



#PROUDPMNSPONSOR

PHILADELPHIA MEDIA NETWORK

PMN EVENTS



The Inquirer
DAILY NEWS philly.com
P M N E V E N T S

2016 EVENT MARKETING & SPONSORSHIPS



WHY PMN EVENTS?

Representing nearly 190 years of award-winning journalism, **Philadelphia Media Network's** three trusted brands, *The Philadelphia Inquirer*, *Daily News* and *Philly.com*, are committed to informing, educating and entertaining the Philadelphia region.

And that includes helping advertisers grow their businesses.

Introducing **PMN Events** – an experiential platform where brands engage and connect face-to-face with our readership of 8.1 million people each month.

PMN Events combines relevant premium content, unique experiences and emotional engagement to increase stronger customer relationships for your brand – in print, online, and in person.

Leverage our products and improve your brand's image, prestige and credibility by sponsoring events your target market can't wait to experience.



Source: Scarborough 2015 R2





2016 CALENDAR

MARCH

Top Workplaces Awards

Wednesday, March 16th

5:30 p.m. - 8:30 p.m.

Vie

Special Section: Thursday, March 17th

APRIL

Job Fair

Thursday, April 28th

10:00 a.m. - 3:00 p.m.

Citizens Bank Park

MAY

One Day University

Sunday, May 22nd

9:30 a.m. - 4:30 p.m.

Philadelphia Downtown Marriott

JUNE

Readers' Choice Awards

Wednesday, June 22nd

5:30 p.m. - 8:00 p.m.

Free Library of Philadelphia, Skyline Room

Special Section: Thursday, June 23rd

Mad as Hell? Voter Anger in the 2016 Election

Wednesday, June 29, 4:30 p.m. - 7:30 p.m.

Independence Visitor Center, Liberty View Ballroom

AUGUST

Sexy Singles Soiree

Wednesday, August 10

7:00 p.m. - 9:00 p.m.

Stratus Lounge, Hotel Monaco

Special Section: Week of August 8





2016 CALENDAR

AUGUST

Sweets Festival: Connections over Confections

Wednesday, August 17

5:30 p.m. - 8:00 p.m.

Location: Sugar House Casino

SEPTEMBER

Healthy Kids Fest

Sunday, September 18

11:00 a.m. - 3:00 p.m.

Please Touch Museum

Special Section: Sunday, September 11th

Stellar Start Ups

Date: TBD

Location: TBD

Special Section: TBD

OCTOBER

Power Panel: Rise of Real Estate

Date: TBD

Location: TBD

Live, Life, Love Conference

Date: TBD

Location: TBD

Special Section: Fall Arts Preview

Sunday, September 18th

NOVEMBER

Best in the Biz/Business Hall of Fame

Date: TBD

Location: TBD

Special Section: TBD





PRESENTING SPONSORSHIP - \$25,000

- Industry exclusivity (excluding table sponsorships)
- Sponsor logo included on promotional collateral:
 - Invitations
 - Print advertisements
 - Digital advertisements
 - Email marketing
 - Registration page
 - Event signage
 - PowerPoint presentation
- Logo placement onstage press wall (if applicable)
 - Including PMN & Co-sponsor logos
- Logo placement vertical end caps of Red Carpet press wall
- Logo placement event name badges
- Sponsor branded lanyards distributed at registration
- Introduction by PMN Executive
- Two-minute welcoming remarks
- Presentation of an awards category (if applicable)
- Logo placement on gift bag
 - Including Co-sponsor, Gift Bag Sponsor and event logo
- Opportunity to submit a gift bag item





PRESENTING SPONSORSHIP (continued)

- Electronic attendee list (excluding email addresses)
- Reserved table and/or seating for 10 guests in a premium location
- Sponsor branded chair back covers (sponsor seating)
- Company logo featured on event signage
- Exhibitor display area
- Company ad included in scrolling AV loop
- Full page, full-color advertisement in special section
- “Word from our Sponsor” in special section
 - Sponsor logo
 - Executive head shot
 - Contact information
 - 150-200 words
- Digital special section
 - 250,000 impressions served over a 14 day period
 - Content targeted in addition to run of site
- Logo Placement:
 - “Thank You” ad in the print special section
 - Post-event email promoting event photo gallery
 - “After Party Photo Page” published in Sunday *Inquirer*





