

W E L C O M E T O

**DMMO**  
*Advanced*

2 0 2 3



CONNECT. INSPIRE. EXPLORE.

# A FEW WORDS FROM OUR FOUNDERS

We've been in the digital marketing industry for over three decades, and in that time I've come to realize how powerful tapping into our community can be!

The secret to running an amazing event is providing the best speakers, creating an intimate environment, and allowing people to do what they do best... make meaningful connections!

We simply provide the stage!

*Jim & Tj*

IT BEGAN IN 2015

# A LITTLE BIT OF HISTORY

Our story begins from a concept that bigger isn't always better. We sat down and pulled out the best part of every industry event we'd ever attended and focused on what works. What developed was an elegant approach to higher learning without compromising on quality, location, or content.

We diligently select exotic venues that keep attendees engaged and coming back year after year. From an authentic Italian castle to the oldest winery in Napa Valley we always keep the education & entertainment first-class!

[LEARN MORE](#)



WHERE WE'VE BEEN

# NAPA TIMELINE

2023 WILL MARK THE 7th INSTALLMENT OF OUR EXTRAORDINARY NAPA CONFERENCE. EACH YEAR OUR FOCUS HAS BEEN ON GROWING ATTENDANCE AND SELLING OUT BEFORE THE CONFERENCE DATE.

**2016**

Attendees: 65

Speakers: 13



**2017**

Attendees: 85

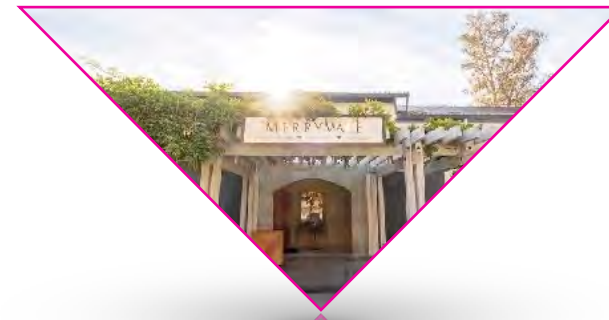
Speakers: 14



**2018**

Attendees: 115

Speakers: 16



**2019**

Attendees: 140

Speakers: 23



**2021**

Attendees: 138

Speakers: 33



**2022**

Attendees: 135

Speakers: 21



**2023**

Est. Attendees: 100+

Speakers: 20





# OCTOBER, 24-26th 2023 - NAPA VALLEY, CA



## 100+ ATTENDEES

Our diverse portfolio of attendees come from both enterprise & mid-market sized companies. These VP's, director's, managers, and analysts are looking for tools and ideas to advance their professional careers!



## 2 DAYS

For 2023 we've expanded the conference to offer two days of learning and excitement! Speakers, sponsors, and attendees will have more time to network and learn from the best in our industry!



## 20+ SPEAKERS

We've gathered the brightest thought leaders in the industry to join us for Napa 2023! Each speaker will get 40 minutes to present their discoveries and give the audience multiple takeaways!

MAYBE YOU'VE HEARD ABOUT

# OUR ICONIC BRANDS

American Airlines 

**KOHL'S**



 Symantec

*Disney*

 Atlassian

 SendGrid

**shutterstock**

*Alaska Airlines*

  
WORLD MARKET

yext  bing

**BOTIFY**

Google

**MOZ**

**Eventbrite**

**SEJ** Search Engine Journal



searchmetrics



 HomeAway

**ally**

**edmunds.com**  
consumer driven 

 SEMRUSH



Berkeley  
UNIVERSITY OF CALIFORNIA



**FORRESTER**


**Capital One**

**deckers**  
OUTDOOR CORPORATION

  
NVIDIA

 CoStar Group™

 belkin.

