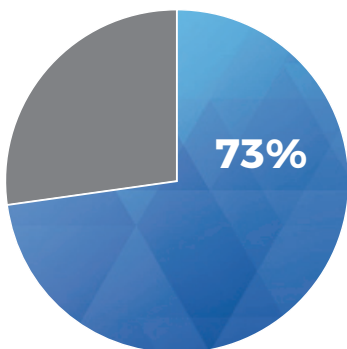


## Sponsor PRNEWS Awards and align your Brand with the communications industry's top Innovators

PRNEWS Awards spotlight the people, organizations and brands who are challenging assumptions, pushing boundaries and embracing the seemingly impossible to create winning campaigns. At PRNEWS Awards ceremonies, you'll join a thriving community of master communicators—the movers & shakers—committed to the art and science of public relations.

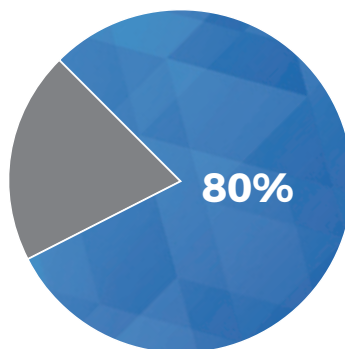
Honorees and attendees hail from corporations, agencies and nonprofits, representing an unmatched opportunity to establish and strengthen your company's relationships in an intimate, celebratory setting.

### SENIOR BUYERS



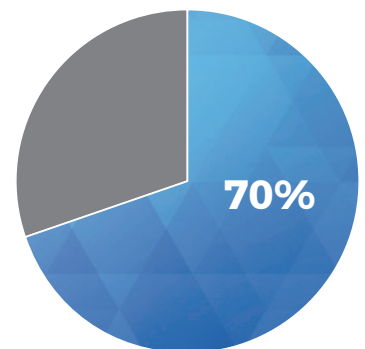
Senior  
Managers  
Or Above

### CORPORATE POWER BUYERS



Corporate Attendees  
Are From Fortune 1000  
Companies

### TOP AGENCIES



Agency Attendees  
Are From Top  
250 PR Agencies

Connect your brand with leading communicators at the world's top organizations—past attendees include...



## SPONSORSHIP PACKAGES

### WHAT YOU GET:

#### PRE-EVENT BENEFITS:

- Logo and link included in all email promotions
- Mention in any/all pre-event press releases/announcements

#### ONSITE PROMOTIONS:

- Verbal recognition “call out” during opening and closing remarks
- Featured logo placement on all event signage and collateral

#### POST-EVENT PROMOTIONS:

- Email blast to attendees
- Mention in any post-event press coverage

### PLATINUM

1 available

#### EXCLUSIVE BENEFITS:

- Naming rights as sole platinum sponsorship
- VIP table of 10 at the event

#### PRE-EVENT BENEFITS:

- 4 Social media mentions/links on Facebook, Twitter, LinkedIn and Instagram

#### ONSITE PROMOTIONS:

- Speaking: Two-minute welcome onstage to all attendees
- Two-page spread ad or welcome note in the program guide
- VIP demo table positioned near check-in

#### POST-EVENT PROMOTIONS:

- Guest blog post on prnewsonline.com
- Copy of attendee registration list

### GOLD

3 available

#### PRE-EVENT BENEFITS:

- 2 Social media mentions/links spanning Facebook, Twitter, LinkedIn and Instagram

#### ONSITE PROMOTIONS:

- 6 tickets to event
- Full-page ad in the program guide
- VIP demo table positioned near check-in

#### POST-EVENT PROMOTIONS:

- Copy of attendee registration list

### SILVER

3 available

#### PRE-EVENT BENEFITS:

- 1 Social media mention/link spanning Facebook, Twitter, LinkedIn and Instagram

#### ONSITE PROMOTIONS:

- 4 tickets to the event
- Half-page ad in the program guide

## EXPERIENTIAL ACTIVATIONS

### PHOTOBOOTH SPONSORSHIP

- 2 tickets to event
- Branded photobooth with your logo
- Custom backdrop on final image that includes your logo
- Half-page ad in the program guide

\$6,000

### SIGNATURE DRINK SPONSORSHIP

- 2 tickets to event
- Branded cocktail napkins
- Sponsor signage at reception
- Half-page ad in the program guide

\$5,000

### PROJECTED GOBOS

- Sponsor logo projected at awards venue throughout the program
- 2 tickets to event
- Half-page ad in the program guide

\$4,000

### CHAMPAGNE GIVEAWAY

- 2 tickets to event
- 2 bottles of champagne to be raffled off to tables during awards ceremony
- Half-page ad in the program guide
- Sponsor signage at ceremony

\$5,000

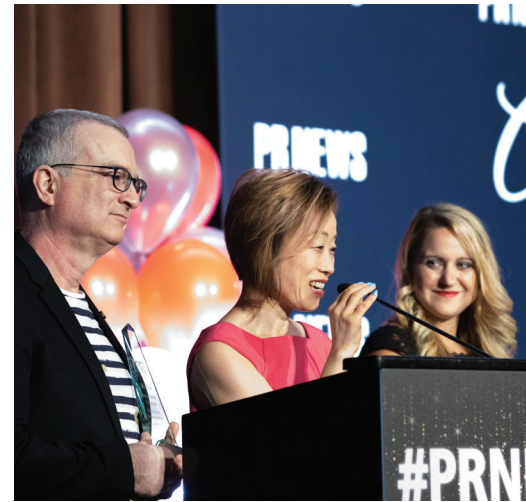
### SWEET TREATS TO-GO

- 2 tickets to event
- Logo on treats bag/box for attendees to take home
- Half-page ad in the program guide

\$4,000

### PROGRAM GUIDE AD

- Full-page: \$3,995
- Half-page: \$2,995



## BECOME A SPONSOR OF THESE PRNEWS AWARD PROGRAMS:

- **Top Women in PR**, (November 10, Cipriani, NYC) celebrates the talented women in PR and communications that continually set the bar higher.
- **CSR & Nonprofit**, (March 26, The Watergate, DC) is dedicated to honoring the most talented communicators that work hard to make the world a better place via corporate social responsibility and nonprofit initiatives.
- **PR People**, (December 10, The Ritz-Carlton, Pentagon City, VA) honors the top talent whose work is making an impact in the field of communications.
- **Agency Elite**, (date/location t.b.d.) recognizes the top communications, marketing, and digital agencies.
- **Top Places to Work in PR**, (date/location t.b.d.) honors the organizations that create a positive work environment that epitomize work-life balance, diversity and inclusion, and giving back to the community.