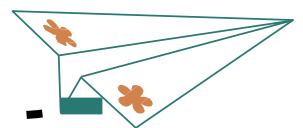




Media Opportunities
from





Dear industry supporter:

Thank you for your interest in the Direct Gardening Association's Sponsorship and advertising program. We are excited to present you with the DGA Marketing packet. The opportunities you'll find enclosed will allow you to utilize various mediums to reach your target audience. Also, since the membership consists of organizations involved with the direct selling of garden products, your specific message will be heard by this niche market.

We look forward to working with you this year. Feel free to contact us at any point you have questions. We're here to help you.

Best Regards,

Caitlin Hyatt

DGA Executive Director

chyatt@asginfo.net



Electronic Advertising

DGA Monthly Email Communication

The DGA sends out email communications to all DGA membership contacts (at least 200 contacts) at least three times a month. The e-blasts update the reader on DGA and other association activities, reports and special offers that would be of interest to those involved in the direct gardening industry.

Vertical Left Panel rates:

- \$125/month (guaranteed at least one communication each month)
- \$100/month for six month contract (guaranteed six communications)
- \$75/month for 12 month contract (guaranteed 12 communications)
- 100% mark up for guaranteed placement
- *Non-DGA members – add 15% to the rates listed



DGA Website

www.directgardeningassociation.com

The DGA website provides multiple opportunities for our members. The site attracts DGA members who are looking to stay tuned to DGA events, and other member benefits. Additionally, there is a listing of current members with a link to their company website where consumers or other members have the opportunity to visit.

Two Options:

- ← Side Bar \$150 per month
 - Scrolling Banner \$200 per month (100% mark up for guaranteed placement)
- These opportunities are available to members only.

Your Ad Could Be Here!
CLICK FOR MORE DETAILS

Your Ad Could Be Here!
CLICK FOR MORE DETAILS

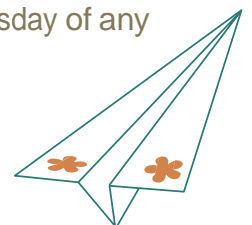
Ad Specifications

Ad Requirements: Preferred file size: 40K or less
Preferred file type: jpeg, .png, .pdf
Animated files will not be accepted
All artwork must be submitted by the last Wednesday of any month prior to publication.

Banner: 728 x 90 px

Side Bar:
Skyscraper AD
160 px x 600 px

Contact: Caitlin Hyatt, DGA Assistant Executive Director,
706-298-0022 or chyatt@asginfo.net





Electronic Advertising Placement Order

Company: _____

Contact: _____ Billing Contact _____

Address: _____ City: _____

State: _____ Zip: _____ Telephone: _____

Fax: _____ Email: _____

Billing Address (if Different): _____

City: _____ State: _____ Zip: _____

DGA Member: _____ Yes _____ No (add 15% to all advertising rates)

We wish to advertise in the publications as noted below:

___ **DGA E-Communication** Vertical Left Panel rates to start _____ (month/year) Rate Due\$ _____
Vertical Left Panel rates to end _____ (month/year)
First month to be paid in advance.

___ **DGA Web site** Side Bar to start _____ (month/year) Rate Due\$ _____
Side Bar to end _____ (month/year)
First month to be paid in advance.

___ **DGA Web site** Scrolling Banner to start _____ (month/year) Rate Due\$ _____
Scrolling Banner to end _____ (month/year)
First month to be paid in advance.

*All rates are payable at the time of the ad-placement. I.e. monthly billing will occur.
Any late payments or unpaid invoices will be subject to advertising cancellation.*

Changes made in this advertising agreement require a notice to DGA at least 30 days prior to the advertising run. By signing below, I am requesting the advertising program noted above and understand that I will be invoiced immediately and the first month must be paid in advance.

Signature: _____ Date: _____

Print Name: _____

Sponsorship Opportunities

Now more than ever, companies are recognizing the importance of Advertising and Sponsorship— two proven methods for keeping your company name in front of your current and prospective clients.

There are many events to sponsor and ways to promote your company at the any of the two DGA bi-annual events : Summer or Winter Conference.

The information below details the different benefits with each level of Sponsorship and the following page contains a chart of the Conference activities you can sponsor.

ACT NOW! Reserve your sponsorship by completing the last page of this section.