  
Square

OUR PAST SPEAKERS AT A GLANCE

# WHO YOU CAN EXPECT TO SEE



PASSIONATE

**SEO'S**



STEADFAST

**SEM'S**



ENTHUSIASTIC

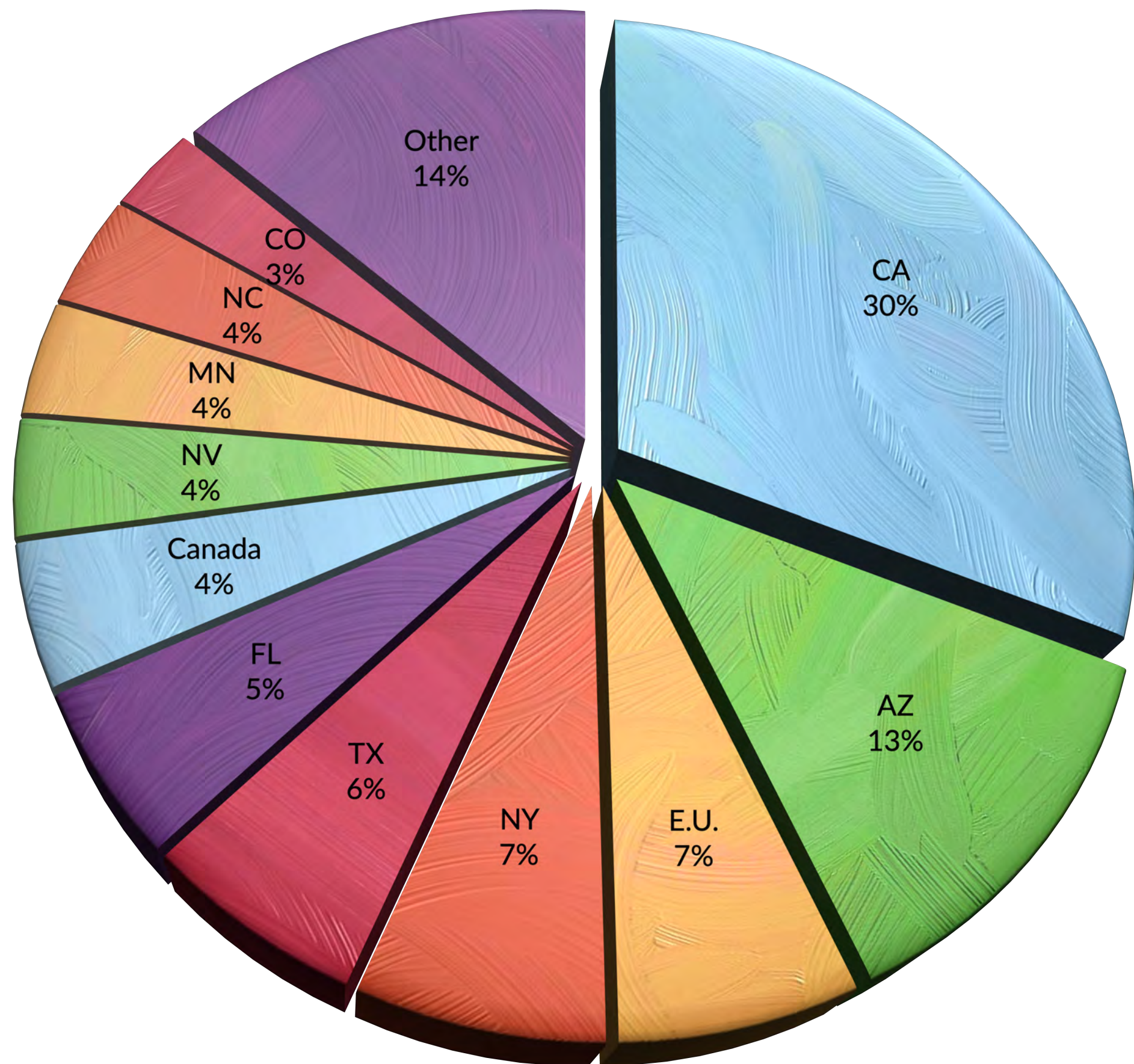
**SOCIAL NINJAS**



DEVOTED

**DATA GEEKS**



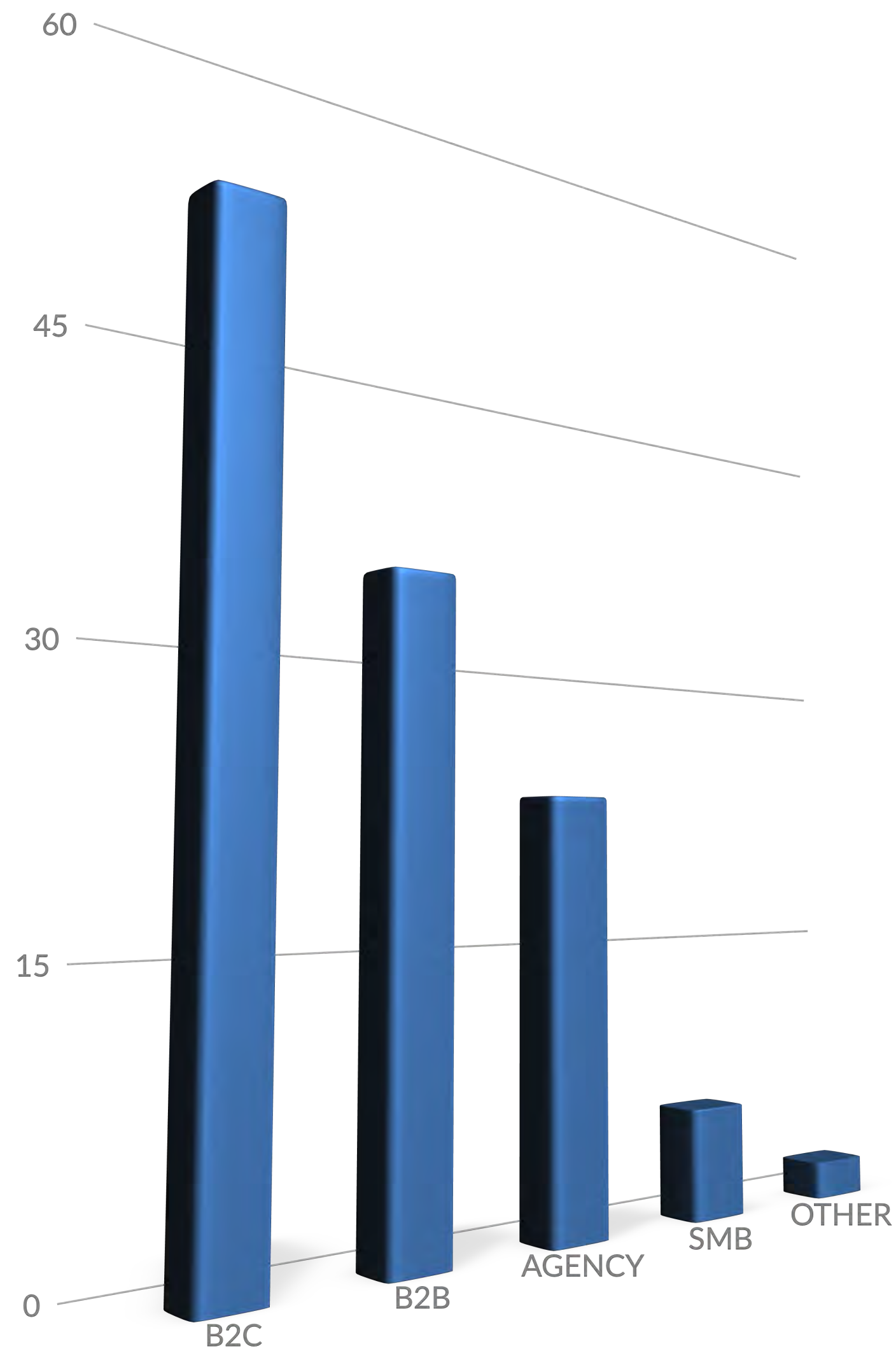


GLOBAL PRESENCE & LOCAL FLARE

# 2023 ATTENDEE LOCATIONS

DUE TO THE PROXIMITY TO SILICON VALLEY OUR SUMMIT ATTRACTS SOME OF THE MOST ICONIC BRANDS IN THE WORLD. WE ALSO ATTRACT GLOBAL BRANDS THAT HAVE A PRESENCE IN THE EUROPEAN UNION AND BEYOND!





