

# 2017 PMN Events



*The Inquirer*  
DAILY NEWS [philly.com](http://philly.com)  
PMNEVENTS

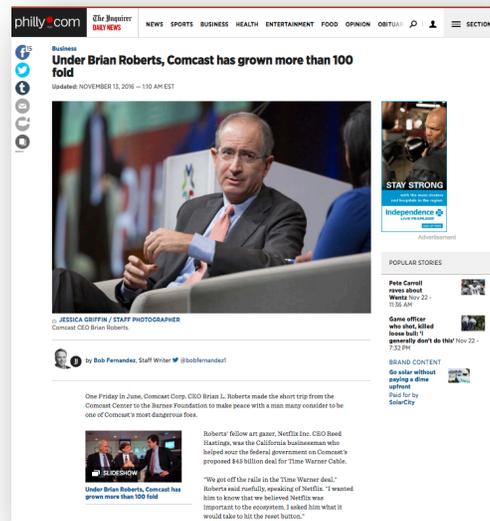


## SPONSORSHIP

# CONTENT | EXPERIENCES | ENGAGEMENT

PMN Events is an experiential platform where brands engage and connect with targeted audiences. Combining relevant premium content, unique experiences and emotional engagement to increase stronger customer relationships for your brand – in person, online and in print. Leverage your sponsorship of a PMN Event to elevate your brand's image, prestige and credibility.

## IN PERSON | ONLINE | IN PRINT



# SPECIAL EVENT BRANDS

The Philadelphia Inquirer  
**INDUSTRY ICON**  
*Awards*



*Singles 2017*



# 2017 CALENDAR

## MARCH

### Top Workplaces Awards

Thursday, March 23  
5:30 PM – 8:30 PM, Vie  
Special Section: Sunday, March 26, 2017

## MAY

### Taste of Brewvitational

Thursday, May 11  
7p.m. – 9p.m., Reading Terminal Market  
Expanded coverage: Thursday, May 18

### The Opioid Crisis:

#### An Rx for the Workplace

Tuesday, May 16  
7:30 a.m. – 9:45 a.m., The Union League  
Expanded coverage: Sunday, May 14

## JUNE

### Readers' Choice Awards

Wednesday, June 21  
5:30 p.m. – 8:00 p.m., Le Meridien  
Special section: Thursday, June 22

## JULY

### Daily News Singles Party

Wednesday, July 26  
6:00 p.m. – 8:00 p.m., Union Trust  
Expanded coverage: Week of July 24

## SEPTEMBER

### Stellar Start Ups Awards

Wednesday, September 12  
5:30 p.m. – 8:30 p.m., The Franklin  
Expanded coverage: Sunday, Sept. 17

### Healthy Kids Fest

Saturday, September 23  
11a.m. – 3p.m., Please Touch Museum  
Expanded coverage: Sunday, Sept. 17

## OCTOBER

### Philly 100 Awards

Thursday, October 26  
5:30 p.m. – 9:00 p.m., Crystal Tea Room  
Special section: Sunday, October 29

## NOVEMBER

### Inquirer Industry Icon Awards

Thursday, November 9  
5:30 p.m. – 9:00 p.m., The Union League  
Expanded coverage: Sunday, November 5

### 55+Thrive Lifestyle Conference

Sunday, November 19  
11:00 a.m. – 4:00 p.m., Phila. Marriott  
Special section: Sunday, November 12



# TOP WORK PLACES

Philly.com's Top Workplaces recognizes the best employers in Greater Philadelphia in the public, private, nonprofit and government sectors.



Earning the coveted designation as a Top Workplace signifies an organization's commitment to developing and sustaining a culture that supports, promotes and values its employees. Top Workplaces provide their employees with solid benefits, a positive atmosphere, meaningful work, a culture of strong leadership and a sense of community. These organizations, in turn, drive growth and innovation in our region.

Philly.com partners with Workplace Dynamics, a research company that administers online surveys to employees of nominated companies. Those employees answer 24 questions to assess where they work. Companies are ranked on the results of these anonymous and voluntary surveys.

Top Workplaces winners will be featured in a special section of *The Philadelphia Inquirer* and on Philly.com. They will also be celebrated at a lavish awards dinner. This annual, high-profile event attracts over 400 prominent business owners, leaders and professionals in addition to connecting with an audience of over one that will read the 2017 Top Work Places Awards Special Section.



# The Opioid Forum: An Rx for Your Workplace

On Tuesday, May 16<sup>th</sup> the Philadelphia Inquirer and Philly.com will host an educational morning breakfast program featuring professional stakeholders who are positively combating the opioid epidemic.

