



The
Monitoring
Association®

ACCESS. OPPORTUNITY. IMPACT.

Move beyond visibility. Become a part of the conversations shaping the future of professional monitoring and response.

2027 SPONSORSHIP PROSPECTUS

CONNECT YOUR BRAND WITH INDUSTRY LEADERS

The Monitoring Association (TMA) connects sponsors with senior executives, operations leaders, technology decision-makers, public safety partners, and industry influencers through its year-round portfolio of engagement opportunities, including meetings, media, and thought leadership.

Why sponsor with TMA?

TMA convenes the leaders who set the standards, adopt technologies, shape policies, and make critical purchasing decisions across the professional monitoring ecosystem. A TMA sponsorship places your organization *inside* that trusted network – not simply in front of it.

DIRECT ACCESS

Build relationships with owners, CEOs, senior executives, operations leaders, and technology professionals who influence budgets and vendor selection.



YEAR-ROUND VISIBILITY

Maintain a consistent presence across TMA meetings, publications, email communications, digital channels, and educational programming.



THOUGHT LEADERSHIP

Demonstrate expertise through sponsored education, webinars, content, session support, and meaningful participation in industry conversations.



INDUSTRY IMPACT

Align your brand with education, standards, public safety, advocacy, and workforce development initiatives that strengthen the profession.

A YEAR-ROUND SPONSORSHIP PLATFORM

The strongest TMA partnerships combine in-person and virtual engagement, targeted communications, and credible thought leadership. Sponsors can select an integrated annual package or discuss a customized program around their specific objectives, audiences, and moments throughout the year with TMA's Director of Strategic Growth & Membership, Evan Newman.

ANNUAL SPONSORSHIPS INCLUDE:

Meetings & Experiences

- Registration access, event recognition, session or keynote introductions, attendee engagement, and priority access to premium opportunities.

Brand Recognition

- Tiered logo placement across meeting slides, registration areas, event webpages, mobile apps, sponsor recognition pages, and TMA communications.

Content & Thought Leadership

- Virtual Product Reviews, podcast opportunities, social media highlights, session support, and educational content that goes beyond a single event.

Digital & Direct Marketing

- Brand exposure through the TMA Magazine and TMA Newsletter, dedicated email campaigns, web advertising, virtual attendee materials, and other targeted member communications.



Benefit	Premier Sponsor (formerly Palladium)	Vision Sponsor (formerly Platinum)	Innovation Sponsor (formerly Gold)	Industry Sponsor (formerly Silver)	Supporting Sponsor (formerly Bronze)	President's Circle
	\$50,000	\$35,000	\$25,000	\$15,000	\$7,500	\$2,500
Event Registrations	4	3	2	1	50% off of one	
Session & Keynote introductions (live or prerecorded video)	3-5 minutes during session of choice dependent on availability	2-minute intro of assigned session	2-minute intro of assigned session	Pre-assigned intro	Pre-assigned shout out	
Exclusive Theme Night Sponsor (AM)	✓					
Logo or name recognition on meeting slides -- displayed on screen daily and during breaks	Top logo placement	Second tier logo placement	Third tier logo placement	Fourth tier logo placement	Fifth tier logo placement	
Logo or name recognition on a display near registration (for in-person meetings), meeting webpage and event app with link	Top logo placement	Second tier logo placement	Third tier logo placement	Fourth tier logo placement	Fifth tier logo placement	✓
Group email to TMA members with sponsor logo, text, and link in order of sponsorship level	Top logo placement	Second tier logo placement	Third tier logo placement	Fourth tier logo placement	Fifth tier logo placement	
Digital advertisement in the virtual attendee bag (sent out via email to all attendees)	2 letter-size PDF Pages	1 letter-size PDF page	1 letter-size PDF page	½ page (letter-size PDF)	½ page (letter-size PDF)	
Invite to President's Circle Reception at Annual Meeting	✓	✓	✓			✓
Display ad in TMA magazine (any issue)	4 FP ads	3 FP ads	2 FP ads	1 FP ad	1 HP ad	
Display ad in TMA Newsletter (any issue)	8 banners	6 banners	4 banners	3 banners	1 banner	
Year-round dedicated sponsor recognition web page on TMA site	Top logo placement	Second tier logo placement	Third tier logo placement	Fourth tier logo placement	Fifth tier logo placement	
Dedicated email to TMA members	3	2	2	1		
Annual advertising on the TMA website	Premier web banner for calendar year	Premier web banner for 6 months	4 side web banners	2 side web banners		
One TMA Virtual Product Reviews (VPR)	✓	✓	✓	✓		
Support of public safety partner attendance	✓	✓				
Sponsor Spotlight Podcast	✓	✓	✓	✓		
NextGen Scholarship to Annual Meeting	✓					



2027 OPPORTUNITIES AT A GLANCE

TMA offers multiple pathways to reach the life-safety and security industry throughout the year. We are happy to discuss customization to meet your goals for 2027, aligning with the events and opportunities that are most important to you.

SIGNATURE MEETINGS

Mid-Year Meeting / Leadership Programming

Focused strategic dialogue and collaboration among volunteer leaders, committee members, senior executives, and operation professionals.

OPSTech

Practical, content-driven education focused on monitoring center operations, technology, workforce leadership, and peer problem-solving with tracks for GSOC and video monitoring professionals in 2027.



