

# 2018 Sponsorships & Events

Event descriptions and sponsorship rates for 2018

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# Maximize your Sponsorship

A sponsorship sales plan provides a systematic means to activate and evaluate your sponsorship investment. Sponsors who follow a carefully thought out strategy report the best results from their sponsorship experience. Here are a few suggestions:

## Before the Event

As a sponsor, your firm's logo will appear in the paper, online and in targeted direct email advertising promoting the event. This pre-event marketing campaign positions your company as an industry leader in the eyes of key decision-makers who read our paper and pay to attend our events.

- Have your CEO or company leader announce your sponsorship to all employees. Proudly announce your sponsorship to the public by creating an area on your website to promote your partnership with the San Francisco Business Times.
- Select key members of management and the sales team who are comfortable at networking events to attend the event for business development purposes.
- Don't overlook the benefits of inviting clients and prospects to the event as well.
- Set goals for the number of qualified leads, appointments and sales your employees will achieve at the event.
- Schedule training to ensure your employees know how to quickly qualify prospects and communicate key selling benefits.
- Preview the supplied attendee list and assign executives and sales personnel to meet certain prospects.
- Determine if other sponsors for the event could be customers or partners.
- Send a gift or promotional item to key prospects attending to encourage them to meet you at the event.
- Give your top prospect list to your SFBT Account Executive, so he or she can

watch or them arriving at the event and make important introductions.

- Develop your post-event activation strategy to continue the relationship with key contacts you meet at the event.
- Develop a tracking report listing key milestones a prospect must pass through before becoming a client.

## At the Event

As a sponsor, your company is essentially a co-host of the event. Your company logo is prominently displayed, and many events offer sponsors a speaking opportunity with a personal introduction from the publisher. Take full advantage of the impressive stage the San Francisco Business Times provides to position your company as an industry leader in an environment where you will clearly have an edge on your competition. And you'll have access to a room full of prospects you have already pre-qualified from the attendee list.

- Hold a meeting with your staff members immediately before the event to review key objectives and announce incentive to reward.
- Help out at the event or provide a small handout to each attendee as they enter the networking area. This allows you to say hello to each guest and identify those you most want to meet.
- Assign some staff to tables that aren't corporate tables.
- Team some of our staff with key clients so they can speak about their relationship with your firm and also meet new prospects themselves.

## After the Event

Hundreds of influential business leaders leave the event with a positive impression about your company. You've reinforced relationships with existing clients, which in turn helps with customer retention. Your sales team made connections with impending new partners and top prospects as outlined in our first new business development strategy for the event. You now have a limited period of time to build on the critical first impression created at the event. What you do next ultimately determines your ability to cost justify your investment.

- Conduct a post-event recap meeting with your employees who attended the event to review successes and award prizes.
- Announce an incentive to reward your sales people for timely reporting of the sales status of each key prospect. Compile a written recap of the event to help renew the sponsorship. Include quotes from internal and external guests, photos, and review results versus goals.
- Send company literature or a dated special offer to everyone on the final attendee list supplied by SFBT.
- Invite your key prospects to your activation event. This should take place within 30 days of your first meeting.
- Publicize your sponsorship by sending press releases to trade groups and trade publications and journals.
- Lastly, build on the success you generated this year by taking advantage of your first right of renewal of your sponsorship.

# Event Specialty Sponsorships

Each event is unique! Specialty sponsorship not available at all events. Please contact your account executive to confirm event and investment details. Prices vary due to changes in event venue, etc.

## Bar Sponsor

- Half page 4 color ad in the publication
- 5 tickets to the event
- Signage on every bar
- Drawing “fishbowls” at every bar
- Cocktail napkins with logos (*client provides*)
- Recognition in the event presentation

## “Step & Repeat” Photo Sponsor

- Sponsor “host” of red carpet runway to step and repeat photo station as guests enter
- Half page 4-color ad in publication
- 5 tickets to the event
- Recognition in the event presentation
- Logo on screen at event

## Social Media Sponsorship

- Branded Social Media Wall in main venue space with logo. Wall will run during scheduled event time.
- Recognition in the event presentation
- Thank you tweets from throughout the program
- Post-event Social Media analytics, including tweet count, absolute reach and unique reach.
- One flat screen monitor for reception area running same branded Social Media Wall as main display
- Sponsoring company may embed live Social Media Wall onto their website
- Half page 4-color ad in publication
- Logo on screen at event

## Photo Booth Sponsorship

- Logo on photo booth photos
- Photo props & Red Carpet
- Two tickets to the event
- Recognition in the event presentation