The morning will highlight a dynamic keynote speaker and panel discussion. The program will provide business owners, leaders and professionals with insight into the key components of the opioid epidemic, as well as collective steps that will equip them with the tools that promote the health and safety of employees coping with addiction and its aftermath while maintaining business operations.

Potential topics:

- The role of leadership in maintaining a healthy and safe workplace
- How to appropriately and legally offer support to employees and their families
- Opioid abuse and the increase of workplace incidents/injuries
- Cost of treatment and workers' compensation
- Effects of absenteeism on individuals and culture
- Effects on insurance premiums
- How to identify warning signs of employee use and intervention tactics

## Taste of Brewvitational Your Chance to Taste and Rate Philly's Local Beers

Craig LaBan has been the restaurant critic and drink columnist for the *Inquirer* since 1998.

Each year, Craig challenges local microbreweries to develop a unique beer to compete for the annual and widely-coveted Brew-vitational.

Selected by a panel of experts, the winner garners bragging rights and editorial coverage. In 2017, Philadelphia Media Network, publisher of *The Inquirer*, *Daily News* and *Philly.com* will elevate the Brewvi-tational to a whole new level by including a beer sampling event where the general public would have an opportunity to taste classic beers and cast their vote for their favorites.





# READERS' CHOICE AWARDS

**Your City. Your Choice. Your Party.**

Looking for the best steak in town?  
Who has the best yoga classes?  
Where should you host your wedding?

Philly.com scours the region in search of these fan favorites: Food & Restaurants, Weddings, Services, Entertainment & Leisure, Health & Fitness, Shopping & Beauty and school spirit.

Top vote getters are named Readers' Choice Winners and celebrated at a can't miss cocktail party of food, spirits, entertainment and a first-time reveal of the highest-ranked winners per category! Winners will be acknowledged in a special print section of *The Philadelphia Inquirer* and *Daily News*.



# Daily News SINGLES

Philadelphia, the city of Brotherly love and Sisterly affection annually has 25 of its most eligible bachelors and bachelorettes recognized as *DAILY NEWS Singles*.

Beyond their impeccable fashion sense, well styled hair and stunning looks *DAILY NEWS Singles* represent some of Philadelphia's most prominent and influential citizens. They represent the diversity of the region from the neighborhoods they call home to the industries they work and causes they support. They are making their mark on the region and looking for someone to share the journey with.

A selection committee consisting of *DAILY NEWS* reporters, editors and local celebrities will evaluate nominations submitted on Philly.com.

Selected 2017 Singles will be featured in the *DAILY NEWS* and on Philly.com including a professional photo shoot. The *DAILY NEWS* and Philly.com will have an exclusive behind the scenes look at the 2017 *DAILY NEWS Singles*, followed by an unforgettable party to celebrate being single in the city over food, drinks and entertainment.



# HEALTHY KIDS FEST

Philadelphia Media Network, publisher of The Philadelphia Inquirer, Daily News and Philly.com, annually host the **Healthy Kids Fest** at the Please Touch Museum, an internationally recognized leader in “purposeful play

The Healthy Kids Fest is an exciting day-long celebration of ideas, resources, and activities to enrich the lives of children and their families.

All will enjoy access to the Please Touch Museum’s fun-filled, completely hands-on exhibits that promote creativity, imagination, deductive reasoning, and critical thinking through interactive exhibit zones, interactive imagination stations, plus over 30 booths serving as a parents’ one stop shop to maintaining a healthy life for you and your family.



# STELLAR STARTUP AWARDS

Philadelphia Media Network, publisher of *The Philadelphia Inquirer*, *Daily News* and *Philly.com*, annually recognizes the region's top entrepreneurs for the best inventions, ideas, products, solutions and more.



For the Stellar Startups Awards, PMN will recognize honorees in these categories: Alumni, Co-Working Spaces, Food, Technology, Healthcare, Products/Services, Minority/Women Entrepreneurs, Students, and Just Plain Cool Ideas.

These bright and cutting-edge entrepreneurs are daring and dedicated to creating products and services that improve people lives while also fueling the economic growth of our region.

Selected by an outside judging panel of experts, finalists will be celebrated at an awards program with expanded business coverage in *The Philadelphia Inquirer*.



# 55+Thrive

## From Retirement to Reinvention

It's time to celebrate the best years of your life at *Philadelphia Inquirer's* seniors only event that celebrates the 50s, 60s and 70s!

