



THURSDAY, APRIL 20, 2017
W AUSTIN HOTEL

SPONSORSHIP OPPORTUNITIES

Gala Co-Chairs

Liz Land, liz.land@austin.utexas.edu, 512-471-6703

Leah Woodard, leahwoodard@iheartmedia.com, 512-684-7338

ALLIANCE FOR

WOMEN IN MEDIA

AUSTIN AFFILIATE



2017 PRESENTING SPONSOR (1 EXCLUSIVE)

As the Exclusive Presenting Sponsor of the AWM 2017 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 2017 Trailblazer & Awards of Excellence presented by Sponsor Name.
- Inclusion in all **Pre-Event Marketing** materials:
 - 1 AWM Monthly Newsletters
 - 6 Facebook posts on AWM Facebook page
 - 6 Instagram posts on AWM Instagram
 - 6 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 posts on AWM Facebook
 - 2 Instagram posts on AWM Instagram
 - 2 Twitter posts 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 3/17/17

Sponsor	Signature	Date
---------	-----------	------

AWM Newsletter Database 800 · AWMAustin.org Page Views 1,000 · Facebook Likes 666
Instagram Followers 204 · Twitter Followers 451



2017 SUPPORTING SPONSOR (LIMITED AVAILABILITY)

As Supporting Sponsor of the AWM 2017 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
 - 5 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
 - 1 Twitter post on AWM Twitter
- 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

(Limited Availability)

Deadline is 3/17/17

Sponsor

Signature

Date

AWM Newsletter Database 800 · AWMAustin.org Page Views 1,000 · Facebook Likes 666
Instagram Followers 204 · Twitter Followers 451

ALLIANCE FOR
WOMEN IN MEDIA
AUSTIN AFFILIATE



PROGRAM SPONSORSHIP OPPORTUNITIES

- Quarter Page Ad in AWM 2017 Gala Program: \$200
- Half Page Ad in AWM 2017 Gala Program: \$325
- Full Page Ad in AWM 2017 Gala Program: \$475

Deadline is 4/7/17

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

AWM Newsletter Database 800 · AWMAustin.org Page Views 1,000 · Facebook Likes 666
Instagram Followers 204 · Twitter Followers 451