B U S I N E S S   Y O U   C A N   E X P E C T

# 2023 COMPANY PROFILES

OUR FOCUS IS TO ATTRACT GLOBAL ENTERPRISE BRANDS THAT ARE LOOKING TO STAY ON THE BLEEDING EDGE OF SEARCH. OUR APPROACH IS TO CREATE AN ENVIRONMENT CONDUCIVE TO EDUCATION AND PROFESSIONAL GROWTH WITHOUT THE TYPICAL SALES PITCH OR HIDDEN AGENDA.

ATTENDANCE EXPECTATIONS

# ATTENDANCE BREAKDOWN BY POSITION

OUR AUDIENCE IS COMPRISED OF PROFESSIONALS LOOKING TO ADVANCE THEIR CAREERS AND GET THE LATEST INFORMATION ON TOOLS AND SERVICES THAT POWER OUR INDUSTRY. YOU CAN EXPECT COMPANIES TO SEND THEIR TOP TALENT AND DECISION MAKERS TO OUR SUMMIT.





O U R 2 0 2 3 V E N U E S

# MARRIOTT NAPA

DISCOVER THE CHARM AND BEAUTY OF MARRIOTT'S NAPA VALLEY HOTEL. NEWLY RESTYLED GUEST ROOMS, LUXURIOUS SWIMMING POOL, ON-SITE RESTAURANT AND A FULL-SERVICE SPA, THE NAPA VALLEY MARRIOTT HOTEL & SPA IS THE PLACE TO BE.



## CAPSTONE DINNER (LOCATION TBD)

JOIN US FOR OUR EXCLUSIVE HAPPY HOUR & CAPSTONE DINNER AT ONE OF NAPA VALLEY'S PREMIUM VINEYARDS! WE'LL PROVIDE AN UNFORGETTABLE EXPERIENCE FOR ATTENDEES, SPEAKERS, AND SPONSORS.



## WINERY TOUR (LOCATION TBD)

THE DMO SPONSORS INITIATIVES THAT DRIVE TOGETHERNESS AND A SENSE OF A EXPLORATION FOR OUR ATTENDEES, SPEAKERS, AND THE GREATER COMMUNITY. EVERYONE WILL SPEND A HALF DAY NETWORKING AT A LOCAL WINERY.

2023 EXCLUSIVE PACKAGES

# SPONSORSHIP PACKAGES

The Digital Marketers Organization has always sought out improvements & enhancements for our events. For 2023 a large focus has been placed on increasing the value and impact of our sponsorship opportunities. We work with our sponsors to create a tailored experience that engages & influences our attendees.



OUR TITLE SPONSORSHIP

# DIAMOND SPONSOR

## SERVICES INCLUDED

- ❖ **Branded Winery Excursion (All Attendees)**
- ❖ **50 Min. Headline Keynote (Day 1)**
- ❖ **Red Carpet Branding**
- ❖ **Premium Sponsored Table**
- ❖ **Branded Gift Bag Item Provided (\$10-12)**
- ❖ **(3) Tickets to DMO Advanced**
- ❖ Complete Attendee List
- ❖ Website Promo
- ❖ Social Media Mentions
- ❖ On-site Banner Placement
- ❖ Branded Discount Code
- ❖ Logo/Link on [DigitalMarketers.org](https://DigitalMarketers.org)

**\$20,000**



B E C O M E   A   S H O W   S T O P P E R !

