

Premiere Sponsorship

Thank you for your interest in becoming a sponsor of PhIMA! We appreciate your attendance at past events and hope you'll continue to support this growing and dynamic group.

ACTIVE MEMBERS:

- In 2009, PhIMA put on SIX successful events.
- Active membership continues to grow. We now have almost 1,000 active members!
- Membership includes a mix of clients, agencies, publishers and thought leaders.
 - **Agency representation** – Razorfish, Digitas Health, GSI, NetPlus, King Design among others
 - **Publisher support** – Tremor, Adify, Everyday Health, WebMD, AdRx, New England Journal of Medicine, PointRoll, NBC among others
 - **Thought leaders** – Comcast Cares, ING Direct and Wharton Interactive have graced the PhIMA stage

2010 EVENTS:

In 2010, PhIMA is planning six more exciting networking and educational events. Dates and venues are still being confirmed.

2010 EVENTS	
March	Happy Hour/Networking Event
April	Educational event at the Hub
June	Summer Happy Hour/Networking Event
August	Educational event at the Hub
October	Annual Bowling Party at Lucky Strikes
December	Annual Holiday Party

COST

We would like to offer you and your company the opportunity to become a premiere sponsor for 2010 for the total cost of \$10,000. This price has not increased since 2008, though our membership continues to grow. There will be a total of eight annual sponsors, and PhIMA will make every effort make each sponsorship as valuable as possible.

PREMIERE SPONSORSHIP INCLUDES:

- Signage at each of the six events
- Logo on PhIMA website and all event communication to member base for calendar year 2010
- Food/Drinks at events
- Opportunity to sponsor a raffle at each event (first come, first serve)
- Opportunity to lead and take part in educational events, with Board oversight depending on topic
- Opportunity to send one stand-alone email to PhIMA membership during calendar year, with Board oversight
- First Right of Refusal for 2011

PhIMA OVERVIEW

The Philadelphia Interactive Marketing Association (PhIMA) is a non-profit organization created by professionals in the Mid-Atlantic interactive community for professionals in the Mid-Atlantic interactive community.

Since its inception in 2005, PhIMA has fostered the common passion for, and dedication to, the interactive medium through various educational and social events. The organization strives to provide valuable learning opportunities and networking events for agencies, publishers and clients alike. PhIMA's intent is to encourage open communication in an effort to increase the sense of an interactive marketing community within the Greater Philadelphia market.

PhIMA is also giving back to the community by supporting the efforts of Best Buddies Pennsylvania.

Best Buddies is a nonprofit organization dedicated to enhancing the lives of people with intellectual disabilities by providing opportunities for one-to-one friendships and integrated employment.

Established in 1994, Best Buddies Pennsylvania is a state affiliate of Best Buddies International, with offices in Philadelphia and Pittsburgh. Today, Best Buddies Pennsylvania has chapters at 3 middle schools, 26 high schools and 26 college campuses across the state. In 2008 Best Buddies positively impacted the lives of more than 19,000 people throughout Pennsylvania.

PhIMA MEMBERSHIP BENEFITS INCLUDE:

- Ability to network with other industry professionals who represent some of the largest brands in the US
- Professional development through educational events (case studies, panel discussions, client speakers, etc.)
- Ability to represent your company within the interactive marketing community

QUESTIONS?

Please direct all questions to:
board@phillyinteractive.org
or visit our website www.phillyinteractive.org

Thank you,

The PhIMA Board of Directors