CO-SPONSORSHIP - \$15,000

- Industry exclusivity (excluding table sponsorships)
- Sponsor logo included on all promotional collateral:
 - Invitations
 - Print advertisements
 - Digital advertisements
 - Email marketing
 - Registration page
 - Event signage
 - PowerPoint presentation
- Logo placement onstage press wall (if applicable)
 - Including PMN & Co-sponsor logos
- Logo placement vertical end caps of Red Carpet press wall
- Logo placement on event name badges
- Introduction by PMN Executive
- Two-minute welcoming remarks
- Presentation of an awards category (if applicable)
- Logo placement on gift bag
 - Including Presenting Sponsor, Gift Bag Sponsor, and event logo
- Opportunity to submit a gift bag item
- Electronic attendee list (excluding email addresses)





CO-SPONSORSHIP (continued)

- Reserved table and/or seating for 10 guests in a premium location
- Sponsor branded chair back covers (sponsor seating)
- Company logo featured on event signage
- Exhibitor display area
- Company ad included in scrolling AV loop
- Half page, full-color advertisement in special section
- Logo Placement:
 - “Thank You” ad in print special section
 - Post-event email promoting event photo gallery
 - “After Party Photo Page” published in Sunday *Inquirer* following event



VIP TABLE SPONSORSHIP - \$5,000

- Reserved table and/or seating for 10 guests in a premium location
 - Reserved table at formal awards program
 - Reserved high top at networking events
 - Reserved row of seating at panel discussions, etc.
- Sponsor branded chair back covers (sponsor seating)
- Company logo featured on event signage
- One quarter-page, full-color ad in special section
- Recognition in the welcome and event presentation (PowerPoint)
- Logo recognition in the “Thank You” ad in the print special section
- Opportunity to provide a gift bag item (pending gift bag sponsor)



VALET SPONSORSHIP - \$5,000

- Sponsor branded valet parking area
- Company logo/link included in event final details email sent 48 hours prior to event
- Company logo imprinted on valet ticket and identified as “Valet Sponsor”
- Opportunity for company to place brochure in patron’s car (sponsor provided)
- Company logo featured on event signage
- Reserved half-table for five guests
- One quarter-page, full-color ad in special section
- Recognition in the welcome and event presentation (PowerPoint)
- Logo recognition in the “Thank You” ad in the print special section
- Opportunity to provide a gift bag item (pending gift bag sponsor)



WELCOME MAT SPONSORSHIP - \$3,000

- Customized 3ft x 3ft welcome mat with sponsor logo
- Two (2) tickets to event
- Recognition in the welcome and event presentation (PowerPoint)
- Logo recognition in the “Thank You” ad in the print special section
- Opportunity to provide a gift bag item (pending gift bag sponsor)



COAT CHECK SPONSORSHIP - \$5,000

- Sponsor branded coat check area
- Sponsor logo imprinted on coat check ticket and identified as “Coat Check Sponsor”
- Company logo featured on event signage
- Reserved half-table for five guests
- One quarter-page, full-color ad in special section
- Recognition in the welcome and event presentation (PowerPoint)
- Logo recognition in the “Thank You” ad in the print special section
- Opportunity to provide a gift bag item (pending gift bag sponsor)



REGISTRATION SPONSORSHIP - \$5,000

- Sponsor branded guest registration area
- Sponsor branded lanyards distributed at registration
- Opportunity to greet guests at registration area
- Company logo featured on event signage
- Reserved half-table for five guests
- One quarter-page, full-color ad in special section
- Recognition in the welcome and event presentation (PowerPoint)
- Logo recognition in the “Thank You” ad in the print special section
- Opportunity to provide a gift bag item (pending gift bag sponsor)

Note: Name badge attached to lanyards will only include Presenting and Co-sponsor logos





