1) half page ad in the Bridge Conference program - 1,400 impressions
- Company name in conference registration brochure - 130,000 impressions
- Company name on large screen during plenary sessions
- Company name on appropriate conference signage
- Company name on conference web page, including a link to your home page through August 2010
- Access to the Bridge Conference logo to be used on company website

REFRESHMENT BREAKS SPONSOR | THREE EXCLUSIVE OPPORTUNITIES; TIMES T.B.D. **\$5,000**

All breaks are located in Solutions Showcase | Tuesday, July 27, Morning | Tuesday, July 27, Afternoon | Wednesday, July 28, Morning

- Company logo on signage in refreshment break area
- One (1) complimentary registration for the two-day conference
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post conference mailing list
- One (1) half page ad in the Bridge Conference program - 1,400 impressions
- Company name in conference registration brochure - 130,000 impressions
- Company name on large screen during plenary sessions
- Company name on appropriate conference signage
- Company name on conference web page, including a link to your home page through August 2010
- Access to the Bridge Conference logo to be used on company website

EDUCATIONAL TRACK SPONSOR | TEN SPONSOR OPPORTUNITIES AVAILABLE **\$3,000**

Recognition of sponsorship is for one day only visit www.bridgeconf.org for complete details on speakers and track topics.

- T1 | Commercial Marketing Transformational Strategies (Tuesday SOLD!)
- T2 | Cause-Related Marketing, Corporate and Foundation Fundraising (Wednesday SOLD!)
- T3A | Messaging, Branding & Communications
- T3B | Commercial Marketing Online Strategies (SOLD!)
- T4 | Direct Response Fundraising Strategy (SOLD!)
- T5 | Online Fundraising, Marketing & Engagement Hosted by NTEN (SOLD!)
- T6 | Featured Speakers (SOLD!)
- T7 | Major Gifts & Capital Campaign
- T8 | Leadership & Management
- T9A | Planned Giving
- T9B | Faith-Based Fundraising (SOLD!)
- T10 | Widgets: A Fundraising Toolbox

- Opportunity to introduce track speakers at each session (if not available, recognition from track podium will be made by speaker)
- Company logo on track sign
- Table in back of room for handouts
- One (1) complimentary registration for the two-day conference
- One (1) tote bag insert for 1,400 tote bags
- One (1) time use of post conference mailing list
- One (1) quarter page ad in the Bridge Conference program -1,400 impressions
- Company name in conference registration brochure - 130,000 impressions
- Company name on large screen during plenary sessions
- Company name on appropriate conference signage
- Company name on conference web page, including a link to your home page through August 2010

MASTER CLASSES WORKSHOP SPONSOR | SIX SPONSOR OPPORTUNITIES AVAILABLE **\$1,500**

Visit www.bridgeconf.org for full details on speakers and session topics.

- One (1) complimentary registration to sponsored Master Class
- Company logo on sign
- Table in back of room for handouts
- Company name in the Bridge Conference program - 1,400 impressions
- Company name on large screen during plenary sessions
- Company name on conference web page, including a link to your home page through August 2010

FRIENDS SPONSOR | FIVE SPONSOR OPPORTUNITIES AVAILABLE **\$1,500**

- One complimentary registration for entire conference
- Company name in the Bridge Conference program - 1,400 impressions
- Company listing on large screen during plenary sessions
- Company name on conference web page, including a link to your home page through August 2010



THE 5TH ANNUAL BRIDGE TO INTEGRATED MARKETING AND FUNDRAISING CONFERENCE

SPONSORSHIP AGREEMENT

Sponsor Name _____

(As it should appear in print)

Contact Name _____

Contact Title _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail _____

Company URL _____

Sponsorship Opportunity: _____ Amount: \$ _____

FULL PAYMENT IS REQUIRED TO BEGIN SPONSORSHIP BENEFIT FULFILLMENT.

Please make checks payable to: The Bridge Conference

Credit Card: Visa MasterCard American Express

Card # _____ Exp. Date _____

Cardholder's Name _____

Cardholder's Signature _____

THE UNDERSIGNED AGREES TO THE CONDITIONS AND BENEFITS SET FORTH IN THE 2010 BRIDGE CONFERENCE SPONSORSHIP PROSPECTUS

Signature _____ Date _____

AFP/DC Signature _____ Date _____

Nancy Racette, AFP/DC

DMAW Signature _____ Date _____

Donna Tschiffely, Executive Director

PLEASE FAX COMPLETED FORM TO:

703-522-6741

OR MAIL TO:

Attention: Leigh Ann Rogerson
AFP/DC care of
DRi
1601 North Kent Street
Suite 1200
Arlington, VA 22209

PHONE:

703-294-6684

E-MAIL:

Leighann@DRIconulting.com