



Sponsorships and Events

Sponsorship rates and events calendar for 2016

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Questions? Contact your Ad Executive or cfail@bizjournals.com

OUR EVENT
SPONSORSHIPS
PUT YOU
FACE-TO-FACE
WITH YOUR
CUSTOMERS
AND
PROSPECTS



Event Sponsorship Benefits

A huge opportunity for one-on-one contact with new business prospects and customers

- Quality contact and prime exposure - face time with true decision makers, top level execs, company owners and managers, and influential business leaders.
- Be seen as a leader in your industry. Your company will stand out from competitors by “owning” the event with sponsor exclusivity.
- Receive months of exposure prior to the event. Sponsors are featured prominently in multiple platforms including print ads, promotional flyers, email blasts, web banners, and more.
- Generate even more qualified leads - develop your post-event relationship strategy with exclusive access to the attendee list.



2016 Signature Events Calendar

Find more information at pbj.com/event



HELPFUL HINT

Registration for each event opens at least 6 weeks prior and closes 1 week before the event.
pbj.com/event »

JANUARY

Economic Forecast

Thursday, January 14

FEBRUARY

Book of Lists Party

Thursday, February 4

Outstanding Directors Awards Gala

Thursday, February 18

MARCH

Best Real Estate Deals of 2015

Thursday, March 24

APRIL

BizWomen's Mentoring Monday (National Event)

Monday, April 4

Brotherly Love Sisterly Affection Awards

Thursday, April 7

Tech Disruptor Awards

Thursday, April 21

MAY

40 Under 40 Awards

Thursday, May 19

JUNE

Veterans of Influence Awards

Thursday, June 9

South Jersey Awards

Thursday, June 16

Healthiest Employers Awards

Thursday, June 23

JULY

CFO of the Year

Thursday, July 7

AUGUST

Minority Business Leaders

Thursday, August 25

SEPTEMBER

Legal Awards

Thursday, September 8

50 on Fire in Philly

Thursday, September 22

OCTOBER

Health Care Innovator Awards

Thursday, October 6

NOVEMBER

Thursday, November 3

NOVEMBER

Women of Distinction Awards

Thursday, November 17

DECEMBER

Most Admired CEO Awards

Thursday, December 1

NOMINATE SOMEONE

Submit a nomination for one of our 2016 programs at pbj.com/nomination



Sponsorship Benefits

Presenting Sponsorship : \$25,000

(one available per event)

- Industry exclusively for the entire awards program with the exception of table sponsorships
- Logo on all promotional collateral. Promotional collateral is defined as:
 - Printed and digital advertisements
 - Registration website
 - Awards presentation
 - Event signage
 - Awards
- Logo on event name badge
- Full page full color advertisement in award section of the paper published the week of the event
- Award presentation by sponsor. Including introduction by publisher and brief speaking time
- Opportunity to submit a gift bag item
- Electronic attendee list excluding email addresses
- Reserved table of 10 with premium seating
- Display table in the networking area
- First right of refusal for sponsorship renewal within 90 days after the event
- Logo in the Thank You ad in the print supplement
- Digital Special Section Sponsorship
- 10 copies of Event Issue

Co-Sponsorship: \$17,500

(unlimited)

- Industry exclusivity protection for up to three competitors as named by sponsor within 30 days with the exception of table sponsors.
- Logo on all promotional collateral. Promotional collateral is defined as:
 - Printed and digital advertisements
 - Registration website
 - Awards presentation
 - Event signage
- Full page full color advertisement in award section of the paper published the week of the event
- Award presentation by sponsor. Including introduction by publisher and brief speaking time
- Opportunity to submit a gift bag item
- Electronic attendee list excluding email addresses
- Reserved table of 10 with premium seating
- Display table in the networking area
- Logo in the Thank You ad in the print supplement
- 10 copies of Event Issue



Sponsorship Benefits

Champagne Sponsorship: \$10,000

(one available per event)

