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THE HIGHEST  
ACCOLADE  
IN THE  
PR INDUSTRY

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MEDIA KIT

[prweek.com/awards](http://prweek.com/awards)



# THE HIGHEST ACCOLADE IN THE PR INDUSTRY

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## INTRODUCTION

Now entering its 18th year, the PRWeek Awards are firmly established as the communications industry's highest accolade. They celebrate the best of the best corporate, agency, nonprofit, and education teams, and the work they produced during the entry period. Only 38 trophies are awarded each year, making each one is truly special – and the competition to claim them is intense.

**The following pages detail sponsorship options available so your company can align with this special night.**

The following packages can be customized further to:

- Combine options
- Change ticket quantity to Awards ceremony
- Add a full page ad in the PRWeek Awards Book of the Night (distributed at the Awards dinner and polybagged with PRWeek's April 2017 issue)



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CATEGORY SPONSORSHIP



## CATEGORY SPONSORSHIP

Exclusive sponsorship of your pre-selected Award category

- A company representative will appear on stage to present the winner of your sponsored category their award
- A table of ten (10) guests at the Awards ceremony on March 16, 2017. This includes invitations for 2 table guests to attend the Chairman's VIP cocktail reception prior to the Awards ceremony
- Your company will be included in all pre-promotional material about the 2017 PRWeek Awards from date of signing until the event itself on March 16, 2017. This includes event website and print/digital promotional ads
- A full-page, color advertisement to run opposite the editorial detailing your sponsored category within the Book of the Night. This will be distributed at the 2017 Awards dinner on March 16; polybagged with the April 2017 issue of PRWeek; and emailed digitally to PRWeek subscribers
- Sponsor logo and company description will be included in PRWeek's January 2017 issue featuring the PRWeek Awards Shortlist (only for sponsorships confirmed by December 1, 2016)
- Sponsor logo included onsite at PRWeek Awards Judging day on December 5, 2016 with exposure to 80+ of the industry's elite professionals
- Sponsor logo and/or company name will be included in the script, shown on the screen during the event, and printed in the program of the Awards ceremony with dedicated branding at opening cocktail party
- The opportunity to include the PRWeek Awards logo in your marketing collateral to highlight your involvement in this premier event
- Entry kits will be available for sponsors to send to current or potential clients to further promote your involvement and association with the PRWeek Awards (Only for sponsorships confirmed by September 1, 2016)

Rate: \$19,760 net





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CATEGORY SPONSORSHIP



## CATEGORY SPONSORSHIP

Award categories available for sponsorship

### General Consumer Awards

- Best in Arts, Entertainment, Sports and Media
- Best in Product Brand Development
- Best Consumer Launch
- Best in Integration
- Best in Creative Excellence

### Industry Market Awards

- Best in Healthcare
- Best in Technology
- Best in B-to-B

### Targeted Audience Awards

- Best in Internal Communications
- Best in Community Relations
- Best in Multicultural Marketing
- Best Global Effort

### Corporate Awards

- Best in Corporate Branding
- Best in Public Affairs
- Best in Financial Communications
- Best in a Crisis

### Social Education & Philanthropy Awards

- Best in Public Sector
- Best in Nonprofit
- Best for a Cause

### Technique Awards

- Best in Social Media
- Best in Broadcast/Film/Video
- Best in Analytics
- Best Promotional Event
- Best Viral
- Best Content

### Personality Awards

- Outstanding Young Professional
- Outstanding In-House Professional
- Outstanding Agency Professional
- Outstanding Marketer
- Outstanding Student
- Communicator of the Year

### Education Awards

- Outstanding Education Program

### Business Awards - In-House

- Outstanding In-House Team

### Business Awards - Agency

- Outstanding Boutique Agency
- Outstanding Small Agency
- Outstanding Midsize Agency
- Outstanding Large Agency
- Agency of the Year



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## CHAIRMAN'S VIP COCKTAIL RECEPTION SPONSORSHIP

### Exclusive sponsorship

- Invitation-only cocktail reception (prior to Awards dinner) is held in a private room in the same venue and takes place concurrently with the open cocktail reception for all PRWeek Awards attendees
- Invitations to VIP cocktail reception extended to all 80+ professionals on the elite Judging Panel as well as two (2) guests from each sponsoring company - allows for a more intimate opportunity to network with agency and client-side decision makers.
- Welcome sign outside private room will include sponsor logo
- Sponsor branded cocktail napkins
- Sponsor can bring up to four (4) company representatives to the VIP cocktail reception (this doesn't include tickets to the ceremony and dinner)
- PRWeek will send a reminder email to cocktail reception attendees prior to cocktail reception, and include message from sponsor
- Two (2) tickets to the Awards ceremony on March 16, 2017
- Your company will be included in all pre-promotional material about the 2017 PRWeek Awards from date of signing until the event itself on March 16, 2017. This includes event website and print/digital promotional ads
- A full-page, color advertisement to run within the Book of the Night. This will be distributed at the 2017 Awards dinner on March 16; polybagged with the April 2017 issue of PRWeek; and emailed digitally to PRWeek subscribers
- Sponsor logo included onsite at PRWeek Awards Judging day on December 5, 2016 with exposure to 80+ of the industry's elite professionals
- Sponsor logo and/or company name will be included in the script, shown on the screen during the event, and printed in the program of the Awards ceremony with dedicated branding at opening cocktail party
- The opportunity to include the PRWeek Awards logo in your marketing collateral to highlight your involvement in this premier event
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Rate: \$22,100 net



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GET CONNECTED



## GET CONNECTED

### Exclusive Social Media Sponsorship

- Sponsor logo is present on Twitter feed screen, which is live on main stage
- Post-event report with all interactions and Twitter handles
- Unique Wi-Fi password chosen by sponsor, promoted live at ceremony
- Social Media Competition Sponsorship
- Sponsor to choose competition concept from options provided by PRWeek. Winner of competition to be announced during ceremony and awarded a bottle of champagne, announced by a sponsor representative on stage
- A table of ten (10) guests at the Awards ceremony on March 16, 2017. This includes invitations for two (2) table guests to attend the Chairman's VIP cocktail reception.
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Rate: \$23,100 net





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## DROP, STOP AND DANCE!