## Centerpiece Sponsorship

- Customized centerpiece with branding, showcasing sponsor’s message designed to reflect event theme (*client provides*)
- Two tickets to the event
- Listing on brochure/program/ menu card (if applicable)
- Recognition in the event presentation

## Dessert Sponsorship

- Customized dessert item with logo and/or branding
- Two tickets to the event
- Listing on brochure/program/ menu card (if applicable)
- Recognition in the event presentation

## Coffee To-Go Sponsorship

- Customized koozie for to-go coffee cups with sponsor’s logo to be displayed with coffee (*client provides*)
- Two tickets to the event
- Logo on all signage at coffee stations
- Recognition in the event presentation

## Gift Bag Sponsorship

- Logo on gift bag to be handed out at the event (*client provides*)
- Two tickets to the event
- Opportunity to include a logo branded item in gift bag
- Recognition in the event presentation

## Display Table Sponsorship

- 6' display table with optional signage and giveaways in the networking area of the event
- Two tickets to the event
- Recognition in the event presentation



# Economic Forecast

SIT DOWN BREAKFAST AND MAYORAL FORUM

Our first issue of the year is our annual Economic Forecast and Year in Review edition. This informative publication includes an industry by industry forecast and a recap of the major business events of the last year.

## Program Structure

The Mayors of San Francisco and Oakland along with a local economist will headline our annual Mayors' Breakfast Forum. Topics to be discussed include economic development, the state of the economy, and cooperation between the cities. This is a sit down breakfast with networking before and after the program.

## Event

January 2018

## Publication Date

January 2018

## Title Sponsor **\$23,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Logo with premier positioning on all promotional materials including pre-event ads and emails, event signage and event program
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$20,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Logo on all promotional materials including pre-event ads and emails, event signage and event program
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*

# Women Who Lead: Life Sciences

## PANEL DISCUSSION

There will be a panel discussion featuring a brief inspiring keynote followed by a panel discussion with women leaders from the Bay Area Life Sciences community, who will discuss their paths to leadership and their views on the state of women in the life sciences industry. This event will include a brief VIP reception for the women, speakers and sponsors plus special guests.

### Program Structure

The San Francisco Business Times will report on the state of women in leadership in the life sciences industry in the Bay Area. We will identify 25 women life science leaders who have influential and top roles in research, life science companies and research institutions, as well as 10 emerging leaders / women to watch. Our view of the gender diversity of this industry in our region will examine which companies are the most diverse, and what the pathways and roadblocks to management and top leadership positions are.

### Attendance Forecast

200-275

### Event

January 2018

### Publication Date

January 2018

### Title Sponsor \$20,000

All benefits listed below in "Sponsor Benefits" plus:

- Top billing as Title Sponsor
- Opening remarks at event , VIP Reception and introduction of keynote speaker
- Quarter page 'Word from Our Sponsor' advertorial with premier positioning
- One-minute video welcome
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

### Partner Sponsor \$15,000

All benefits listed below in "Sponsor Benefits" plus:

- Billing as Partner Sponsor
- Logo on all promotional materials including front page of special report, website and all event promotions, event screens/ signage
- Table (10 seats)
- Collateral table in the reception area

### Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- Two tickets VIP reception plus brief remarks, no more than one minute
- One minute video welcome
- Acknowledgment by publisher in letter and at event
- Opportunity for promo, give-away or raffle, seat drop
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

Title and Partner sponsors may participate in a speaker planning call, and suggest names of speakers and keynote speakers.

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*

# Women Who Lead: Mentoring Monday

NETWORKING FOLLOWED BY SPEED COACHING

Mentoring Monday takes place in 40 ACBJ markets simultaneously harnessing the power of local women in business and 20 years of event experience. Show your company's support of advancing women in leadership by playing a key role in this dynamic event, held in San Francisco, designed to give women access to important connections, opportunities and knowledge that will give them the skills and confidence to grow into leadership roles. Share this event with your aspiring leaders, or use it as an opportunity to recruit young talent to your workforce.

## Program Structure

The event will feature speed coaching from 40 leading female executive mentors from the Bay Area. Mentees will meet the local leaders and be able to network in an unprecedented way.

