WHAT'S

YOUR

STORY?

2019 MEDIA KIT

prweekawardsus.com

Now celebrating its 20th year, the PRWeek Awards is firmly established as the communications industry's highest accolade. It celebrates the best of the best corporate, agency, nonprofit, and education teams, and the work they produced during the entry period.

Introduction

Now entering its 20th 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. Limited trophies are awarded each year, making each one 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

PRWEEK AWARDS

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Category Sponsorship

Award categories available for sponsorship

CAMPAIGN AWARDS

General Consumer
- Best in Arts, Entertainment, Sports & Media
- Best in Product Brand Development
- Best Consumer Launch
- Best in Integration
- Best in Creative Excellence
- NEW Best Campaign on a Small Budget

Industry Market
- Best in Healthcare
- Best in Technology
- Best in B2B

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

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

Social Education & Philanthropy
- Best in Public Sector
- Best in Nonprofit
- Best in Corporate Social Responsibility

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- Best in Public Sector
- Best in Nonprofit
- Best in Corporate Social Responsibility

TECHNIQUE AWARDS
- Best in Social Media
- Best in Influencer Impact NEW
- Best in Broadcast/Film/Video
- Best in Data Insight
- Best Promotional Event
- Best Viral
- Best Content

PERSONALITY AWARDS
- Outstanding Young Professional
- Outstanding In-House Professional
- Outstanding Agency Professional
- Outstanding Marketer
- Outstanding Student

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

BEST OF THE BEST
- Agency of the Year
- Campaign of the Year
- Communicator of the Year

We are also rewarding the following categories for PRWeek's 20th anniversary:
- *Best Campaign of the past 20 years*
- *Best In-House Professional of the past 20 years*
- *Best Agency Professional of the past 20 years*

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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 10 guests at the Awards ceremony on March 21, 2019. 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 2019 PRWeek Awards from date of signing until the event on March 21. This includes event website and print/digital promotional ads
- A full-page, color advertisement to run opposite the editorial detailing your sponsored category in the Book of the Night. This will be distributed at the 2019 Awards dinner on March 21; polybagged with the March/April 2019 issue of PRWeek; and emailed digitally to PRWeek subscribers
- Sponsor logo and company description will be included in PRWeek's January/February 2019 issue featuring the PRWeek Awards Shortlist (only for sponsorships confirmed by December 1, 2018)
- Sponsor logo included onsite at PRWeek Awards Judging day on December 3, 2018, with exposure to more than 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
- Your company will receive one dedicated email blast (can highlight thought leadership OR feature your product offers or announcements) deployed to PRWeek's Sponsored Promotion database of 40K subscribers. Can be redeemed as soon as contract i signed up until May 2019.

Rate: $20,000 net

$15,000 net without

Book of the Night ad

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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
- A table of ten (10) guests at the Awards ceremony on March 21, 2019
- Your company will be included in all pre-promotional material about the 2019 PRWeek Awards from date of signing until the event itself on March 21, 2019. 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 2019 Awards dinner on March 21; polybagged with the March/April 2019 issue of PRWeek; and emailed digitally to PRWeek subscribers
- Sponsor logo included onsite at PRWeek Awards Judging day on December 4, 2017 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
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Rate: $23,000 net

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Drop, Stop and Dance!

Exclusive After Party sponsorship

- Exclusive sponsor of the 2019 PRWeek Awards After Party held in the lower level of Cipriani immediately following the Awards ceremony until 11 p.m.
- DJ music provided by PRWeek
- Sponsor-branded cocktail napkins will be passed out at the After Party
- Sponsor logo to appear on promotional flier with information about the After Party. 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 the After Party
- Signature branded cocktail passed out at the 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 the After Party
- A table of 10 guests at the Awards ceremony on March 21, 2019. 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 2019 PRWeek Awards from date of signing until the event on March 21. This includes event website and print/digital promotional ads
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Rate: $26,000 net

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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 21, 2019. 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 2019 PRWeek Awards from date of signing until the event itself on March 21, 2019. This includes event website and print/digital promotional ads
- A full-page, color advertisement within the Book of the Night. This will be distributed at the 2019 Awards dinner on March 21; polybagged with the March/ April 2019 issue of PRWeek; and emailed digitally to PRWeek subscribers
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- 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
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Rate: $15,000

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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 21, 2019. 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 2019 PRWeek Awards from date of signing until the event itself on Narch 21, 2019. This includes event website and print/digital promotional ads
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Rate: $12,000 net

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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 21, 2019. 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: $14,000 net

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Big Cheesin'

Exclusive Photo Booth Sponsorship

- Guests will be invited to take souvenir photos at the PRWeek Awards cocktail reception in the Sponsorbranded photo 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
- 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 21, 2019. 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 2019 PRWeek Awards from date o signing until the event itself on March 21, 2019. This includes event website and print/digital promotional ads
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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)
- Promotion of Snapchat filter will be included in reminder email to Awards guests; in Awards show script mentioned by MC; and in various picture frames on cocktail tables at Awards dinner
- A table of ten (10) guests at the Awards ceremony on March 21, 2019. 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 2019 PRWeek Awards from date of signing until the event itself on March 21, 2019. 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 2019 Awards dinner on March 21; polybagged with the March/April 2019 issue of PRWeek; and emailed digitally to PRWeek subscribers
- Sponsor logo included onsite at PRWeek Awards Judging day on December 4, 2017 with exposure to 80+ of the industry's elite professionals
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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 21, 2019. 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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- A full-page, color advertisement to run within the Book of the Night. This will be distributed at the 2019 Awards dinner on March 21; polybagged with the April 2019 issue of PRWeek; and emailed digitally to PRWeek subscribers
- Sponsor logo included onsite at PRWeek Awards Judging day on December 4, 2017 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, 2017)

Rate: $15,000 net

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Flip Flop Sponsorship

Exclusive sponsor of branded flip flops

- Flip flops will be made available for Awards guests to pick up in designated area in venue (will include sponsor branded signage)
- A table of ten (10) guests at the Awards ceremony on March 21, 2019. 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 2019 PRWeek Awards from date of signing until the event itself on March 21, 2019. 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 2019 Awards dinner on March 21; polybagged with the March/April 2019 issue of PRWeek; and emailed digitally to PRWeek subscribers
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Rate: $17,000 net

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Snack Attack

Exclusive sponsor of branded Late Night Snack

- Sponsor-branded grilled cheese sandwiches will be available for PRWeek Awards guests in food truck outside venue beginning at 10pm
- Special announcement/call-out during Awards ceremony to let attendees know about the special late night snack
- Hostesses will pass out fliers as guests leave to remind them to get their grilled cheese sandwiches
- A table of ten (10) guests at the Awards ceremony on March 21, 2019. This includes invitations for 2 table guests to attend the Chairman's VIP cocktail reception prior to Awards ceremony
- Your company will be included in all pre-promotional material about the 2019 PRWeek Awards from date of signing until the event itself on March 21, 2019. This includes event website and print/digital promotional ads
- Full-page color advertisement to run within the Book of the Night. This will be distributed at the Awards dinner and polybagged with the March/April 2019 issue of PRWeek
- Sponsor logo and/or company name to be included on the script, shown on screen during the event, and printed in the program of the Awards ceremony with dedicated branding at opening cocktail party
- Opportunity to include the PRWeek Awards logo in company marketing collateral to highlight involvement with the event

Rate: $18,000

$ 19,500 with sponsor branding on food truck