- Champagne glasses branded with sponsor logo provided to all guests for a toast to the honorees
- Champagne sponsor will have the opportunity to give the toast on stage
- Logo in the Thank You ad in the print supplement.
- 10 tickets to the event
- Half page full color advertisement in award section of the paper published the week of the event
- Logo on signage at the event
- Recognition in the event presentation

Branding Sponsorship: \$10,000

(one available per event)

- 50 percent share with Philadelphia Business Journal on 10 foot by 8 foot Step and Repeat Backdrop
- All photos taken during program at stage exit shot with Step and Repeat Backdrop
- Photos with Step and Repeat backdrop will appear on Philadelphia Business Journal website post event
- Logo in the Thank You ad in the print supplement.
- 10 tickets to the event
- Half page full color advertisement in award section of the paper published the week of the event
- Opportunity to submit a gift bag item
- Logo on signage at the event
- Recognition in the event presentation

VIP Table Sponsorship: \$5,500

(unlimited)

- Reserved table of 10 at the event with logo recognition
- Logo on signage at the event
- Recognition in the event presentation
- Logo in the Thank You ad in the print supplement.
- Half page color advertisement in the awards supplement

Centerpiece Sponsorship: \$5,000

(one available per event)

- Customized centerpiece with branding showcasing sponsors message designed to reflect event theme
- Listing on program if applicable
- Logo in the Thank You ad in the print supplement.
- Two tickets to the event
- Logo on signage at the event
- Recognition in the event presentation

Photo Booth Sponsorship: \$5,000

(one available per event)

- A classic photo booth branded with sponsor logo & event logo
- Reserved half table for five guest
- Logo on the sponsor thank you ad
- The photos are imprinted with sponsor logo, so that anyone that takes their picture will have your logo on a portion of the border



Sponsorship Benefits

Beverage Cocktail Sponsorship: \$5,000

(one available per event)

- Customized beverage or cocktail named for the sponsor
- Logo on all signage at bars and or trays with passed beverage name and sponsor
- Beverage recipe and or a note about sponsor placed in gift bag pending sponsorship or to be handed out at the event
- Logo in the Thank You ad in the print supplement.
- Two tickets to the event
- Logo on signage at the event
- Recognition in the event presentation

Dessert Sponsorship: \$5,000

(one available per event)

- Customized dessert item with logo or branding
- Listing on program menu card if applicable
- Logo in the Thank You ad in the print supplement.
- Two tickets to the event
- Recognition in the event presentation
- Logo on signage at the event

Coffee Sponsorship: \$5,000

(one available per event)

- Customized koozie for to go coffee cups with sponsors logo to be displayed at coffee station
- Logo on all signage at coffee station
- Logo in the Thank You ad in the print supplement.
- Two tickets to the event
- Logo on signage at the event
- Recognition in the event presentation

Program Sponsorship: \$3,000

(one available per event)

- Program at each seat branded with company logo
- Logo in the Thank You ad in the print supplement.
- Two tickets to the event
- Logo on signage at the event
- Recognition in the event presentation

Gift Bag Sponsorship: \$3,500

(one available per event)

- Logo on gift bag to be handed out at the event
- Logo in the Thank You ad in the print supplement.
- Opportunity to submit a gift bag item
- Two tickets to the event
- Logo on signage at the event
- Recognition in the event presentation

Gift Bag Item Sponsorship: \$500

(unlimited)

- Opportunity to submit a gift bag item
- Recognition in the event presentation
- Logo on signage at the event
- One ticket to the event
- Logo in the Thank You ad in the print supplement.



