



## 2020 STRATEGIC PARTNERSHIPS

### PROVIDING YEAR-ROUND BRAND VISIBILITY

#### **Increase Your Brand Exposure and Help the IMA Provide the Latest Education & Corporate Outreach.**

Incentive Marketing Association (IMA) Strategic Partners play an important role in helping the IMA provide events, publications and research that keep industry trends and new ideas at the forefront of incentive business.

As a Strategic Partner you receive valuable brand visibility and a cost-effective opportunity to position your organization as an industry leader and advocate. See below for a full list of partnership opportunities and benefits.

In recent years, our support by Strategic Partners have helped IMA fund Incentive Research Foundation (IRF) research studies, supported a website SEO audit to bring customers to our members, supported Summit education initiatives and more!

We appreciate your support! Your partnership helps the IMA provide research and innovation to advance incentive industry growth.

#### INCENTIVE MARKETING ASSOCIATION SNAPSHOT

Over 570 members Located in more than 25 countries		More than 370 companies
All incentive industry segments	Gift cards, merchandise, travel and solution providers	U.S. & international chapters

# IMA 2020 STRATEGIC PARTNERSHIP BENEFITS & LEVELS

## Diamond Partner - \$5,000

- Everything in the all strategic partnerships list
- Advertisement on rotating banner on IMA home page
- 1 Complimentary Summit registration
- 1 Complimentary full-page color advertisement in print directory, near your company listing

## Ruby Partner- \$3,500

- Everything in the all strategic partnerships list
- A 50% off one Summit Registration
- Complimentary full-page grayscale advertisement space in print directory near your company listing

## Sapphire Partner- \$1,500

- Everything in the all strategic partnerships list
- 1 Complimentary half page grayscale advertisement space in print directory

## All Strategic Partnerships:

### **Visibility at the Annual IMA Summit**

- Company logo on rotating PPT slide of Strategic Partners. This slide is displayed during all general session events throughout the conference schedule.
- Company logo on Strategic Partners sign near registration desk throughout the conference

### **Visibility in Print Directory, *The Incentive Source***

- Logo listed in color on Strategic Partner recognition page near front cover
- 50% off any directory ad upgrade
- Partnership level identified on your directory listing

### **Visibility on the IMA Website & Online**

- Your logo displayed as Strategic Partner in rotation on side panel of IMA's webpages, with a hyperlink link to your designated company website page
- Your logo displayed on the Strategic Partner recognition page
- An IMA Strategic Partner recognition logo for you to display on your website
- A "Thank you" shout-out on IMA's social media sites

### **Visibility on the IMA Newsletter - *Fast Take***

- Your logo displayed as an IMA Strategic Partner at your level in the bi-monthly IMA Fast Take newsletter

# 2020 STRATEGIC PARTNER APPLICATION

Please indicate your desired level of commitment:

- ☐ **Diamond Partner / \$5,000**
- ☐ **Ruby Partner / \$3,500**
- ☐ **Sapphire Partner / \$1,500**

Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Payment method:

- ☐ Check    ☐ Credit Card (MasterCard/Visa/American Express/Discover)

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

RETURN THIS FORM WITH PAYMENT OPTION TO:

IMA  
4248 Park Glen Road  
Minneapolis, MN 55416

Or

email to Karen Wesloh at [kwesloh@incentivemarketing.org](mailto:kwesloh@incentivemarketing.org)