Don't miss a day full of educational workshops, vendors, entertainment and a celebrity presenter who has proven that life just starts at 50!

Potential programming:

- Estate and financial planning
- Downsizing your home and decluttering your life
- Social Media for Seniors
- Crossing off your bucket list must-dos
- Aging gracefully health seminars (Prevention and maintenance)
- Pain management
- Healthy cooking demonstrations
- Filling Your Time and Sharpening Your Mind
- Pet Companionship

And more!



# Philly 100 Awards

Philadelphia Media Network, Entrepreneurs' Forum of Philadelphia and Wharton Small Business Development Center recognize the top 100 fastest growing, privately-held companies.

Eligible companies must be independence, privately held corporations with a full three-year sales history with a sales increase from 2014 – 2016. Sales in 2014 must be for a full 12 months.

Applicants are evaluated by Wharton Small Business Development Center and audited by an external accounting company.

Top 100 winners are celebrated at an awards program attended by over 500 business leaders with a first-time reveal of their rank and acknowledged in a special print section of *The Philadelphia Inquirer*.

# INDUSTRY ICON AWARDS

## The Philadelphia Inquirer INDUSTRY ICON *Awards*

Philadelphia Media Network, publisher of The Philadelphia Inquirer, Daily News and Philly.com, will recognize individuals who have shown exceptional success in their professional careers in addition to having made significant contributions to their community. Five Industry Icon Hall of Fame leaders will be selected by an editorial selection committee in addition to Emerging Icons.

In advance of The Philadelphia Inquirer’s Industry Icons Awards, nominations will be accepted for individuals who are “Emerging Icons” in the Philadelphia business community and its surrounding suburbs. An outside panel of expert judges will evaluate the nominees, not only evaluating their business success and acumen, but also taking into consideration their track record for job creation, contributions to the local community, civic engagement and perseverance against obstacles.



# PRESENTING SPONSORSHIP - \$25,000

- Industry exclusivity (excluding table holders)
- Sponsor logo included on promotional collateral:
  - Print advertisements
  - Digital advertisements
  - Email marketing
  - Registration page
  - Event signage
  - PowerPoint presentation
- Logo placement onstage press wall (20ft x 8ft)
  - Including Major Sponsor
- Logo placement vertical end caps of Red Carpet press wall
- Logo placement event name badges
- Introduction at program
- Two-minute welcoming remarks
- Presentation of an awards category (if applicable)
- Logo placement on gift bag (if applicable)
  - Including Major and Gift Bag Sponsor
- Opportunity to submit a gift bag item
- Electronic attendee list: (excluding email addresses)

## Event Signage



# PRESENTING SPONSORSHIP (continued)

- Reserved seating or table for 10 guests in a premium location
- Sponsor branded chair back covers (sponsor seating)
- Company logo featured on event signage
- Exhibitor display area at awards program
- Company ad included in scrolling AV loop
- Logo Placement:
  - Post-event email promoting event photo gallery
  - “Post Event Party Photo Page”
- Print Advertising
  - Full Page
    - Full-color advertisement
    - *Program Special Section*
  - “Word from our Sponsor”
    - Sponsor logo
    - Executive head shot including name and title
    - 150-200 words
- Digital Advertising
  - Digital Special Section
    - 350,000 impressions served over a 14 day period

## Post Event Photo Page

**MISSED THE EVENT?**  
CHECK OUT THE AFTER PARTY PAGE

On Thursday, September 23rd, Philadelphia Media Network convened the Startup community for an inspiring panel discussion and awards presentation in which local entrepreneurs shared their stories about launching a business, successes and challenges and of course, Shark Tank! VISIT [WWW.PHILLY.COM/STARTUPPHOTOS](http://WWW.PHILLY.COM/STARTUPPHOTOS) FOR MORE PHOTOS!