### Exclusive After Party sponsorship

- Exclusive sponsor of the 2017 PRWeek Awards After Party Held in lower level of Cipriani immediately following the Awards ceremony until 11pm
- DJ music provided by PRWeek
- Sponsor-branded cocktail napkins will be passed at After Party
- Sponsor logo to appear on promotional flier with information about the after party, PRWeek will be responsible for printing the flier. Flier will be electronically distributed to guests before the Awards dinner and given to each guest at the Awards.
- Two (2) Gobo lights with sponsor logo will be displayed on screens next to main stage at After Party.
- Signature branded cocktail passed at After Party
- Three (3) Bottles of Champagne raffled to After Party guests. A tag to be included on neck of champagne bottle that includes Sponsor logo.
- Sponsor branding incorporated into dessert table at After Party
- A table of ten (10) guests at the Awards ceremony on March 16, 2017. This includes invitations for two (2) table guests to attend the Chairman's VIP cocktail reception prior to the Awards ceremony
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Rate: \$25,000 net





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RED CARPET



## RED CARPET

Exclusive sponsorship of Best Dressed competition

- A dedicated best dressed photo area in cocktail reception area with competition branding and sponsor logo
- Best dressed male and best dressed female trophies will be presented to winners by sponsor presenter on stage during the award ceremony. The trophies will include sponsors' name
- Promotion of Best Dressed competition on a reminder email to all guests prior to Awards dinner
- A table of ten (10) guests at the Awards ceremony on March 16, 2017. This includes invitations for two (2) table guests to attend the Chairman's VIP cocktail reception prior to the Awards ceremony
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Rate: \$16,280 net





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DON'T STOP BELLINI



## DON'T STOP BELLINI

Exclusive sponsor of Cipriani's Speciality Bellini Drink

- Specialty drink passed to all guests during cocktail reception, prior to Awards dinner and ceremony
- Framed picture with sponsor logo placed throughout Cipriani bars and cocktail reception area, promoting "Company Name" as "Don't Stop Bellini" sponsor
- Branded cocktail napkins with sponsor logo passed out with Specialty Drink
- A table of ten (10) guests at the Awards ceremony on March 16, 2017. This includes invitations for two (2) table guests to attend the Chairman's VIP cocktail reception prior to the Awards ceremony
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Rate: \$11,000 net



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POPPIN' BOTTLES



## POPPIN' BOTTLES

### Exclusive Champagne Giveaway Sponsorship

- Three (3) bottles of champagne to be raffled to random tables during Awards ceremony. MC to elect each table and announce that "Sponsor Name" is the proud sponsor. A tag to be included on neck of champagne bottle that includes Sponsor logo.
- A table of ten (10) guests at the Awards ceremony on March 16, 2017. This includes invitations for two (2) table guests to attend the Chairman's VIP cocktail reception prior to the Awards ceremony
- Your company will be included in all pre-promotional material about the 2017 PRWeek Awards from date of signing until the event itself on March 16, 2017. This includes event website and print/digital promotional ads
- A full-page, color advertisement to run opposite the editorial detailing your sponsored category within the Book of the Night. This will be distributed at the 2017 Awards dinner on March 16; polybagged with the April 2017 issue of PRWeek; and emailed digitally to PRWeek subscribers
- Sponsor logo included onsite at PRWeek Awards Judging day on December 5, 2016 with exposure to 80+ of the industry's elite professionals
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Rate: \$14,000 net



## BIG CHEESIN'

### Exclusive Photo Booth Sponsorship

- Guests will be invited to take souvenir photos at the PRWeek Awards cocktail reception in the Sponsor-branded photo booth
- Photos will be printed in color, leaving guests with a souvenir photo that incorporates Sponsor logo for long-term exposure and association with a memorable event
- Custom backdrop includes sponsor's logo
- All photos taken at the booth can be uploaded in real-time onto social media sites with Sponsor's twitter handle
- A table of ten (10) guests at the Awards ceremony on March 16, 2017. This includes invitations for two (2) table guests to attend the Chairman's VIP cocktail reception prior to the Awards ceremony
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Rate: \$13,125 net





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GET SNAPPY



## GET SNAPPY

Exclusive sponsor of the official PRWeek Awards Snapchat filter

- Includes sponsor logo on PRWeek designed Awards geo-filter (Sponsor may submit own geo-filter design; subject to PRWeek approval)
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Rate: \$11,800 net



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POWER UP



## POWER UP

### Exclusive sponsorship of charging stations

- Sponsor logo branded on 4 (four) charging station kiosks located throughout venue
- Sponsor logo branded on key cards needed for charging station (given to each attendee)
- A table of ten (10) guests at the Awards ceremony on March 16, 2017. This includes invitations for two (2) table guests to attend the Chairman's VIP cocktail reception prior to the Awards ceremony
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Rate: \$16,520 net