Annual Meeting • September 25-30, 2027

TMA's premier executive gathering, combining strategic education, signature networking, public safety engagement, and high-level relationship building.

YEAR-ROUND MEDIA CONTENT

TMA Magazine: Quarterly digital publication reaching industry leaders and decision-makers.

TMA Newsletter: Bi-weekly e-newsletter for timely announcements and repeated brand visibility.

Direct Email: Sponsor-branded content and product spotlight messages delivered to TMA's engaged audience.

Branded Webinars / VPRs / Podcasts: Live and recorded educational programs that position partners as trusted solution providers.

Build a 2027 sponsorship that matches your goals!
Evan Newman | Director of Strategic Growth & Membership
enewman@tma.us | (703) 660-4918

ADVERTISING OPPORTUNITIES

Through our publications, digital channels, and member communications, your company gains access to thousands of industry decision-makers and influencers with strategic touchpoints designed to maximize reach and impact.

DIGITAL PUBLICATION

TMA Dispatch / Quarterly Digital Magazine

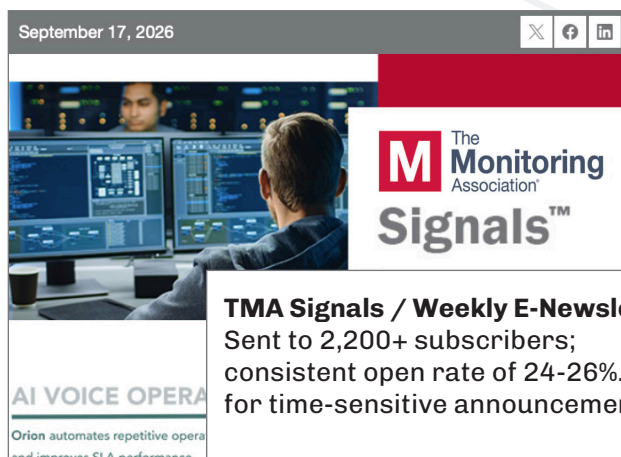
Ad Size	Single Issue	4 Issues
Full Page	\$1,800	\$1,500/issue
Half Page	\$900	\$750/issue
Quarter Page	\$450	\$375/issue
Business Card	\$250	\$200/issue

Member Only Opportunities

- Advertising Supplement (up to 4 pages): \$2,000/issue
- Specialty Pages (4-issues required): Back Cover: \$7,000, Inside Front Cover, Page 1, or Inside Back Cover: \$7,150



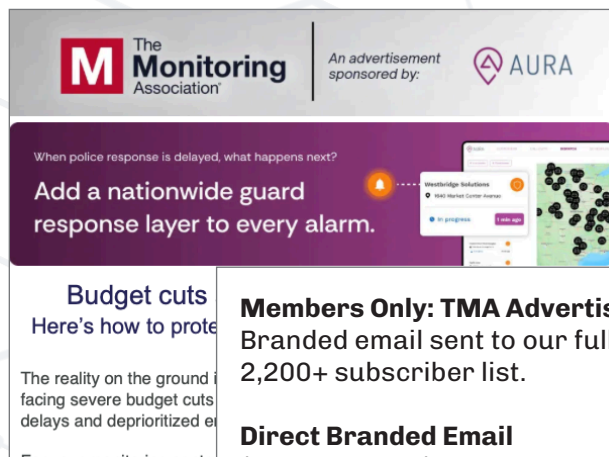
EMAIL



TMA Signals / Weekly E-Newsletter
Sent to 2,200+ subscribers;
consistent open rate of 24-26%. Ideal
for time-sensitive announcements.

Banner Ad

- 528 x 90 px
- \$400/issue
- Bulk Rate (minimum of 4) \$250/
issue



Budget cuts
Here's how to prote

The reality on the ground
facing severe budget cuts
delays and deprioritized e

Members Only: TMA Advertiser
Branded email sent to our full
2,200+ subscriber list.

Direct Branded Email

\$750 (single) | \$500 (multiple)

Produce or Service Spotlight Email

\$500 (single) | \$250 (multiple)

WEBSITE

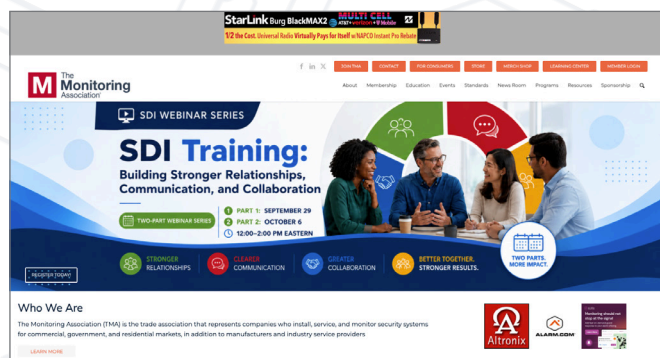
Premier Rotating Banner (450 x 72 px)

- Annual \$5,000
- 6 months \$2,500
- 3 months \$1,250
- 1 month \$650

Side Section Rotating Banner (125 x 125 px)

- Annual \$1,500
- 6 months \$750
- 3 months \$375
- 1 month \$225

Sponsored Blog: \$500



Personalized packages are available to help you meet your business goals. Contact Evan Newman, Director of Strategic Growth & Membership, at enewman@tma.us or (703) 660-4918.