RED CARPET SPONSORSHIP - \$10,000

- Sponsor logo prominently positioned on Red Carpet
- Step & Repeat press wall positioned at the end on the Red Carpet for photo op
- 50% logo share of voice on middle portion of Red Carpet Step & Repeat press wall
 - Presenting and Co-sponsor logos positioned on vertical end caps of press wall
- Photos with Step & Repeat press wall will appear on Philly.com
- Photos with Step & Repeat press wall will appear in event special section
- Company logo featured on event signage
- Reserved half-table for five guests
- One quarter-page, full-color ad in special section
- Recognition in the welcome and event presentation (PowerPoint)
- Logo recognition in the “Thank You” ad in the print special section
- Opportunity to provide a gift bag item (pending gift bag sponsor)





COCKTAIL RECEPTION SPONSORSHIP - \$5,000

- Sponsor branded bar area
- Sponsor branded beverage and/or cocktail selected by sponsor
- Sponsor logo placement on branded beverage cup
- Logo on drink recipe placed at bars
- Customized napkins with co-branded sponsor logo
- Company logo featured on event signage
- Reserved half-table for five guests
- One quarter-page, full-color ad in special section
- Recognition in the welcome and event presentation (PowerPoint)
- Logo recognition in the “Thank You” ad in the print special section
- Opportunity to provide a gift bag item (pending gift bag sponsor)



EXHIBITOR SPONSORSHIP - \$3,000

- One (1) 6ft display table, cloth linen, two chairs
- Two (2) tickets to event (in addition to booth representatives)
- Recognition in the welcome and event presentation (PowerPoint)
- Logo recognition in the “Thank You” ad in the print special section
- Opportunity to provide a gift bag item (pending gift bag sponsor)



PHOTO BOOTH SPONSORSHIP - \$5,000

- A photo booth branded with sponsor logo
- Photos imprinted with sponsor logo on border
- Company logo featured on event signage
- Reserved half-table for five guests
- One quarter-page, full-color ad in special section
- Recognition in the welcome and event presentation (PowerPoint)
- Logo recognition in the “Thank You” ad in the print special section
- Opportunity to provide a gift bag item (pending gift bag sponsor)



CENTER PIECE SPONSORSHIP - \$5,000

- Customized centerpiece with branding showcasing sponsor product and/or services designed to reflect event theme
- Company logo featured on event signage
- Reserved half-table for five guests
- One quarter-page, full-color ad in special section
- Recognition in the welcome and event presentation (PowerPoint)
- Logo recognition in the “Thank You” ad in the print special section
- Opportunity to provide a gift bag item (pending gift bag sponsor)



COFFEE STATION SPONSORSHIP - \$5,000

- Sponsor branded coffee station area
- Customized koozie for to-go cups with sponsors logo
- Customized napkins with co-branded sponsor logo
- Company logo featured on event signage
- Reserved half-table for five guests
- One quarter-page, full-color ad in special section
- Recognition in the welcome and event presentation (PowerPoint)
- Logo recognition in the “Thank You” ad in the print special section
- Opportunity to provide a gift bag item (pending gift bag sponsor)



DESSERT RECEPTION SPONSORSHIP - \$5,000

- Sponsor branded dessert area
- Sponsor branded dessert item selected by sponsor
- Customized napkins with co-branded sponsor logo
- Company logo featured on event signage
- Reserved half-table for five guests
- One quarter-page, full-color ad in special section
- Recognition in the welcome and event presentation (PowerPoint)
- Logo recognition in the “Thank You” ad in the print special section
- Opportunity to provide a gift bag item (pending gift bag sponsor)



GIFT BAG SPONSORSHIP - \$5,000

- Sponsor branded gift bags
 - Including presenting sponsor, co-sponsor and event logo
- Materials distributed in gift bag, inserted by PMN staff
- Opportunity to submit a branded item or brochure for inclusion in gift bag
- Company logo featured on event signage
- Reserved half-table for five guests
- One quarter-page, full-color ad in special section
- Recognition in the welcome and event presentation (PowerPoint)
- Logo recognition in the “Thank You” ad in the print special section
- Opportunity to provide a gift bag item (pending gift bag sponsor)



Questions

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HAVE AN EVENT IDEA?

Contact us about custom sponsorships

