

PRNEWS TOP WOMEN AWARDS

SPONSORSHIP OPPORTUNITIES
MEET TOP CLIENTS AND AGENCIES FROM ACROSS THE INDUSTRY

AN UNFORGETTABLE CELEBRATORY EXPERIENCE

TOP WOMEN AWARDS

June 5 | 11 AM – 2 PM

The Lighthouse at Pier 61, NYC

PRNEWS' Top Women Awards shines a spotlight on the ceiling-breaking, game-changing women dominating the communications industry. Honorees are a who's who of innovative PR & Comms executives from leading corporations, agencies and non-profits.

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

- 200–250 attendees anticipated
- 75% of attendees are director and above



TOP BRANDS. LEADING AGENCIES. AND YOU!

SAMPLE ATTENDEE COMPANIES:

- Mastercard
- Fleishman Hillard
- Evolve MKD
- Cigna
- FINN Partners
- AT&T
- American Red Cross
- M&T Bank
- Bospar
- Republic Records
- Lumen
- Golin
- Major League Soccer
- Merck
- USPS
- Children's Health
- ESPN
- Bevel
- The Sway Effect
- Peppercomm
- LinkedIn
- Sotheby's
- Celebrity Cruises
- Red Havas
- Color of Change
- 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 brand visibility and relationship building time with this influential group.

Includes:

- » Ability for one executive to give 2-minute welcome remarks at the start of the Awards Luncheon
- » Opportunity to play a sizzle reel (60 seconds)
- » 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
- » Branded welcome signature drink to be provided to all attendees in Sponsor branded glass and napkin.
- » Pre-show attendee list: Name/Title/Company (provided 2 weeks prior to event)
- » Platinum Logo placement on all applicable sponsor signage, event collateral, website and pre-show promotions
- » A VIP Table at the Awards Luncheon for you and 10 guests w/ complimentary bottle of champagne or wine
- » Post-show attendee list: Name/Title/Company/Email Address
- » Social Media Mentions/Links on Facebook, Twitter, LinkedIn and Instagram
- » Two-page ad spread in the Commemorative Program Guide

COST: \$24,495



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:

- » Show management will provide a photo booth for attendees to interact with as they arrive and as winners exit the stage to show off their awards, raise a glass and celebrate. Photos will be branded with sponsors logo, great brand awareness as attendees share on their social media networks.
- » 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: Name/Title/Company (provided 2 weeks prior to event)
- » Elite logo placement on all applicable sponsor signage, event collateral, website and pre-show promotions
- » Tickets to the Awards Luncheon for you and four guests with complimentary bottle of champagne or wine awaiting your party upon arrival
- » Post-show attendee list: Name/Title/Company/Email Address
- » One-page ad in the Commemorative Program Guide

COST: \$12,495



SPONSORSHIPS

TABLE SPOTLIGHT SPONSOR

(1 AVAILABLE)

Place your brand message directly in front of awards luncheon attendees. Sponsorship includes table-top placards featuring your brand/QR code on every table during lunch providing maximum brand visibility for the sponsor.

Includes:

- » Elite logo inclusion on sponsor signage, event collateral, website and pre-event promotions which will include your link and logo.
- » Post-show attendee list: Name/Title/Company/Email Address
- » 5 Tickets for you and four guests to the awards luncheon and networking reception

COST: \$9,995

WELCOME GIFT/EXPERIENCE SPONSOR

(1 AVAILABLE)

Opportunity to welcome all attendees to the event with an entrance experience and/or branded gift.

Includes:

- » Elite logo inclusion on sponsor signage, event collateral, website and pre-event promotions which will include your link and logo.
- » Post-show attendee list: Name/Title/Company/Email Address
- » 5 Tickets for you and four guests to the awards luncheon and networking reception

COST: \$9,495

“SHOW” OF SUPPORT SPONSORSHIP

(5 AVAILABLE)

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

Includes:

- » Supporting 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 event
- » Post-show attendee list: Name/Title/Company/Email Address
- » 1-page ad in the Commemorative Program Guide

COST: \$4,995



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 200+ attendees and distributed via email to over 70,000 PR and communications professionals.

AD PLACEMENT SIZES:

FULL PAGE

TRIM:
8.5 x 11"

LIVE AREA:
7.875 x 10.25"

BLEED:
8.75 x 11.25"

HALF PAGE

TRIM: 7.5 x 4.5"

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.

CONTACT:

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Director, Event Sales

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The logo for PRNEWS is displayed in a bold, white, sans-serif font. It is positioned on the right side of the slide, which features a background of overlapping purple and violet geometric shapes, creating a modern, abstract pattern.