2016 Event Sponsorship Costs

Sponsorship	* Book of Lists Party	Outstanding Directors Awards Gala	Best Real Estate Deals of 2015	Brotherly Love Sisterly Affection Awards	Tech Disruptor Awards	40 Under 40	Veterans of Influence	South Jersey Awards	Healthiest Employers
Presenting Sponsorship \$25,000	*	✓	✓	✓	✓	✓	✓	✓	✓
Co-Sponsorship \$17,500	*	✓	✓	✓	✓	✓	✓	✓	✓
Champagne Sponsorship \$10,000	*	✓	✓	✓	✓	✓	✓	✓	✓
Branding Sponsorship \$10,000	*	✓	✓	✓	✓	✓	✓	✓	✓
VIP Table Sponsorship \$5,500	*	\$7,500	✓	✓	✓	✓	✓	✓	✓
Centerpiece Sponsorship \$5,000	*	✓	✓	✓	✓	✓	✓	✓	✓
Cocktail/Beverage Sponsorship \$5,000	*	✓	✓	✓	✓	✓	✓	✓	✓
Coffee Sponsorship \$5,000	*	✓	✓	✓	✓	✓	✓	✓	✓
Dessert Sponsorship \$5,000	*	✓	✓	✓	✓	✓	✓	✓	✓
Gift Bag Sponsorship \$3,500	*	✓	✓	✓	✓	✓	✓	✓	✓
Program Sponsorship \$3,000	*	✓	✓	✓	✓	✓	✓	✓	✓
Gift Bag Item \$500	*	✓	✓	✓	✓	✓	✓	✓	✓

* See Book of Lists Party Sponsorships on page 10



2016 Event Sponsorship Costs

Sponsorship	CFO of the Year	Minority Biz Leaders	Legal Awards	50 on Fire in Philly	Health Care Innovator Awards	LGBT Awards	Women of Distinction	Most Admired CEO Awards
Presenting Sponsorship \$25,000	✓	✓	✓	✓	✓	✓	✓	✓
Co-Sponsorship \$17,500	✓	✓	✓	✓	✓	✓	✓	✓
Champagne Sponsorship \$10,000	✓	✓	✓	✓	✓	✓	✓	✓
Branding Sponsorship \$10,000	✓	✓	✓	✓	✓	✓	✓	✓
VIP Table Sponsorship \$5,500	✓	✓	✓	✓	✓	✓	✓	\$7,500
Centerpiece Sponsorship \$5,000	✓	✓	✓	✓	✓	✓	✓	✓
Cocktail/Beverage Sponsorship \$5,000	✓	✓	✓	✓	✓	✓	✓	✓
Coffee Sponsorship \$5,000	✓	✓	✓	✓	✓	✓	✓	✓
Dessert Sponsorship \$5,000	✓	✓	✓	✓	✓	✓	✓	✓
Gift Bag Sponsorship \$3,500	✓	✓	✓	✓	✓	✓	✓	✓
Program Sponsorship \$3,000	✓	✓	✓	✓	✓	✓	✓	✓
Gift Bag Item \$500	✓	✓	✓	✓	✓	✓	✓	✓



2016 Book of Lists Party Sponsorships

*** \$33,000**

Title Sponsorship

*** \$15,000**

Branding Sponsorship

VIP Reception Sponsorship

*** \$10,000**

Champagne Sponsorship

*** \$7,500**

Car Sponsorship

Photo Booth Sponsorship

Welcome Mat Sponsorship

*** \$5,000**

Bar Sponsorship

Cabana Branded Lounge Area Sponsorship

Coat Check Sponsorship

Coffee Sponsorship

Dessert Sponsorship

*** \$3,500**

DJ Booth Sponsorship

*** \$2,500**

Gift Bag Sponsorship

*** \$1,200**

Exhibitor Booth Sponsorship (non-profit)