**STELLAR STARTUPS**

**SAVE THE DATE**  
The Philadelphia Inquirer proudly hosts the 2016 Industry Icon Awards, recognizing BUSINESS HALL OF FAME leaders and EMERGING ICONS  
WEDNESDAY, NOVEMBER 16, 5:30 PM- 8:30 PM  
VIE, A CESCAPHÉ EVENT GROUP VENUE

**The Philadelphia Inquirer INDUSTRY ICON Awards**

**COMCAST BUSINESS** **FENOVATION CENTER** **BEVAINS** **The Inquirer DAILY NEWS PHILLY.COM PMN EVENTS**

# MAJOR SPONSORSHIP - \$15,000

- Industry exclusivity (excluding table holders)
- Sponsor logo included on promotional collateral:
  - Print advertisements
  - Digital advertisements
  - Email marketing
  - Registration page
  - Event signage
  - PowerPoint presentation
- Logo placement onstage press wall (20ft x 8ft)
  - Including Presenting Sponsor logo
- Logo placement vertical end caps of Red Carpet press wall
- Logo placement event name badges
- Introduction at Awards program
  - Two-minute welcoming remarks
- Presentation of an awards category (if applicable)
- Logo placement on gift bag (if applicable)
  - Including Presenting and Gift Bag Sponsor
- Opportunity to submit a gift bag item
- Electronic attendee list: excluding email addresses

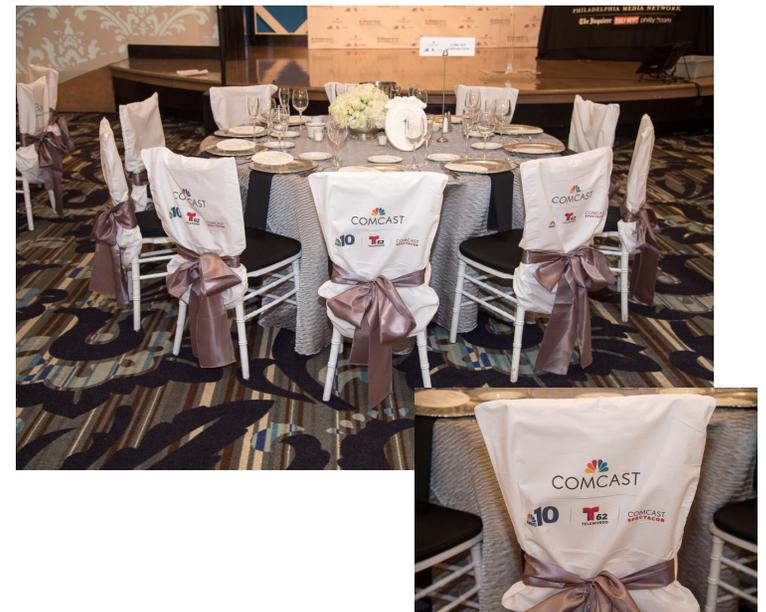
## Welcoming Remarks



# MAJOR SPONSORSHIP (continued)

- Reserved seating or table 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
- Logo Placement:
  - Post-event email promoting event photo gallery
  - “Post Event Party Photo Page”
- Print Advertising
  - Half Page, Full-color advertisement
  - *Program Special Section*

**Branded Premium Seating**



# PROGRAM SPONSORSHIP- \$10,000

- Introduction at program
  - Two-minute welcoming remarks
- Presentation of an awards category (if applicable)
- Logo placement on gift bag at awards program
  - Including Presenting, Major and Gift Bag Sponsor
- Opportunity to submit a gift bag item
- Electronic attendee list: excluding email addresses
- Reserved seating or half table for five guests in a premium location
- Two tickets to the CEO Breakfast
- Company logo featured on event signage
- Exhibitor display area
- Company ad included in scrolling AV loop
- Logo Placement:
  - Post-event email promoting event photo gallery
  - “Post Event Party Photo Page”
- Print Advertising
  - Quarter Page, Full-color
  - *Program Special Section*

## Awards Presentation



## 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”
- Placement of branded item in patron’s car (sponsor provided)
- Company logo featured on event signage
- Reserved seating or half table for five guests in a premium location at Program
- Recognition in the welcome and event presentation
- Placement of company logo adjacent to “Post Event Photo Page”
- Opportunity to provide a gift bag item
- Print Advertising
  - Quarter Page, Full-color
  - *Program Special Section*

## WELCOME MAT SPONSORSHIP - \$3,000

- Customized 5ft diameter welcome mat with sponsor logo
- Two (2) tickets to program
- 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 in a premium location at Awards Program
- Two tickets to the CEO Breakfast
- Recognition in the welcome and event presentation
- Placement of company logo adjacent to “Post Event Party Photo Page”
- Opportunity to provide a gift bag item
- Print Advertising
  - Quarter Page, Full-color advertisement
  - *Program Special Section*

