

DMA/LA Sponsorship

Digital Media Artists/Los Angeles (DMA/LA) is a meeting place for desktop motion graphics artists and digital artists of all levels to share information on all facets of their business, including tools, techniques, aesthetics, and even business concerns. DMA/LA is an extension of MGLA (Motion Graphics Los Angeles) which has branched out to include digital designers who work in various media required to achieve the new digital production schedule. Our direct mailing list has roughly 2000 subscribers. In the 3rd quarter of 2001; MGLA's monthly meetings at the American Film Institute in 2001 overflowed their 144 seat Mark Goodson Screening room - requiring us to move to the 330 seat LA Film School. Since then, we have moved to a larger theater to accommodate our growing member base, and are currently located at the Barnsdall Gallery Theater in Hollywood, California. The new theater allows for demonstrations in the lobby area as well as plenty of free parking for attendees. Although our base in Los Angeles, we have members from literally around the world. It is a highly qualified audience.

DMA/LA is run as a no-charge, not-for-profit organization. There currently is no charge for membership, and the hosts do not receive any income for their work. Instead, we look to manufacturers and related vendors to support the existence of this community through their sponsorship. Sponsorship fees go directly towards defraying our meeting room, web site, and other out-of-pocket costs, and compensating our guest artists for their time.

There are currently four levels of sponsorship: Door Prize, Site, Forum, and Meeting Sponsors.

- Meeting Sponsor / \$900 per month
- Forum Sponsor / \$1000 per year / \$100/mo.
- Site Sponsor / \$750 per year
- Door Prize Sponsor / (see below)

Door Prize Sponsor

We actively solicit the donation of door prizes, which we draw for at the end of each meeting. These prizes usually are in the form of free product; in the case of very expensive items, a coupon for a substantial discount is also appropriate.

In exchange for your donation, Door Prize Sponsors receive:

- A 120x60 pixel non-animating GIF or JPEG button, linked to the URL of your choice, on the DMA/LA.org Next Meeting page.
- Acknowledgment of your generosity at the meeting itself.
- The right to have your brochures and other materials set out at that meeting. (All mailed literature must be provided at least one (1) week before the meeting date)

To maximize exposure, we suggest companies planning to donate prizes at a certain meeting alert us in advance, so we can acknowledge you and post your button as soon as practical.

Companies that pre-arrange to donate prizes of value at twelve (12) or more meetings during a year also receive a complimentary Site sponsorship (see below).

Site Sponsor

The lowest level of sustained DMA/LA sponsorship is to be an DMA/LA.org Site Sponsor. The rate is \$750/year.

In exchange, Site Sponsors receive:

- A 120x60 pixel non-animating GIF or JPEG button, linked to the URL of your choice, on the DMA/LA.org Home page plus most other secondary-level pages. You may change the artwork and/or link up to 4 times during the year. Position of these buttons are rotated on a roughly monthly basis.
- The right to have your brochures and other materials set out at meetings throughout the year. (All mailed literature must be provided at least one (1) week before the meeting date)
- During the year, we will forward a minimum of 4 of your press releases or announcements to the mailing list (assuming their content is appropriate for the group).

There is currently no cap on the number of Site Sponsors. If the number of Site Sponsors becomes unwieldy to the point where we feel exposure for existing sponsors may be diminished, we will either cap the number of sponsors or work out alternative arrangements to ensure our members are aware of your sponsorship.

Forum Sponsor

Roughly half of our site traffic is to our forums. Also, some vendors have time-sensitive special events they wish to promote, such as new software releases or trade shows. Therefore, we have decided to open these forums to either monthly (\$100/month) or annual (\$1000/year) sponsorship.

In exchange, Forum Sponsors receive:

- A 392x72 pixel animating GIF or JPEG banner, linked to the URL of your choice, on all of the DMA/LA.org forum pages. You may change the artwork and/or link up to once per quarter you are a sponsor.
- The right to have your brochures and other materials set out at meetings during the months of your sponsorship.
- There may be only one Forum Sponsor per month, awarded on a first come/first serve basis. If you have a time-sensitive event you wish to promote, we suggest you reserve your time in advance. You do not need to disclose the nature of the event when you reserve your slot. We will maintain a waiting list in the event sponsors drop out.

Meeting Sponsor

We endeavor to keep admission to our monthly meetings **free of charge**. However, we must pay for our meeting space, and fees associated with the location.