# PLATINUM SPONSOR

## SERVICES INCLUDED

- ❖ 50 Min. Keynote Presentation
- ❖ Snacks & Facts Sponsorship
- ❖ Red Carpet Branding
- ❖ Premium Sponsor Table
- ❖ Branded Gift Bag Item Provided (\$7-10)
- ❖ (2) Tickets to DMO Advanced
- ❖ Complete Attendee List
- ❖ Website Promo
- ❖ Social Media Mentions
- ❖ On-site Banner Placement
- ❖ Branded Discount Code
- ❖ Logo/Link on [DigitalMarketers.org](https://DigitalMarketers.org)

**\$16,000**



CONNECT WITH ATTENDEES

# GOLD SPONSOR

## SERVICES INCLUDED

- ❖ 40 Min. Speaking Solution
- ❖ Premium Sponsored Table
- ❖ Branded Gift Bag Item Provided (\$5-7)
- ❖ (2) Tickets to DMO Advanced
- ❖ Complete Attendee List
- ❖ Website Promo
- ❖ Social Media Mentions
- ❖ On-site Banner Placement
- ❖ Branded Discount Code
- ❖ Logo/Link on [DigitalMarketers.org](https://DigitalMarketers.org)

**\$12,000**





CREATE AN IMPACT!

# SILVER SPONSOR

## SERVICES INCLUDED

- ❖ 40 Min. Speaking Solution
- ❖ Branded Gift Bag Item Provided (\$3-5)
- ❖ (1) Ticket to DMO Advanced
- ❖ Complete Attendee List
- ❖ Website Promo
- ❖ Social Media Mentions
- ❖ Logo/Link on [DigitalMarketers.org](https://DigitalMarketers.org)

**\$6,000**





GET READY TO BRAND

# BRONZE SPONSOR

## SERVICES INCLUDED

- ❖ Premium Sponsored Table Location
- ❖ Pre-Event Email to Attendees
- ❖ Demo Calendar Link in Email
- ❖ Gift Bag Item Provided \$2-3
- ❖ (1) Ticket to DMO Advanced
- ❖ Social Media Mentions
- ❖ Logo/Link on [DigitalMarketers.org](https://DigitalMarketers.org)

**\$2,500**



An aerial photograph of a vineyard at sunset. The foreground shows rows of grapevines on a hillside. In the middle ground, there are several buildings and more vineyard rows. The background features rolling hills and a distant city skyline under a dramatic, cloudy sky. The text "SOCIAL EVENT SPONSORSHIPS" is overlaid in the center in a large, white, sans-serif font.

# SOCIAL EVENT SPONSORSHIPS



DINNER JUST GOT INTERESTING!

# CAPSTONE DINNER

## SERVICES INCLUDED

- ❖ 40 Min. Speaking Solution
- ❖ Welcoming Champagne Toast
- ❖ Cocktail Hour
- ❖ 3-course Dinner
- ❖ Best Dressed Contest
- ❖ (2) Tickets to DMO Advanced
- ❖ 10 Min. Solution Spotlight
- ❖ Branded Agenda Item
- ❖ Website Promo
- ❖ Social Media Mentions
- ❖ Branded Item (Napkins & Menu)
- ❖ Red Carpet Branding
- ❖ Complete Attendee List
- ❖ Logo/Link on [DigitalMarketers.org](https://DigitalMarketers.org)

**\$16,000**



POUR EVERYONE A GLASS!

# COCKTAILS & CONVERSATIONS

## SERVICES INCLUDED

- ❖ Cocktail Hour (Night 1) @ The Napa Marriott
- ❖ Food & Cheese Pairings
- ❖ (1) Ticket to DMO Advanced
- ❖ 10 Min. Solution Spot
- ❖ Branded Agenda Item
- ❖ Website Promo
- ❖ Social Media Mentions
- ❖ Branded Item (Napkins)
- ❖ Red Carpet Branding
- ❖ Complete Attendee List
- ❖ Logo/Link on [DigitalMarketers.org](https://www.DigitalMarketers.org)

**\$8,000**



# A-LA-CARTE SPONSOR SOLUTIONS





B R E A K F A S T   A N Y O N E ?

