



SPONSORSHIP

Partnerships with the most prominent and influential peer-powered affinity network and thought leadership community of senior marketers in nearly 100 countries

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OPPORTUNITIES





THE CMO COUNCIL

THE CHIEF MARKETING OFFICER (CMO) COUNCIL (www.cmocouncil.org) is a peer-powered network that has become one of the most influential and prolific authority leadership channels for strategic marketing decision makers in the world. Membership in the Council numbers more than **4,000 in over 72 countries worldwide**. These individuals collectively control more than \$120 billion in annual marketing expenditures. Regional groups operate in **North America, Europe, Asia Pacific, the Middle East, Africa and Latin America**.

Founded in 2001, the CMO Council is a well-established channel of insight, access and influence. More than **50,000 marketers** are in the Council's database worldwide. Its web site attracts some **15,000 unique visitors** and 50,000 page views a month. Some **17,000 downloads of CMO Council reports** and studies were recorded in 2008. More than **250 media channels** and news outlets sourced CMO Council content and reports in 2008. Its highly valued Marketing Magnified eJournal has a wide circulation within business and academia and the Council's content syndication and affiliate encompasses many different functional, vertical and geographic marketing associations; business schools, online communities; news groups; and blogs.

The Council has five regional advisory boards with more than **150 active member executives** who bring reality-based insight and experience to the leadership of the Council. The CMO Council also operates a number of sub-groups including the Coalition to Leverage and Optimize Sales Effectiveness (CLOSE – www.closebiz.org) and the Forum to Advance the Mobile Experience (FAME – www.fameforusers.org). CLOSE has over 10,000 members in 90 countries and champions the integration and alignment of sales and marketing functions in global organizations. FAME members represent more than 250 companies in the mobile ecosystem and are drawn from device, system, software, component, peripheral product.





WAYS TO GET INVOLVED

Companies seeking to engage and connect with the CMO Council community and its individual members have multiple avenues, options and vehicles. This includes:

- **Sponsorship** of monthly Marketing Magnified eJournal, quarterly advisory board gatherings, Talent Sourcing Center or dinner dialogues with members in key cities.
- **Funding** of expansive authority leadership programs which shape and influence strategic marketing agendas and drive advocacy and insight.
- **Underwriting** of market surveys, benchmark programs, research studies, or online discussion group analytics relating to sales, marketing, channel, customer relationship or go-to-market issues, challenges and innovations.
- **CMO Summit** headline or hospitality positions; sponsorship of interactive web conferences, on-demand webcasts, or workshops in major markets worldwide.
- **Business school** liaison programs, post-graduate student competitions and academic knowledge transfer engagements.

NEW AND EXPANDED INITIATIVES FOR 2010

Release of **Marketing Outlook** 2010 in January

Giving Customer Voice More Volume survey and report

Calibrate How You Operate report and operational model

Protection from Brand Infection – Securing the Trust of the Brand

Precision Promotion: Defining New Routes to Revenue

Business Gain from How You Retain Dinner Dialogues

Rate the State of Marketing Audits – Africa, Asia & Latin America Regions

Sales and marketing integration strategies with the CLOSE community

CMO-CIO Alignment Imperative: Making IT Key to Marketing Effectiveness

Marketing Supply Chain Institute and Global Sourcing Center

Online Marketing Performance Institute – Keeping a Closer Eye on Content ROI

Brand Management Institute – Multi-Cultural Marketing & Alternative Media

Resource Raves+Reviews (Enthuse About Who You Use)

FAME Reinvent Mobile – Computer user co-innovation and feedback community

Customer Experience Board: Calculate How You Captivate Audit

Channel Performance Board – Outlook Study and Scorecard

Getting a Fix on Marketing Analytics – Best practice study and advocacy program

Putting the Whiz in Small Biz – Measuring the Marketing Mindset of Small Business



UNDERWRITER BENEFITS

The underwriting and partnership programs with the CMO Council give sponsors the following benefits and considerations:

- ✓ **Intimacy, opportunity and potential** with key brand name marketers serving on the CMO Council (over 3,500 members representing more than \$100 billion in marketing spend) and some 10,000 sales practice leaders in the CLOSE community.
- ✓ **Validation, credibility and prominence** through cooperative content and program delivery to a global marketing and sales audience of over 50,000.
- ✓ **Qualified opportunity and prospect flow** from an estimated 20,000 marketers expected to download content, participate in events and respond to market audits in 2010.
- ✓ **Brand reference inclusion** in all publicity and promotional activities relating to sponsored programs and thought leadership initiatives.
- ✓ **Visibility and exposure** in all service marketing e-mail notifications and bulletins distributed to members of both the CMO Council and CLOSE
- ✓ **One-on-one relationships** and introductions to senior brand marketers participating in events, dinners, summits and workshops worldwide.
- ✓ **Complimentary attendance at select events**, gatherings and awards programs.



SPONSORSHIP OPTIONS

A wide range of underwriting options exist, ranging from \$10,000 to \$500,000, depending on scale, global scope and duration of involvement. Programs can be fully customized and designed from the ground up to address specific pain points, advocacy platforms and strategic imperatives. Current and past underwriters of CMO Council events and programs have included: Oracle, CSC, Xerox, Deloitte, Alterian, Ricoh/IBM InfoPrint Solutions Company, BCG, IBM, D&B, SPSS, Pitney Bowes, Satmetrix, MarkMonitor, Eastman Kodak, Interwoven, Experian, eRewards, Catalina Marketing, United Business Media, IDG, Wall Street Journal, The Economist, and many more.

CONTACT INFORMATION

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