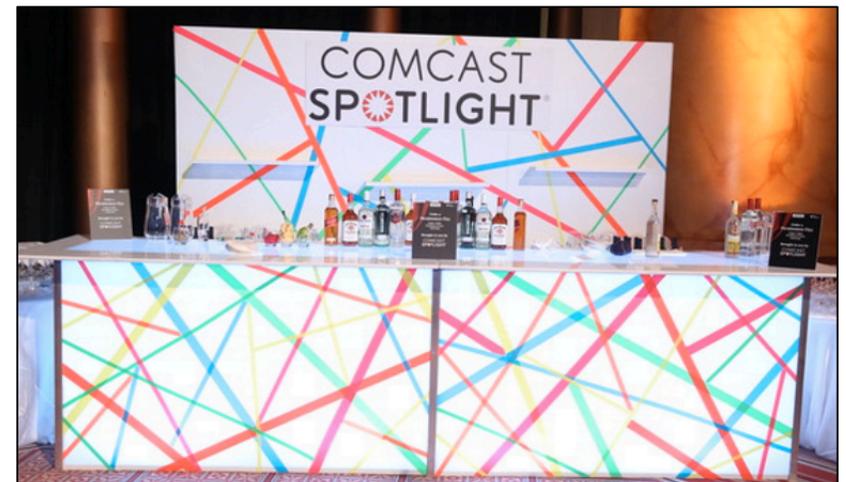
# RED CARPET SPONSORSHIP - \$7,500

- Press Wall (15ft x 8ft) positioned on the Red Carpet for photo op
  - Placement of sponsor and event logo
  - Presenting and Major Sponsor logos positioned only on vertical end caps
- Photos to be published on Philly.com, social channels & special section
- Company logo featured on event signage
- Reserved seating or half table for five guests in a premium location
- Recognition in the welcome and event presentation
- Placement of company logo adjacent to “Post Event Photo Page”
- Opportunity to provide a gift bag item
- Print Advertising
  - Quarter Page, Full-color advertisement



## COCKTAIL RECEPTION SPONSORSHIP - \$5,000

- Sponsor branded bar area
- Sponsor branded beverage and/or cocktail selected by sponsor
- Sponsor branded napkins
- Logo on drink recipe placed at bars
- Company logo featured on event signage
- Reserved seating or half table for five guests in a premium location at Program
- Recognition in the welcome and event presentation
- Placement of company logo adjacent to “Post Event Photo Page”
- Opportunity to provide a gift bag item
- Print Advertising
  - Quarter Page, Full-color advertisement
  - *Program Special Section*



## CENTERPIECE SPONSORSHIP - \$5,000

- Customized and branded centerpiece:
  - Showcasing sponsor product and/or services
  - Designed to reflect event theme
- Company logo featured on event signage
- Reserved seating or half table for five guests in a premium location at Program
- Recognition in the welcome and event presentation
- Placement of company logo adjacent to “Post Event Photo Page”
- Opportunity to provide a gift bag item
- Print Advertising
  - Quarter Page, Full-color advertisement
  - *Program Special Section*

# COFFEE BAR SPONSORSHIP - \$5,000

- Branded coffee bar area
- Branded koozie for to-go cups
- Sponsor branded napkins
- Sponsor logo featured on event signage
- Reserved seating or half table for five guests in a premium location at Program
- Recognition in the welcome and event presentation
- Placement of company logo adjacent to “Post Event Party Photo Page”
- Opportunity to provide a gift bag item
- Print Advertising
  - Quarter Page, Full-color advertisement
  - *Program Special Section*



## DESSERT RECEPTION SPONSORSHIP - \$5,000

- Branded dessert area
- Branded dessert item selected by sponsor
- Sponsor branded napkins
- Company logo featured on event signage
- Reserved seating or half table for five guests in a premium location at Program
- Recognition in the welcome and event presentation
- Placement of company logo adjacent to “Post Event Photo Page”
- Opportunity to provide a gift bag item
- Print Advertising
  - Quarter Page, Full-color advertisement
  - *Program Special Section*



## GIFT BAG SPONSORSHIP - \$5,000

- Sponsor branded gift bags
  - Including presenting and major sponsor logos
- Materials distributed in gift bag
- Placement of branded item or brochure for inclusion in gift bag (sponsor provided)
- Company logo featured on event signage
- Reserved seating or half table for five guests in a premium location at Program
- Recognition in the welcome and event presentation
- Placement of company logo adjacent to “Post Event Party Photo Page”
- Opportunity to provide a gift bag item
- Print Advertising
  - Quarter Page, Full-color advertisement
  - *Program Special Section*



# QUESTIONS

**Jennifer Wolf**

Director of Special Events

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## HAVE AN EVENT IDEA?

Contact us about custom sponsorships



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