



HALL OF FAME 2017

MEDIA KIT

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### INTRODUCTION

In 2013, PRWeek established the Hall of Fame to recognize those who have made outstanding contributions to the development of the communications industry.

To heighten the celebratory mood of this year's installation, PRWeek, in commemorating its 20th anniversary, has partnered with two industry institutions that are also marking their 20th year serving the PR community: The LAGRANT Foundation and the PR Council. Together, we'll honor the Hall of Fame 2017 honorees based on their achievements in the following areas:

- **Outstanding contribution to the development of the communications industry and the establishment of the PR profession**
- **Significant impact on the PR field beyond their organization**
- **Recruiting and mentoring a generation of communications professionals**
- **Contributing thought leadership that shaped the profession or redefined our field**
- **Leadership of the organizations that unify and drive our profession's development**

### PAST HONOREES INCLUDE

#### **2013**

**Jon Iwata**, IBM  
**Harold Burson**, Burson-Marsteller  
**Al Golin**, GolinHarris  
**Charlotte Otto**, Weber Shandwick  
**Marcia Silverman**, Ogilvy Public relations  
**Marilyn Laurie**, AT&T

#### **2014**

**Margery Kraus**, APCO Worldwide  
**Marina Maher**, Marina Maher Communications  
**Bill Nielsen**, Johnson & Johnson  
**Ofield Dukes**, Ofield Dukes & Associates  
**Dan Edelman**, Daniel J. Edelman  
**D'Arcy Rudnay**, Comcast Corporation

#### **2015**

**Mike Fernandez**, Cargill  
**David Finn**, Ruder Finn  
**Joele Frank**, Joele Frank, Wilkinson, Brimmer, Katcher  
**Ginger Hardage**, Southwest Airlines  
**Betsy Plank**, AT&T  
**Gary Sheffer**, GE

#### **2016**

**Margi Booth**, M Booth  
**Lisa Caputo**, The Travelers Companies  
**David Drobis**, Ketchum  
**Steve Harris**, McGinn and Company  
**John Onoda**, FleishmanHillard  
**Patrice Tanaka**, Patrice Tanaka & Company



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## PROHIBITION ENDS HERE EXCLUSIVE COCKTAIL RECEPTION 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 will be specially-branded at the cocktail reception via welcome sign and frames on tables
- Sponsor will receive verbal recognition for cocktail sponsorship during sit-down dinner
- Sponsor branded napkins passed during cocktail reception
- Sponsor branded specialty cocktail passed during cocktail reception (made with in-house ingredients)
- Sponsored jazz band during cocktail reception
- Sponsor logo will be included in all event pre-promotion
- Sponsor logo will be included on branding at the event (on step-and-repeat and other signage)
- A full-page advertisement in December 2017 issue of PRWeek which will feature 2017 Hall of Fame inductees. This issue will also have a bonus distribution at the Hall of Fame dinner

**Rate: \$19,025 net**



SPONSORSHIP



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SPONSORSHIP

## PARTY LIKE GATSBY 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 be included in all event pre-promotion
- Sponsor logo will be included on branding at the event (on step-and-repeat and other signage)
- A full-page advertisement in December 2017 issue of PRWeek which will feature 2017 Hall of Fame inductees. This issue will also have a bonus distribution at the Hall of Fame dinner

Rate: \$15,645 net





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SPONSORSHIP

## UNCORK THE BUBBLY EXCLUSIVE CHAMPAGNE GIVEAWAY SPONSORSHIP

- One table of 10 at the event with preferential table placement
- 1 bottle of champagne to be raffled to three random tables during the Hall of Fame dinner. The host will announce each winner and recognize Sponsor on stage. A tag to be included on neck of champagne bottle that includes Sponsor logo
- Sponsor logo will be included in all event pre-promotion
- Sponsor logo will be included on branding at the event (on step-and-repeat and other signage)
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Rate: \$13,125 net





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SPONSORSHIP

## PUTTIN' ON THE RITZ EXCLUSIVE SOCIAL MEDIA 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 branding on social media visualization wall that displays all social comments and live interactions. Sponsor receives all twitter handles of those that participated
- Ownership of Wi-Fi name and password chosen by Sponsor and promoted live at ceremony
- Sponsorship of the digital/interactive guest directory with logo recognition
- Sponsorship of the Snapchat filter, which includes sponsor logo on PRWeek designed Hall of Fame geo-filter (Sponsor may submit own geo-filter design; subject to PRWeek approval)
- Social Media Competition: To be agreed upon by sponsor and PRWeek
- Sponsor logo will be included in all event pre-promotion
- Sponsor logo will be included on branding at the event (on step-and-repeat and other signage)
- A full-page advertisement in December 2017 issue of PRWeek which will feature 2017 Hall of Fame inductees. This issue will also have a bonus distribution at the Hall of Fame dinner

Rate: \$16,695 net



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## GRAB A PROP AND SMILE PRETTY EXCLUSIVE PHOTO BOOTH 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
- Guests will be invited to take souvenir photos or boomerangs (gifts) in sponsor-branded photo booth during cocktail reception. All gifts and photos will be branded with sponsor logo, sponsor-branded backdrop and iPads at the social sharing stations
- All photos or boomerang gifs can be uploaded real-time onto social media sites with Sponsor's twitter handle
- Guests will be able to take home a souvenir color photo that incorporates sponsor logo for long-term exposure and association with a memorable event
- Sponsor will receive analytic breakdown of social media reach and impressions from shared images/boomerangs
- Sponsor logo will be included in all event pre-promotion
- Sponsor logo will be included on branding at the event (on step-and-repeat and other signage)
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Rate: \$14,860 net





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## ROARING GOOD TIME EXCLUSIVE CHARGING STATION 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
- Charging station kiosk includes sponsor-branded custom wrap
- 19 inch display screen will display sponsor logo
- Sponsor logo will be included in all event pre-promotion
- Sponsor logo will be included on branding at the event (on step-and-repeat and other signage)
- A full-page advertisement in December 2017 issue of PRWeek which will feature 2017 Hall of Fame inductees. This issue will also have a bonus distribution at the Hall of Fame dinner

Rate: \$12,415 net







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## CALLING ALL LADIES AND GENTS

### EXCLUSIVE CARICATURE ARTIST SPONSORSHIP

- One branded table of 10 at the event with preferential table placement
- In sponsor-branded area during cocktail reception, Caricaturist Artist will draw on electronic tablet. Also includes 28" TV display for everyone to see the caricatures unfold
- Sponsor logo and Hall of Fame event details will be included on 4x6 Caricatures printed on-site
- Digital download webpage will include sponsor logo and link back to sponsor website. Webpage made available to guests post-event
- Sponsor logo will be included in all event pre-promotion
- Sponsor logo will be included on branding at the event (on step-and-repeat and other signage)
- A full-page advertisement in December 2017 issue of PRWeek which will feature 2017 Hall of Fame inductees. This issue will also have a bonus distribution at the Hall of Fame dinner

Rate: \$11,900 net