



14th Annual
Multicultural Media for
Multicultural America Forum

Transcending Multiculturalism
The Edison Ballroom | New York City | March 20, 2014

Key Reasons to Sponsor in 2014:

*For 14 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>This year, we are staying at the leading edge and taking the multicultural conversation to the next level. We will examine transculturalism and its implications for the media industry.</p> <p><i>Sponsoring puts you front and center of the most important conversation of the decade.</i></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>What sets the Multicultural Media Forum apart from other industry conferences is our focus on research. As a sponsor, you will not only get brand-new research at the conference, but your research deliverables can also include:</p> <ul style="list-style-type: none"> ▪ Our best-selling reports FOCUS: Latino, FOCUS: African America, or FOCUS: Asian America plus an in-person presentation – a \$6,500 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 (Comcast), the worldwide leader of sports content (ESPN), many innovative multicultural networks (Cine Sony and nuvoTV, among others), and many others know the Multicultural Media Forum is a good investment.</p> <p><i>The forum provides excellent networking and promotional opportunities on-site.</i></p> <p><i>Plus, last year's pre-and post event marketing had over half a million impressions, including print, email, web and trade press.</i></p>	<p>We design our sponsorship levels to deliver the maximum benefit for each level.</p> <p><i>Stretch your dollar and receive a mix of speaking/presenting, marketing/promotion, and research benefits.</i></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.



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2014 Sponsor Opportunities

	Keynote (2 Slots)	Lunch (1)	Lead (5)	Programming Showcase Presenter (1)	Programming Showcase (8)	Breakfast (Unlimited)
Keynote Slot	✓					
Presentation or Panel during Lunch		✓				
Panel Slot			✓			
Programming Showcase Presenter Slot				✓		
Programming Showcase Video	✓	✓	✓	✓	✓	
FOCUS: Latino, African America, or Asian American w/Exec. Summary + presentation	✓	✓	✓			
20% Discount off Any Study*				✓	✓	✓
\$1,500 credit on custom research*	✓	✓	✓	✓	✓	✓
Press release dedicated to your sponsorship	✓	✓				
Branded Lunch		✓				
Branded Cocktail Reception						
Full-page Ad in event booklet	✓	✓	✓			
Half-page Ad in event booklet				✓	✓	✓
Company Name/Logo on all event marketing/signs	✓	✓	✓	✓	✓	✓
Distribute premiums/literature at event	✓	✓	✓	✓	✓	✓
Post-Event Footage on Sponsor site	✓	✓	✓	✓	✓	
Distribution of Programming Showcase Video	✓	✓	✓	✓	✓	
Tickets to Forum	10	10	10	6	4	2
	\$35K	\$35K	\$25K	\$10K	\$7K	\$3K

Other sponsorship opportunities include a Cocktail Reception Add-On. Call 914-834-5999 or email adrianaw@horowitzassociates.com for more details!

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2014 Sponsor Opportunities Commitment Form

Please Check Off Your Sponsorship Level

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

Please Complete and Fax to 1-934-834-5998 att: Adriana

Company: _____

Contact: _____

Title: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

Authorized Signature: _____

Date: _____

Title: _____

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