# FULL-STACK BREAKFAST

## SERVICES INCLUDED

- ❖ Full Hearty Breakfast
- ❖ (1) Ticket to DMO Advanced
- ❖ Branded Agenda Item
- ❖ Website Promo
- ❖ Social Media Mentions
- ❖ Branded Item (Napkins & Menu)
- ❖ Complete Attendee List
- ❖ Logo/Link on [DigitalMarketers.org](https://DigitalMarketers.org)

**\$4,000**

Day 1



Day 2



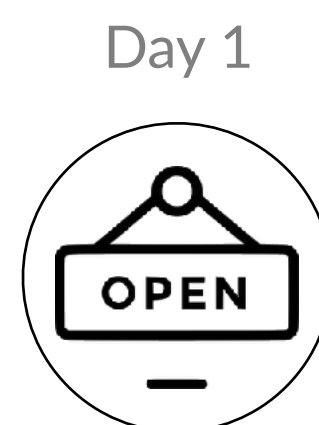
FOODIES REJOICE!

# LUNCH SPONSOR

## SERVICES INCLUDED

- ❖ Chef Prepared Lunch
- ❖ (1) Ticket to DMO Advanced
- ❖ 10 Minute Sponsored Solution
- ❖ Branded Agenda Item
- ❖ Website Promo
- ❖ Social Media Mentions
- ❖ Branded Item (Napkins & Menu)
- ❖ Complete Attendee List
- ❖ Logo/Link on [DigitalMarketers.org](https://DigitalMarketers.org)

\$4,000



ENGAGE WITH ATTENDEES!

# DEMO TABLE

## SERVICES INCLUDED

- ❖ Pre-Event Email to Attendees
- ❖ Demo Calendar Link in Email
- ❖ Single 6-8ft/ Demo Table (Breakout Area)
- ❖ (1) Ticket to DMO Advanced
- ❖ Logo/Link on [DigitalMarketers.org](https://DigitalMarketers.org)

\$3,000







STAY CONNECTED!

# WI-FI SPONSOR

## SERVICES INCLUDED

- ❖ Custom Sponsored SSID
- ❖ Sponsor Chosen Password
- ❖ (1) Ticket to DMO Advanced
- ❖ Logo/Link on [DigitalMarketers.org](https://DigitalMarketers.org)

\$2,000



TRENDY & FASHIONABLE

# LANYARD SPONSOR

## SERVICES INCLUDED

- ❖ Your Supplied/Branded Lanyards
- ❖ (1) Ticket to DMO Advanced
- ❖ Logo/Link on [DigitalMarketers.org](https://DigitalMarketers.org)

**\$3,000**



THOUGHTFUL ADD-ONS TO CONSIDER

# SPONSORSHIP ADD-ON OPTIONS

Looking to add value and create a bigger impact? Our a-la-carte sponsorship opportunities might be the right option for your business!



## BRANDED ITEMS

\$TBD

Be included with our platinum, gold, and silver sponsors by adding a branded gift to our incredible swag bag.



## EXTRA TICKET

\$1,399 - General Admission

Looking to bring a co-worker or sales rep? Buy an extra discounted ticket!



