



PRNEWS PRESENTS

PLATINUM AWARDS

THE BIGGEST NIGHT IN PR

SPONSORSHIP OPPORTUNITIES

CONNECT WITH THE WORLD'S MOST INFLUENTIAL
PR AND COMMS EXECUTIVES

OCTOBER 8, 2024 | THE LIGHTHOUSE, NYC

THE BIGGEST NIGHT IN PR

PRNEWS' PLATINUM AWARDS

October 8 | 6 – 10 PM

The Lighthouse at Pier 61, NYC

The highest honors in PR will be handed out to the biggest brands and best agencies as we celebrate the campaigns and people of the year.

As a sponsor you'll celebrate all the finalists be a part of the biggest night as we unveil the Campaigns of the Year and People of the Year across 60 categories.

The evening kicks off with a "Who's Who" red-carpet networking reception, followed by a delicious sit-down dinner, the award presentation of course the PRNEWS After Party—and we'll have enough step-and-repeats and photographers to make sure your sponsorship is plastered all over social media.

WHO ATTENDS?

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

- 400 attendees from all sectors of PR and comms
- 75% of attendees are director and above, 30% VP and above



TOP BRANDS. LEADING AGENCIES. AND YOU!

PAST ATTENDEES INCLUDE TEAMS FROM...

- Afflac
- Amazon
- Bank of America
- Berlin
- Capital One
- Coyne PR
- Edelman
- EvolveMKD
- FleishmanHillard
- French | West | Vaughan
- HP
- HUNTER
- Hilton
- Instacart
- JEEP
- John Hancock
- Lockheed Martin
- Mars Petcare
- Mastercard
- McDonald's
- MikeWorldWide
- NBA
- NBC Universal
- National Geographic
- Nissan
- Oracle
- Orangetheory
- Fitness
- Peppercomm
- Pepsi
- Philip Morris
- RF | Binder
- SAP
- SEGA
- Stanley
- T-Mobile
- Travel + Leisure Co.
- USPS
- Vested
- Weber Shandwick
- and more!



SPONSORSHIPS

GOLD GALA 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 for one executive to give 2-minute welcome remarks at the start of the Awards gala program.
- » Ability to provide special gift to attendees, waiting at their seats as they arrive (provided by you).
- » Sponsor Logo included on screens and projected via gobos in event space.
- » Pre-show attendee list: Name/ Title/ Company (provided 2 weeks prior to event).
- » Gold-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.
- » Post-show attendee list: Name/ Title/Company/Mailing Address.
- » Social Media Mentions/ Links on Facebook, Twitter, LinkedIn and Instagram.
- » Email to all Platinum Awards entrants, finalists and winners.
- » Banner ad in two issues of a PRNEWS e-letter of your choosing to 75k PR and Comms professionals.

COST: \$18,495

SILVER AFTER-PARTY SPONSORSHIP

(1 Available)

The after-party at the Platinum Awards is the place to be. Your company will be top of mind and gain valuable exposure with every attendee as our winners celebrate their success.

Includes:

- » Logo on branded cocktail napkins.
- » Mention of company as exclusive after party sponsor on-stage and in any related materials and emails.
- » Ability to provide special gift bag to attendees, distributed as they leave party. (Provided by you)
- » Pre-show attendee list: Name/ Title/Company (provided 2 weeks prior to event).
- » Silver-Level logo placement on all applicable sponsor signage, event collateral, website and pre-show promotions.
- » Tickets to the gala for you and 5 guests (VIP half-table) with complimentary bottle of champagne or wine awaiting your party upon arrival.
- » Post-show attendee list: Name/ Title/Company/Mailing Address.
- » Email to all Platinum Awards entrants, finalists and winners.
- » Banner ad in two issues of a PRNEWS e-letter of your choosing to 75k PR and Comms professionals.

COST: \$14,495

SILVER GALA HALF-TIME SPONSORSHIP

(1 Available)

Half-way through the program we will announce a “surprise and delight” Half Time interactive for attendees to participate in and provide a food/ beverage prize to the table that participates the best. Your company will power this interactive—we'll even name it the “[Your Name] Platinum Half Time” after your company. Talk about fun, surprise and delight!

Includes:

- » Logo on screen during Half Time.
- » Company executive called out from stage and stands while we ask for applause.
- » Pre-show attendee list: Name/ Title/Company (provided 2 weeks prior to event).
- » Silver-Level logo placement on all applicable sponsor signage, event collateral, website and pre-show promotions.
- » Tickets to the gala for you and 5 guests (VIP half-table) with complimentary bottle of champagne or wine awaiting your party upon arrival.
- » Post-show attendee list: Name/ Title/Company/Mailing Address.
- » Email to all Platinum Awards entrants, finalists and winners.
- » Banner ad in two issues of a PRNEWS e-letter of your choosing to 75k PR and Comms professionals.

COST: \$14,495

BRONZE EVENING SPONSORSHIP

(5 Available)

Be a part of the night—elevate just “attending” into an affair to remember. Show your support as we celebrate the year’s best campaigns and people.

Includes:

- » Bronze-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.
- » Recognition as a sponsor during welcome and closing remarks during the gala.
- » Post-show attendee list: Name/ Title/Company/Mailing Address.
- » Email to all Platinum Awards entrants, finalists and winners.
- » Banner ad in two issues of a PRNEWS e-letter of your choosing to 75k PR and Comms professionals.

COST: \$5,995

SPONSORSHIP AMPLIFICATION ADD-ONS

The night never ends when you add on...

- » **Two-Month Extension:** Banner ads for two months, newsletter ads for two months plus extra email to 70,000 PR professionals. *Cost: \$9,500*
- » **Content Lead-Gen:** Extend your content and case studies to a target audience of buyers with a guaranteed 100 leads. *Cost: \$7,995*
- » **One-Month Extension:** Extra banner ads in newsletters for one month plus an email promos to 40,000 PR professionals. *Cost: \$4,995*

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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PRNEWS