

March 21st, 2012 at The Marriott Marquis, NYC

Key Reasons to Sponsor in 2012:

For 12 years, thought leaders from major media brands, advertising agencies and the research community have shared **actionable insights** about multicultural programming, marketing, distribution and advertising at this research and strategy-driven event.

Position your company as a thought leader in the multicultural space.	Get real research to inform your multicultural strategies.	A tangible return on your sponsorship investment.	A sponsor level for every budget. If there isn't, we'll design one for you.
<p>Long before it became a hot topic, the Forum advocated for Black, Hispanic, Asian, and other multicultural consumers.</p> <p>We made the business case early on that multicultural consumers are some of the media industry's most valuable customers: Big spenders, heavily entertainment-oriented and on the leading edge of technology.</p> <p>Sponsoring puts you front and center in the most important conversation of the decade.</p> <p>Many sponsorship levels come with speaking opportunities to address our 300 attendees from the advertising, television network, cable operator and press worlds.</p>	<p>We built the Multicultural Media Forum on research, and you'll benefit from it!</p> <p>Based on your sponsorship level, your research deliverables can include:</p> <ul style="list-style-type: none"> ▪ Our best-selling reports FOCUS: Latino, FOCUS: African America, or FOCUS: Asian America (NEW!) plus an in-person presentation – a \$6,500 value! ▪ Access to a two-month custom online research community of multicultural consumers. You'll get three (3) <u>custom discussion topics and/or polls</u>, with findings delivered in a topline report – a \$5,000 value! ▪ A \$1,500 research credit and a 20% discount off the purchase of any one syndicated report¹. 	<p>Loyal sponsors, like the largest U.S. cable operator just named <i>Multichannel News'</i> Operator of the Year (Comcast), the fastest-growing Hispanic broadcast and cable networks (Telemundo and mun2), the worldwide leader of sports content (ESPN) and many others know the Multicultural Media Forum is a good investment.</p> <p>The forum provides excellent networking and promotional opportunities on-site.</p> <p>Plus, last year's pre-and post event marketing had over half a million impressions, including print, email, web and trade press.</p>	<p>We design our sponsorship levels to deliver the maximum benefit for each level.</p> <p>Stretch your dollar and receive a mix of speaking/presenting, marketing/promotion, and research benefits.</p> <p>Plus, receive up to 10 free passes for your employees to attend—up to a \$4,500 value!</p> <p>If you're not sure where you fit in, talk to us and we will work with you to design an opportunity to suit your budget and needs.</p>

Please review the following page for a full explanation of each of the sponsorship opportunities. Slots are limited, so act fast and reserve yours today!

We look forward to hearing from you!

¹ \$1,500 discount off of custom research \$24K or more; 20% discount off list prices of studies.

2012 Sponsor Opportunities

Items shaded in light blue are **NEW** or **CHANGED** opportunities or benefits this year!

March 21st, 2012 at The Marriott Marquis, NYC

	Speaking and Presentation Benefits					
	Keynote (2 Slots)	Lead (5)	Online Research Community (4)	Programming Showcase Presenter (1)	Programming Showcase (8)	Breakfast (Unlimited)
Keynote Slot	✓					
Panel Slot		✓				
Programming Showcase Presenter Slot				✓		
Programming Showcase video	✓	✓	✓	✓	✓	
	Research Benefits					
Ability to Submit up to 3 Topics to Online Community w/Exclusive Topline Report	✓	✓	✓			
Access to Our Online Community	✓	✓	✓	✓	✓	✓
FOCUS: Latino, African America, or Asian American w/Executive Summary + in-house presentation	✓	✓				
20% Discount off Any Study			✓	✓	✓	✓
\$1,500 credit on custom research*	✓	✓	✓	✓	✓	✓
	Advertising and Visibility Benefits					
Your Logo in Online Research Community	✓	✓	✓			
Full-page Ad in book	✓	✓				
Half-page Ad in book			✓	✓	✓	✓
Banner Ad in mobile app	✓	✓				
Company Name/ Logo on all event marketing/signs	✓	✓	✓	✓	✓	✓
Distribute premiums/literature at event	✓	✓	✓	✓	✓	✓
	Additional Benefits					
Post-Event Footage on Sponsor site	✓	✓	✓	✓	✓	
Distribution of Programming Showcase Video	✓	✓	✓	✓	✓	
Tickets to Forum	10	10	6	6	4	2
	\$35K	\$25K	\$15K	\$10K	\$7K	\$3K

2012 Sponsor Opportunities Commitment Form

March 21st, 2012 at The Marriott Marquis, NYC

Please Check Off Your Sponsorship Level

Keynote Sponsor (2 Slots) \$35,000	
Lead Sponsor (5) \$25,000	
Online Research Community Sponsor (4) \$15,000	
Programming Showcase Featured Presenter (1 slot) \$10,000	
Programming Showcase Sponsor (8) \$7,000	
Breakfast Sponsor \$3,000	

Please Complete and Fax to 1-866-716-6564 att: Adriana

Company: _____
 Contact: _____
 Title: _____

 Address: _____
 City: _____
 State: _____ Zip: _____

 Phone: _____
 Fax: _____
 Email: _____

Payment:

CREDIT CARD:
 TYPE: _____
 Card #: _____

 EXP: _____ CID: _____
 BILLING ZIP: _____
 NAME ON CARD: _____

Alternately: PLEASE INVOICE ME*

Authorized Signature: _____
 Date: _____
 Title: _____

*Invoice must be paid in full prior to event date.