We are interested in companies that will sponsor our meetings by covering this cost.

Meeting Sponsorship is \$900/month.

In exchange, Meeting Sponsors receive:

A 392x72 pixel animating GIF or JPEG banner, linked to the URL of your choice, along the top of the DMA/LA.org Next Meeting page and subsequent Summary page for the meeting involved. If you commit to a long-term sponsorship, you may change the artwork and/or link up to 4 times during a year.

Acknowledgement of your generosity at each meeting you sponsor, including an announcement of your company's product line and where to find it online.

Demo reel presentation during the intermission. (Looping Demo Reel must be provided on a DVD, we can help create this)

The right to have your brochures and other materials set out at meetings during your sponsorship.

The right to set up a table in the lobby to demonstrate your product at these meetings.

One email notice for your product or event forwarded to our mailing list per month of sponsorship.

Email notice should be composed and forwarded to us at least 4 weeks before the date of the hosted meeting.

If you commit to sponsoring meetings for an entire year, you will also receive a 120x60 pixel non-animating GIF or JPEG button, linked to the URL of your choice, on the DMA/LA.org Home page plus most other secondary-level pages. You may change the artwork and/or link up to 4 times during the year. (New artwork should be submitted at least two (2) weeks before posting). Position of these buttons are rotated on a roughly monthly basis.

Normally, there is only one Meeting Sponsor per month; we are open to arrangements where sponsorship is shared between two entities where both sides are agreeable.

All Sponsors / All Levels : PR Contact

Any and all sponsors should include PR contact to Ko Maruyama. Sponsors will be discussed in the regular postings on NinjaCrayon blog (average 10,000 unique visits each week)

Additionally, sponsors who might have appropriate material may be asked to be featured as part of a syndicated print and/or web article.

Additional Opportunities

Occasionally, DMA/LA puts on special events in conjunction with other trades shows and conferences, needs to rent in or purchase additional gear for a specific meeting, etc. These provide additional opportunities for special sponsorships. Let us know if you would be interested in being notified when such an opportunity may arise.

On a smaller level, we like giving out small prizes such as ***t-shirts, hats, inexpensive products***, etc. to members who share their demo reels and recent projects with us at meetings. This is a great way to use promotional items you probably have already created for other purposes to gain exposure in front of the DMA/LA audience.

Sponsorship Ground Rules

Integrity and credibility are important to us. DMA/LA has earned the respect of its membership by striving to be as objective and even-handed as possible, while still providing useful information.

Please understand that your sponsorship buys you visibility in front of this important community, but it does not buy you control *over* the community. Presenting inappropriate material, or marketing in an

inappropriate manner, only reduces the effectiveness of everyone's efforts. Therefore, be aware of the following ground rules:

- Being a sponsor does not give you any control over the content of DMA/LA's meetings or web site, or over who else may be a sponsor.
- DMA/LA's hosts reserve the right to decline sponsorship from any company or for any product that we do not feel is appropriate for the group. This extends to presenting brochures or prizes at meetings or forwarding emails to the group that we feel may be inappropriate.
- We attempt to reduce the number of emails we send to the group, so that each one will actually be read by our members rather than treated as "spam". We often will bundle together multiple announcements, and/or edit them if necessary for succinctness. Our email list also does not allow us to include styled text or attachments. We encourage you to include URLs in your announcements where members can view or download further information.
- Your sponsorship does not buy you *exclusive* access to the group. We will still invite non-sponsoring companies to demonstrate their products in our meetings or in the lobby during meetings, and forward their emails to our members if we feel it would be of interest to the group. Also, any company is free to post their press releases or news of their events on our News forum.
- You may advertise that you sponsor DMA/LA, but not that you are endorsed by DMA/LA.
- *We do not share or trade our email or membership lists under any conditions.*

We feel that adhering to these rules reassures our members that the information they receive from DMA/LA is indeed unbiased and therefore of value. This creates an environment where your support is only that much more respected - just listen the applause at each meeting when a sponsor is thanked or announced!

In Summary

We feel sponsoring DMA/LA is a very cost-effective way for you to reach a highly qualified group of users. It is also a great way for you to demonstrate your support for the professional desktop motion graphics community as our industry evolves. If you are interested in sponsorship, please contact Warren Heaton @ wheaton-AT-ucla.edu and Ko at komaruyama-AT-mac.com