



ALLIANCE FOR WOMEN IN MEDIA

BLACK & WHITE

GALA

TRAILBLAZER AND AWARDS OF EXCELLENCE

**THURSDAY, APRIL 21, 2016
JW MARRIOTT AUSTIN**

**SPONSORSHIP
OPPORTUNITIES**



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2016 PRESENTING SPONSOR (1 EXCLUSIVE)

As the Exclusive Presenting Sponsor of the AWM 2016 Trailblazer & Awards of Excellence, your business will receive:

- Recognition as Presenting Sponsor of AWM Trailblazer & Awards of Excellence Gala, as follows:
 - Logo during event (on slide show, signage and program cover)
 - Branding of event, AWM 2016 Trailblazer & Awards of Excellence presented by Sponsor Name.
- Inclusion in all **Pre-Event Marketing** materials:
 - 2 AWM Monthly Newsletters
 - 8 Facebook posts on AWM Facebook page
 - 8 Instagram posts on AWM Instagram
 - 4 Twitter posts on AWM Twitter
- Link/Logo inclusion on AWMAustin.org for 6 months
- Inclusion in all **Post Event Marketing** materials (i.e. thank you to our sponsors):
 - 1 AWM Monthly Newsletter
 - 2 Facebook post on AWM Facebook
 - 2 Instagram post on AWM Instagram
 - 1 Twitter post on AWM Twitter Feed
- Full-page ad in the event program on inside front cover
- Logo inclusion on sponsor recognition page in the event program
- Logo inclusion in step and repeat banner
- Reserved table of ten to the event & 10 complimentary drink tickets

Presenting Sponsor Investment - \$2,500

Promotional Value: \$7,500

(1 available)

Deadline is 2/24/16

Sponsor

Signature

Date

AWM Newsletter Database: 850 • AWMAustin.org Pageviews: 1,000 • Facebook Likes: 596
Instagram Followers: 139 • Twitter Followers: 400



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2016 SUPPORTING SPONSOR (2 AVAILABLE)

As Supporting Sponsor of the AWM 2016 Trailblazer & Awards of Excellence, your business will receive:

- Inclusion in all Pre-Event Marketing materials:
 - 2 AWM Monthly Newsletters
 - 5 Facebook posts on AWM Facebook page
 - 5 Instagram posts on AWM Instagram
 - 2 Twitter posts on AWM Twitter
- Link/Logo inclusion on AWMAustin.org for 3 months
- Inclusion in all Post Event Marketing materials (i.e. thank you to our sponsors):
 - 1 AWM Monthly Newsletter
 - 1 Facebook post on AWM Facebook
 - 1 Instagram post on AWM Instagram
- Logo during event (on slide show and signage)
- Full-page ad in the event program
- Logo inclusion on sponsor recognition page in the event program
- Logo inclusion in step and repeat banner
- Dinner/Seats for 4 attendees and 4 complimentary drink tickets

Supporting Sponsor Investment - \$1,250

Promotional Value: \$4,000

(2 available)

Deadline is 3/18/16

Sponsor

Signature

Date

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PROGRAM SPONSORSHIP OPPORTUNITIES

- Quarter Page Ad in AWM 2016 Gala Program: \$200
- Half Page Ad in AWM 2016 Gala Program: \$325
- Full Page Ad in AWM 2016 Gala Program: \$475

Deadline is 4/8/16

PROGRAM SPECIFICATIONS

Four-Color Ad Sizes:

- Full Page (including cover pages) 8.5" x 11" + .125" bleed
- Half Page 8.5" x 5.5" or 4.25" x 11"
- Quarter Page 4.25" x 5.5"

Mechanical Requirements:

- Electronic EPS, PDF, TIFF or JPG files
- 300 dpi resolution

Sponsor

Signature

Date



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TRAILBLAZER AND AWARDS OF EXCELLENCE GALA CO-CHAIRS

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