** Ask your Advertising Executive for sponsorship benefits*



Book of Lists Party



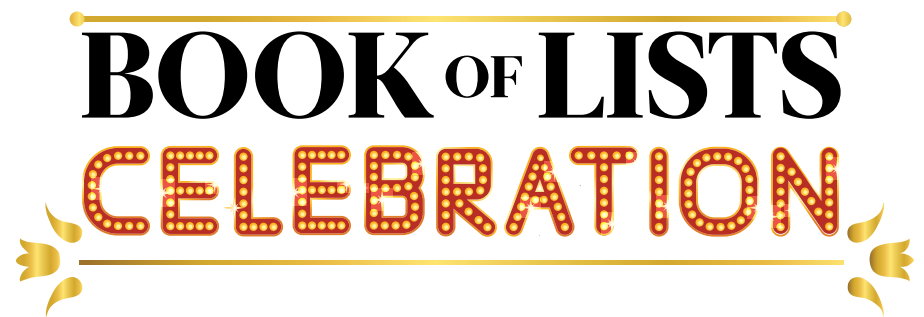
Please join Philadelphia Business Journal, our sponsors, and top executives as we kick off the new year at the brand new SugarHouse Casino Expansion - The Event Center, while recognizing hundreds of power players from the companies featured in our 2016 Book of Lists - representing every local industry from health care and real estate to legal and technology.

Step into the world of Bond, James Bond at the biggest office party of 2016. This event is filled with fabulous networking, plenty of refreshing and fun cocktails, photos, elegant bars, entertainment and a very spectacular menu by Gibsons Restaurant Group!

Event Date: February 4, 6:00pm-9:00pm

Location: SugarHouse Casino

View video of even here: <https://youtu.be/J2mDyNNhV98>



Outstanding Directors Awards Gala



In today's competitive business environment, a high-performing board of directors has never been more important. The Outstanding Directors Awards honor directors who have demonstrated the vital leadership and business savvy necessary to guide their businesses toward success. An independent panel of judges will select the honorees for the prestigious awards based on their commitment and impact as board members.

Issue Date: February 19
Reserve By: February 10

Event Date: February 23, 5:00pm-8:00pm
Location: The Union League



**OUTSTANDING
DIRECTORS
AWARDS 2016**



Best Real Estate Deals of 2015



Join the Philadelphia Business Journal for our Best Real Estate Deals of 2015! Featuring a sit down dinner and plenty of time to network, we offer you the opportunity to engage with new and prospective clients as well as brand your organization to decision makers from a broad range of commercial real estate and construction related industries. The Deal of the Year winner will be announced at the event – don't miss it!

Issue Date: March 25
Reserve By: March 16

Event Date: March 24, 5:00pm-8:00pm
Location: The Loews Hotel



Brotherly Love, Sisterly Affection 2016 Awards

Join the Philadelphia Business Journal as we celebrate the local partnerships between for profit and non-profit companies, showcasing why we are the city of Brotherly Love Sisterly Affection!

Issue Date: April 8
Reserve By: March 30

Event Date: April 7, 5:00pm-8:00pm
Location: Ballroom at the Ben

BROTHERLY LOVE
SISTERLY AFFECTION

2016 AWARDS



Tech Disruptor Awards

Join us as we celebrate the creativity and ingenuity in the field of technology at the 2016 Tech Disruptor Awards.

Issue Date: April 15

Reserve By: April 6

Event Date: April 14, 5:00pm-8:00pm

Location: Sheraton Downtown Philadelphia



40 Under 40 Awards

For 25 years, we have been celebrating Philadelphia's finest with our most anticipated 40 Under 40 Awards Program. This annual event honors forty individuals under the age of forty who are making an impact in the local business community.

Winners are profiled in the 40 Under 40 awards section. Secure prime space in this much anticipated issue and gain targeted exposure with over 90,000 decision makers in Greater Philadelphia.

Issue Date: May 20
Reserve By: May 11

Event Date: May 19, 5:00pm-8:00pm
Location: TBD



Veterans of Influence Awards

The Philadelphia Business Journal honors people who served our country and are now helping drive our economy forward.

Issue Date: June 10
Reserve By: June 1

Event Date: June 9, 5:00pm-8:00pm
Location: TBD



Healthiest Employers Awards

What do you find at the intersection between health and the workplace?
A healthy bottom line.