Benefits	Diamond	Platinum	Gold	Silver
	\$4,000 +	\$2,000 - \$3,999	\$1,000 - \$1,999	\$500 - \$999
Recognition in all Conference promotional literature, the on-site program, the post convention newsletter, and emails.	ü	ü	ü	ü
Verbal recognition at the Conference	ü	ü	ü	ü
*Recognition on Conference banner displayed during the Conference at all times	ü	ü	ü	ü
All employees of the sponsoring company receive a special Conference ribbon showing their level of commitment	ü	ü	ü	ü
A list of all sponsoring companies will be on the website	Logo & Weblink	Logo & Weblink	Name & Weblink	Name
Complimentary Conference Registration (s)	2	1		
Advertisement in the Conference Program	Full Page	1/2 Page	1/3 Page	1/4 Page
The opportunity to present a brief overview of the company's product or service	ü	ü	ü	ü
Complimentary table in the Networking/Registration room to display company information during the conference	ü	ü	ü	
Early Bird Pricing on all registrations	ü	ü	ü	
Signage at the event that is sponsored	ü	ü		
A table outside the event to display company information	ü	ü		
The opportunity for all representatives of your company to be introduced at the sponsored event	ü	ü		
No other events are scheduled at the same time so this reaches the entire group of attendees	ü	ü		
1 10' x 10' exhibit table	1 complimentary table	1 complimentary table		

*Recognition in publications and signage is dependent on when the company commits to the sponsorship

Functions Available For Sponsorship

Day 1 of Conference	SPONSORSHIP LEVEL	SPONSORSHIP VALUE
Welcome Back Reception	Diamond	\$4000 Exclusive—1 sponsor
Day 2 of Conference		
Continental Breakfast	Platinum	\$2000 Exclusive—1 sponsor
First Timer/Recruiter and Past President Luncheon	Gold	\$1500 Exclusive—1 sponsor
Bus Transportation	Silver	\$1500 3 sponsors are welcome at \$500
Networking Reception	Diamond	\$4000 Exclusive—1 sponsor
Day 3 of Conference		
Coffee & Juice Bar	Silver	\$750 Exclusive—1 sponsor
Brunch and Presentation	Gold	\$3000 Exclusive—1 sponsor -OR- 3 sponsors are welcome at \$1000 each
THROUGHOUT THE ENTIRE CONFERENCE		
Networking Room Refreshments—Sponsor gets a display table in the Networking Room for three days	Silver	\$1400 2 sponsors are welcome at \$750 each
Email Station in the Networking Room—Provide free internet access to all Convention attendees. Place your company website up as the screensaver.	Gold	\$1000 Exclusive—1 sponsor
Convention Giveaway	Platinum	\$2000 Exclusive—1 sponsor
Hotel Key Cards	Diamond	\$4000 Exclusive—1 Sponsor
Lanyards	Diamond	\$4000 Exclusive—1 sponsor
Attendee List	Gold	\$1000 Exclusive—1 Sponsor
Mobile Application for the Event	Diamond	\$6,000 Exclusive—1 Sponsor
Conference Program	Diamond	\$4000 Exclusive—1 Sponsor

General Sponsorships (Not dedicated to any specific event)

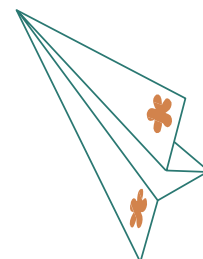
Companies are not required to sponsor a specific event. Your sponsorship can go towards the general sponsorship fund. The benefits of each sponsorship level are addressed on the previous page.

Diamond Sponsor (\$4000 each)

Platinum Sponsor (\$2000 each)

Gold Sponsors (\$1000 each)

Silver Sponsors (\$500 each)



Sponsorship Sign Up Form

Please complete the two page form with your requested level of support and payment information.
 Fax the form to 706-883-8215 or mail it to the Direct Gardening Association
 P.O. Box 429, LaGrange, GA 30241

Day 1 of Conference	SPONSORSHIP LEVEL	SPONSORSHIP VALUE	I Want to Sponsor
Welcome Back Reception	Diamond	\$4000 Exclusive—1 sponsor	
Day 2 of Conference			
Continental Breakfast	Platinum	\$2000 Exclusive—1 sponsor	
First Timer/Recruiter and Past President Luncheon	Gold	\$1500 Exclusive—1 sponsor	
Bus Transportation	Silver	\$1500 3 sponsors are welcome at \$500	
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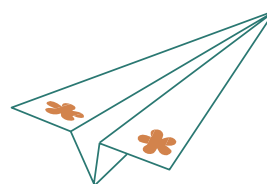
Sponsorship Level	Value	I Want to Sponsor
Diamond Sponsor	\$4,000 each	
Platinum Sponsor	\$2,000 each	
Gold Sponsor	\$1,000 each	
Silver Sponsor	\$500 each	

Payment Information

Contact _____ Person _____
Company Name (As it is to appear in promotions)
Address _____
City/State/Zip _____
Phone _____
FAX _____
Email _____
Check Enclosed for \$ _____ (payable to DGA)
Please charge my MC _____ VISA _____ Amex _____
Card # _____ Exp. Date _____
Card Holder's Name: _____
Signature: _____

For more information, please contact Caitlin Hyatt, Executive Director, Direct Gardening Association at 706-298-0022 or e-mail chyatt@asginfo.net

P.O. Box 429
LaGrange, GA 30241
Phone: 706-298-0022
Fax 706-883-8215
Email: chyatt@asginfo.net





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