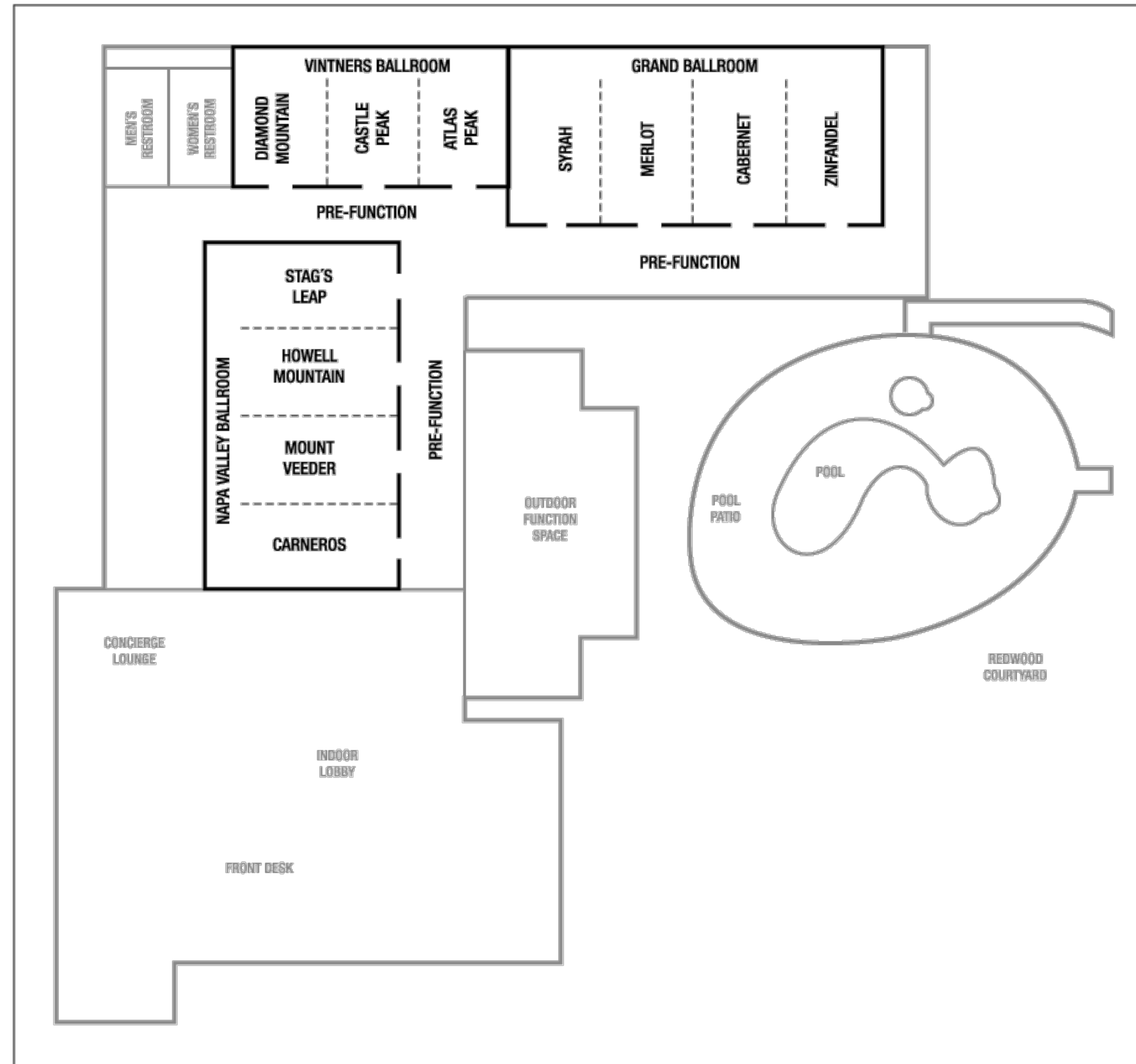
## SWAG BAG INSERT

\$500

Our swag bags are filled with wine inspired goodies. Add your promotional materials to the mix!

THE MARRIOTT NAPA

# SUMMIT LAYOUT





## JIM CHRISTIAN

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## TJ VAN DER WERF

**PHONE: 480-818-2936**

**EMAIL: [TJ@DIGITALMARKETERS.ORG](mailto:TJ@DIGITALMARKETERS.ORG)**

If you have any questions or comments about the event or if you have a unique sponsorship idea please reach out to one of us!

We love bringing out-of-the box ideas to the summit!

WELCOME to this world famous  
wine growing region



NAPA VALLEY



napa valley vintners

... and  
the wine  
is bottled  
poetry...

Robert Louis Stevenson