

PRNEWS PRESENTS

PLATINUM AWARDS

SPONSORSHIP OPPORTUNITIES

MEET TOP CLIENTS AND AGENCIES FROM ACROSS THE INDUSTRY

THE BIGGEST NIGHT IN PR!

PRNEWS PLATINUM AWARDS

October 18 | 6 – 10 PM

The Lighthouse at Pier 61, NYC

Hailed as the most coveted and competitive award in the communications space, the winners of this world-renowned recognition represent the best of the best—those that have reached the pinnacle of both innovation and industry knowledge. New in 2023, PRNEWS' People of the Year honorees—50 of PR's top executives—will also be spotlighted during the Platinum Awards Gala.

As a sponsor, you'll not only get in front of this powerful group, but show the industry's leadership that you support their teams and businesses. Sponsorship opportunities include stage time, branding, lead gen and more.

WHO ATTENDS?

Our lively gala brings together innovative PR & Comms executives from leading corporations, agencies and non-profits.

- 350+ attendees anticipated
- 75% of attendees are director and above



TOP BRANDS. LEADING AGENCIES. AND YOU!

2022 SAMPLE ATTENDEE COMPANIES:

- Amazon
- Berlin
- Capital One
- DHL
- ESPN
- EvolveMKD
- FleishmanHillard
- Franklin Electric
- Frito-Lay
- HP
- HUNTER
- John Hancock
- Lockheed Martin
- Mars Petcare
- Mastercard
- NBC Universal
- Nissan
- Oracle
- Peppercomm
- Philip Morris
- RF | Binder
- SAP
- The Home Depot
- T-Mobile
- Weber Shandwick
- and more!



SPONSORSHIPS

PRESENTING SPONSORSHIP

(1 Available)

Your executive will take the stage and welcome attendees to this high-profile event as you garner visibility with those leading the industry, and gain valuable face-to-face with every attendee.

Includes:

- » Ability to play a short (1 min max) sizzle reel or opening video prior to the start of the Awards
- » Ability for one executive to give 2-minute welcome remarks at the start of the Awards Luncheon
- » Ability to provide special gift to attendees, waiting at their seats as they arrive (Gift provided by sponsor)
- » Sponsors Logo included on screens and projected via gobos in event space
- » Welcome signature drink to be provided to all attendees in Sponsor branded glass and napkin.
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to event)
- » Partner-Level logo placement on all applicable sponsor signage, event collateral, website and pre-show promotions
- » A VIP Table at the Gala for you and 10 guests w/ complimentary bottle of champagne or wine
- » Post-show attendee list: Company/Name/Title
- » Social Media Mentions/Links on Facebook, Twitter, LinkedIn and Instagram
- » Two-page ad spread in the Gala Program Guide

COST: \$17,495

AFTER PARTY: MAKE IT MEMORABLE SPONSORSHIP

(1 Available)

Your company will be top of mind and gain valuable exposure with every attendee as our winners celebrate their success.

Includes:

- » We'll provide a photo booth for attendees to interact with during the After Party as they show off their awards and celebrate. Each photo will be branded with your logo—great for brand awareness.
- » Mention of photo activation will be made in pre-show email to attendees and onstage at the event to encourage attendee interaction.
- » Ability to provide special gift bag to attendees, distributed as they leave party. (Provided by sponsor)
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to event)
- » Platinum-Level logo placement on all applicable sponsor signage, event collateral, website and pre-show promotions
- » Tickets to the gala for you and 5 guests with complimentary bottle of champagne or wine awaiting your party upon arrival
- » Post-show attendee mailing list
- » One-page ad in the commemorative Gala Program Guide

COST: \$14,495

“SHOW” OF SUPPORT SPONSORSHIP

(5 Available)

Get your brand in front of every attendee and show your support as they celebrate their success.

Includes:

- » Gold-Level logo placement on all applicable sponsor signage, event collateral, website and pre-event promotions which will include your link and logo.
- » 3 Tickets for you and two guests to the awards gala and after party
- » Recognitions as a sponsor during welcome and closing remarks during the gala
- » Post-show attendee mailing list
- » 1-page ad in the Gala Program Guide

COST: \$5,995



CONGRATULATORY ADS

Enhance your team's support for our honorees—even from afar—by running a celebratory ad in the awards program guide, which will be seen by 350+ gala attendees and distributed via email to over 70,000 PR and communications professionals.

AD PLACEMENT SIZES:

FULL PAGE

TRIM:
8.5x11"

LIVE AREA:
7.875x10.25"

BLEED:
8.75x11.25"

HALF PAGE

TRIM:
7.5x4.75"

AD PLACEMENT OPTIONS:

FULL PAGE
COST: \$2,495



HALF PAGE
COST: \$1,995



LOOKING FOR A UNIQUE ACTIVATION? HAVE QUESTIONS?

We've got you. Ask about our
custom packages, tailored to
your specific marketing goal.

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