



## *THE RINGMASTER:* PRESENTING SPONSOR (EXCLUSIVE)

As the **Exclusive** Presenting Sponsor of the AWM Trailblazer & Awards of Excellence, support includes:

- 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 the event: AWM 2020 Trailblazer & Awards of Excellence Gala presented by *Sponsor Name*
- Inclusion in **Pre-Event Marketing** materials:
  - 1 AWM Monthly Newsletter
  - **NEW:** 1 AWM LinkedIn
  - 3 Facebook posts on AWM Facebook page
  - 3 Instagram posts on AWM Instagram
  - 3 Twitter posts on AWM Twitter
  - Voting packages delivered to General Managers (pending date of signature)
- Link/Logo inclusion on AWMAustin.org for 3 months from date of signature
- Inclusion in **Post Event Marketing** materials (i.e. thank you to our sponsors):
  - 1 AWM Monthly Newsletter
  - **NEW:** 1 AWM LinkedIn
  - 2 Facebook post on AWM Facebook
  - 2 Instagram post on AWM Instagram
  - 2 Twitter post on AWM Twitter
- Full-page ad in the event program on inside front cover
- NEW:** One (:60) minute sizzle-reel to be played during event
- Logo inclusion on sponsor recognition page in the event program
- Logo inclusion on banner (non-exclusive)
- Reserved table of ten (10) to the event
- NEW:** Complimentary overnight accommodation on April 30<sup>th</sup> 2020 at Westin in the Domain
- NEW:** Complimentary bottle of wine for the table along with TEN drink tickets

Presenting Sponsor Investment: \$4,500

Promotional Value: \$8,500

**Final Consideration: MARCH 9 2020**

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Sponsor

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Signature

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Date

ALLIANCE FOR

**WOMEN IN MEDIA**

AUSTIN AFFILIATE

AWM Newsletter Database 1,100 • AWMAustin.org Page Views 775 • Facebook Likes 795  
Instagram Followers 589 • Twitter Followers 469



## ROAR OF THE LION: SUPPORTING SPONSOR (ONLY 4 AVAILABLE)

As a **Supporting Sponsor** of the AWM 2020 Trailblazer & Awards of Excellence support includes:

- Inclusion in all Pre-Event Marketing materials:
  - 1 AWM Monthly Newsletter
  - **NEW:** 1 AWM LinkedIn
  - 2 Facebook posts on AWM Facebook page
  - 2 Instagram posts on AWM Instagram
  - 2 Twitter posts on AWM Twitter
- Link/Logo inclusion on AWMAustin.org for 3 months from date of signature
- Inclusion in shared 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)
- Half-page ad in the event program
- Logo inclusion on sponsor recognition page in the event program (non-exclusive)
- NEW:** Thirty-second (:30) sizzle-reel played during the event
- Dinner/Seats for 4 attendees
- NEW:** Complimentary bottle of wine along with FIVE drink tickets

Supporting Sponsor Investment: \$2,500

Promotional Value: \$5,500

**Final Consideration: MARCH 9, 2020**

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Sponsor

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Signature

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Date

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## SEND IN THE CLOWNS: PARTICIPATING SPONSOR (ONLY 4 AVAILABLE)

As a **Participating** Sponsor of the AWM 2020 Trailblazer & Awards of Excellence support includes:

- Inclusion in all Pre-Event Marketing materials:
  - 1 AWM Monthly Newsletter
  - **NEW:** 1 AWM LinkedIn
  - 1 Facebook posts on AWM Facebook page
  - 1 Instagram posts on AWM Instagram
  - 1 Twitter posts on AWM Twitter
- Link/Logo inclusion on AWMAustin.org for 3 months from date of signature
- Inclusion in shared Post Event Marketing materials (i.e. thank you to our sponsors):
  - 1 AWM Monthly Newsletter
  - **NEW:** 1 AWM LinkedIn
  - 1 Facebook post on AWM Facebook
  - 1 Instagram post on AWM Instagram
  - 1 Twitter post on AWM Twitter
- Logo during event (on slide show)
- Quarter-page ad in the event program
- Logo inclusion on sponsor recognition page in the event program (non-exclusive)
- NEW:** Dinner/Seats for 2 attendees along with TWO drink tickets

Supporting Sponsor Investment: \$1,500

Promotional Value: \$3,000

**Final Consideration: MARCH 9 2020**

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Sponsor

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Signature

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Date

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## PLAYBILL: PROGRAM SPONSORSHIP (LIMITED AVAILABILITY)

- Quarter Page ad in AWM 2020 Gala Program: \$250
- Half Page Ad in AWM 2020 Gala Program: \$350
- Full Page Ad in AWM 2020 Gala Program: \$500
- Outside Back Cover for AWM 2020 Gala Program: \$700

**Space Reservation MARCH 9, 2020**  
**Copy Deadline MARCH 31, 2020**

### PROGRAM SPECIFICATIONS

#### Four-Color Ad Sizes

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

#### Mechanical Requirements

- Electronic EPS, PDF, TIFF or JPG Files
- 300 dpi resolution
- CMYK for color
- Logos should be vector-based – AI or EPS

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Sponsor

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Signature

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## CONCESSION: A LA CARTE OPPORTUNITIES (LIMITED AVAILABILITY)

Check the features to Sponsor for the AWM 2020 Trailblazer & Awards of Excellence:

- \$200/Pre-Event Marketing social bundle (i.e. Congratulations to nominees):
  - 1 Facebook posts on AWM Facebook page
  - 1 Instagram posts on AWM Instagram
  - 1 Twitter posts on AWM Twitter
  - **NEW:** 1 AWM LinkedIn post
- \$200/Post Event Marketing (i.e. Congratulations to winners):
  - 1 Facebook post on AWM Facebook
  - 1 Instagram post on AWM Instagram
  - 1 Twitter post on AWM Twitter
  - **NEW:** 1 AWM LinkedIn post
- \$250/Quarter Page ad in AWM 2020 Gala Program
- \$350/Half Page Ad in AWM 2020 Gala Program
- \$500/Full Page Ad in AWM 2020 Gala Program
- \$700/Outside Back Cover for AWM 2020 Gala Program
- NEW:** \$100/Post event page in AWM Newsletter
- NEW:** \$300/Thirty-second sizzle-reel to be played during event
- NEW:** \$360/Dinner-Seats for 4 attendees
- \$250/Overnight hotel room
- Bottle of wine – prices vary, please see awmaustin.org for more details
- TICKET PRICING:
 

Early Bird: \$90/single ticket	Early Bird Table: \$850/ten seats
Single Ticket: \$100	Table: \$950/ten seats

**Final Consideration: MARCH 9, 2020**  
**EARLY BIRD PRICING EXPIRES MARCH 1, 2020**

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Sponsor

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Signature

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Date

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