More and more organizations invest in their employee's mental, physical, and emotional health to increase productivity and overall job satisfaction. The Healthiest Employers Awards program will honor companies who show exceptional dedication to creating a work environment that encourages healthy living among its employees.

Want to achieve a healthy bottom line? The Philadelphia Business Journal will show you how the healthiest employers make it happen.

Issue Date: June 24
Reserve By: June 15

Event Date: June 23, 5:00pm-8:00pm
Location: TBD



CFO of the Year

Our 8th annual CFO of the Year Awards recognizes the financial professionals in the Greater Philadelphia region for their outstanding performance as corporate financial stewards. A special publication will include profiles of the CFOs selected by an independent panel of judges

Winners will be recognized at an Awards Luncheon designed to provide sponsors, nominees, and winners rich opportunities to develop strong relationships.

Issue Date: July 8
Reserve By: June 29

Event Date: July 7, 5:00pm-8:00pm
Location: TBD



Minority Business Leaders Awards

Join us as we honor the region's most influential minority executives and business owners with our 5th annual Minority Business Leader Awards reception and awards supplement. This event will honor business leaders chosen by a Business Journal panel in consultation with community leaders.

Also included is an award category that recognizes publicly traded companies for scoring the highest percentage in diversity for board member representation--new!

Maximize your brand by becoming a sponsor or show your support with an ad in the supplement — perfect for a congratulatory message.

Issue Date: August 26
Reserve By: August 17

Event Date: August 25, 5:00pm-8:00pm
Location: TBD



2016 PHILADELPHIA BUSINESS JOURNAL
MINORITY BUSINESS
LEADER AWARDS



50 on Fire in Philly

Philadelphia Business Journal is looking for the fastest growing companies in the Greater Philadelphia area for the inaugural 50 on Fire in Philly awards program. Has your company experience continued growth over the past 3 years?

Issue Date: September 23
Reserve By: September 14

Event Date: September 22, 5:00pm-8:00pm
Location: TBD



Health Care Innovator Awards

Join the Philadelphia Business Journal as we recognize those companies, products and individuals that are bringing innovation to the Greater Philadelphia area's community. We will honor those breaking through in health care and life sciences at a cocktail reception awards program on October 6, 2016.

Issue Date: October 7
Reserve By: September 28

Event Date: October 6, 5:00pm-8:00pm
Location: TBD



LGBT Awards

Philadelphia Business Journal and Philadelphia Gay News team up to recognize the LGBT business community with an awards program where we reveal this area's top LGBT-owned companies.

Issue Date: November 4
Reserve By: October 26

Event Date: November 3, 5:00pm-8:00pm
Location: TBD



Women of Distinction

The Women of Distinction is the event of the year, recognizing outstanding women who are achieving great success in their professional lives while managing to give back to their communities. 25-30 recipients are honored, including a Rising Star and an occasional Lifetime Achievement Award.

Now in its 17th year, this event gathers nearly 500 people for an awards dinner. Honorees are chosen by an independent judging panel who survey hundreds of applications to select the most accomplished women. This prestigious event allows all of our guests to network and forge deeper connections. The evening's grand finale hits a high note with a gala dinner.

Issue Date: November 18
Reserve By: November 9

Event Date: November 17, 5:00pm-8:00pm
Location: TBD



Most Admired CEO Awards

Philadelphia Business Journal will recognize the region's Most Admired CEOs at a prestigious dinner awards program. The Awards ceremony will honor 30 of the Most Admired CEOs and one CEO of the Year.

Issue Date: December 2
Reserve By: November 30

Event Date: December 1, 5:00pm-8:00pm
Location: TBD



Questions?

We are happy to answer any questions you have about the information in this packet. If you do not have an assigned Account Executive, please use the contact information below. Happy Sponsoring!

Sponsorship Inquiries

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Resources

- » Events calendar: pbj.com/event »
- » Nominations: pbj.com/nomination »
- » Sponsorship & advertising information: pbj.com »

