



40 UNDER 40

PRWEEK 40 UNDER 40

OCTOBER 11, 2017

2017 MEDIA KIT



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EDISON BALLROOM

240 W 47TH STREET
NEW YORK, NY 10036
6 P.M. — 9 P.M.

With PR forging new paths and breaking new ground in marcomms, PRWeek celebrates the influencers and innovators guiding the industry forward with the 40 Under 40. We're shining a light on an eclectic mix of professionals who are navigating the rapidly evolving landscape and shaping the future of PR.



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PAST SPONSORS



PAST HONOREES



ALISON BORGMEYER

Partner and director, Ketchum

JOSEPH HATHAWAY

Executive communications specialist, Bayer

ELISABETH DIANE

Head of global corporate communications, Facebook

PABLO RODRIQUEZ

Director of global consumer initiatives, Paypal

GABBY ETROG COHEN

SVP, PR and brand strategy, Soulcycle

CONROY BOXHILL

SVP, Corporate and crisis communications, Edelman

KRISTINA CHANG

Director, product communication, Johnson & Johnson

NATALIE BODEN

Founder and MD, BodenPR

MORGAN CRINKLAW

Manager, Risk mitigation communications, Chevron

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SPONSORSHIP OPTIONS

GOLD SPONSORSHIP

- One branded table of 10 at the event with preferential table placement
- Chilled bottle of champagne with a personalized, dedicated note to your honoree)
- Sponsor logo will appear on step-and-repeat and digital screens
- A full-page advertisement to run in August 2017 issue of PRWeek which features the 2017 40 Under 40 honorees
- A full-page advertisement in the 40 Under 40 commemorative program book, distributed at the dinner (all ads are the same size)

RATE: \$14,000

SILVER SPONSORSHIP

- One branded table of 10 at the event with preferential table placement
- Chilled bottle of champagne with a personalized, dedicated note to your honoree
- Sponsor logo will appear on step-and-repeat and digital screens
- A half-page advertisement to run in August 2017 issue of PRWeek which features the 2017 40 Under 40 honorees.
- A full-page advertisement in the 40 Under 40 commemorative program book, distributed at the dinner (all ads are the same size)

RATE: \$12,000

Creative Deadlines

- August issue ad: 07/12/2017
- 40 under 40 program book: 08/22/2017

SPONSORSHIP OPTIONS

BRONZE SPONSORSHIP

- One branded half table of 5 at the event with preferential table placement
- Chilled bottle of champagne with a personalized, dedicated note to your honoree
- Sponsor logo will appear on step-and-repeat and digital screens
- A half-page advertisement to run in August 2017 issue of PRWeek which features the 2017 40 Under 40 honorees
- A full-page advertisement in the 40 Under 40 commemorative program book, distributed at the dinner (all ads are the same size)



RATE: \$8,000

Creative Deadlines

- August issue ad: 07/12/2017
- 40 under 40 program book: 08/22/2017

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SPONSORSHIP OPTIONS

EXCLUSIVE COCKTAIL RECEPTION SPONSORSHIP

- One branded table of 10 at the event with preferential table placement
- Sponsor will be specially-branded at the cocktail reception via welcome sign and frames on tables
- Sponsor logo will appear on step-and-repeat and digital screens
- Sponsor branded specialty cocktail passed during cocktail reception (made with in-house ingredients)
- Sponsored live music group during cocktail reception
- A full-page advertisement to run in August 2017 issue of PRWeek which features the 2017 40 Under 40 honorees
- A full-page advertisement in the 40 Under 40 commemorative program book, distributed at the dinner (all ads are the same size)

RATE: \$20,000

Creative Deadlines

- August issue ad: 07/12/2017
- 40 under 40 program book: 08/22/2017

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SPONSORSHIP OPTIONS

EXCLUSIVE SOCIAL MEDIA SPONSORSHIP

- One branded table of 10 at the event with preferential table placement
- Branding on a social media visualization wall that displays all social comments and live interactions
- Retention of all twitter handles from participants
- Ownership of Wi-Fi name and password chosen by Sponsor and promoted live at dinner
- Sponsorship of the digital/interactive guest directory with logo recognition
- Sponsorship of the Snapchat filter (Includes sponsor logo on PRWeek designed Hall of Femme geo-filter
(Sponsor may submit own geo-filter design; subject to PRWeek approval))
- Social Media Competition: to be agreed upon by PRWeek and Sponsor
- A full-page advertisement to run in August 2017 issue of PRWeek which features the 2017 40 Under 40 honorees
- A full-page advertisement in the 40 Under 40 commemorative program book, distributed at the dinner (all ads are the same size)

RATE: \$18,000

Creative Deadlines

- August issue ad: 07/12/2017
- 40 under 40 program book: 08/22/2017

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SPONSORSHIP OPTIONS

EXCLUSIVE PHOTO BOOTH/BOOMERANG SPONSORSHIP

- One branded table of 10 at the event with preferential table placement
- Guests will be invited to take souvenir photos at the cocktail reception in the Sponsor-branded photo booth/boomerang booth
- Photos will be printed in color, leaving guests with a souvenir photo that incorporates Sponsor logo for longterm exposure and association with a memorable event
- Custom backdrop includes sponsor's logo
- iPad stand for social sharing includes sponsor's logo
- All videos taken at the booth can be uploaded in real-time onto social media sites
- A half-page advertisement to run in August 2017 issue of PRWeek which features the 2017 40 Under 40 honorees
- A full-page advertisement in the 40 Under 40 commemorative program book, distributed at the dinner (all ads are the same size)

RATE: \$12,000

Creative Deadlines

- August issue ad: 07/12/2017
- 40 under 40 program book: 08/22/2017

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SPONSORSHIP OPTIONS

EXCLUSIVE CHAMPAGNE GIVEAWAY SPONSORSHIP

- One branded table of 10 at the event with preferential table placement
- 2 bottles of champagne to be raffled to random tables during the Hall of Fame dinner. The host will 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.
- One table of 10 at the event with preferential table placement
- Sponsor will be included in all event pre-promotion
- Sponsor will be included in all event pre-promotion
- A half-page advertisement to run in August 2017 issue of PRWeek which features the 2017 40 Under 40 honorees
- A full-page advertisement in the 40 Under 40 commemorative program book, distributed at the dinner (all ads are the same size)

RATE: \$12,000

Creative Deadlines

- August issue ad: 07/12/2017
- 40 under 40 program book: 08/22/2017

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