## Event

February 2018

## Publication Date

February 2018

## Lead Sponsor \$12,055

All benefits listed below in "Sponsor Benefits" plus:

- Top billing as Lead Sponsor
- Logo with premier positioning on all promotional materials including pre-event ads and emails, event signage and event program
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- 3 mentor spots at the event
- 10 tickets to the event
- Collateral table with premier positioning at event and ability to distribute collateral to attendees

## Partner Sponsor \$8,203

All benefits listed below in "Sponsor Benefits" plus:

- Billing as Partner Sponsor
- Logo on all promotional materials including pre-event ads and emails, event signage and event program
- Half page four-color ad with preferred position in section
- 80,000 ROS impressions
- 1 mentor spot at the event
- 4 tickets to the event
- Collateral table at event and ability to distribute collateral to attendees

## Sponsor Benefits

- Acknowledgment by publisher at event
- Speaking opportunity at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

Custom and Specialty Sponsorships are also available; speak with your account representative for more details.



# Golden Bridge from China

SIT DOWN BREAKFAST AND PANEL DISCUSSION

Chinese investment is flowing into the Bay Area Economy, in many ways, including commercial real estate, tourism, infrastructure, housing and capital for startups. How are Bay Area companies connecting to Chinese investors and opportunities to access capital flowing from China? Learn about the scope and impact of these investments, and the challenges that accompany the opportunities.

## Program Structure

Our panelists will discuss strategies for tapping into the Chinese market, and how to find the pathway to Chinese investment over a sit down breakfast. With networking before and after the panel discussion.

## Event

March 2018

## Publication Date

March 2018

## Title Sponsor \$16,000

All benefits listed below in "Sponsor Benefits" plus:

- Top billing as Title Sponsor
- Opening remarks at event
- Quarter page 'Word from Our Sponsor' advertorial with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor \$13,000

All benefits listed below in "Sponsor Benefits" plus:

- Billing as Partner Sponsor
- Presenting role at awards events
- Quarter page 'Word from Our Sponsor' advertorial
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

Custom and Specialty Sponsorships are also available; speak with your account representative for more details.



# 40 Under 40

AWARDS PRESENTATION FOLLOWED BY A NETWORKING RECEPTION

The San Francisco Business Times has identified a dynamic group of business leaders under the age of 40 who have excelled in their respective fields, from tech to finance to the world of nonprofits. The 40 selected individuals have accomplished great things in their company, their industry and in their community.

## Program Structure

Join the San Francisco Business Times and this dynamic group of young professionals for a networking reception and lively awards event.

## Event

March 2018

## Publication Date

March 2018

## Title Sponsor \$20,000

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Online section sponsorship
- Opening remarks at event
- Logo on cover of section with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor \$15,000

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Logo on cover of section
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Presenting role at awards events
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*



# Bay Area Corporate Counsel Awards

AWARDS PRESENTATION FOLLOWED BY A NETWORKING RECEPTION

In conjunction with the Silicon Valley Business Journal, we honor the Bay Area's outstanding corporate counsels across a number of categories. The evening awards program honors leaders for professionalism and ethical standards in several different categories including Community Champion, Diversity Champion, IP Lawyer, Labor & Employment, Private Company, Public Company over \$1B, Public Company under \$1B, Rising Start and Lifetime Achievement.

The publication will be distributed in the San Francisco Business Times and the Silicon Valley Business Journal with a combined readership of over 120,000.

## Program Structure

Leading up to the awards program, there is a private pre-reception for the finalists and sponsors. The winners are announced at the evening awards program followed by a networking reception and celebration, providing a great opportunity to mix and mingle.

## Event

March 2018

## Publication Date

March 2018

## Platinum Sponsor \$23,000

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Logo on cover of section with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Gold Sponsor \$19,500

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Logo on cover of section
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Private pre-event reception with honorees
- Presenting role at event
- Full page four-color ad with preferred position in section in both the SFBT and the SVBJ
- 130,000 ROS impressions on SFBT website
- Acknowledgment by publisher in letter and at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*



# Real Estate Deals of the Year

AWARDS PRESENTATION FOLLOWED BY NETWORKING RECEPTION

A panel of judges and San Francisco Business Times real estate editors and reporters will select the finalists and winners from over 20 real estate categories. These categories include office, industrial, retail, residential, land and renovation in San Francisco, Oakland and the surrounding areas. Winners, finalists and the “Deal of the Year” are profiled in this popular annual edition.

## Program Structure

This event has become the Academy Awards program for the real estate industry. Attendees gather for networking followed by an awards presentation. The one-hour awards presentation is followed by a larger networking reception with food and wine.

## Event

March 2018

## Publication Date

March 2018

## Title Sponsor **\$23,000**

*All benefits listed below in “Sponsor Benefits” plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Logo on cover of section with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$20,000**

*All benefits listed below in “Sponsor Benefits” plus:*

- Billing as Partner Sponsor
- Logo on cover of section
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- Presenting role at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*



# Health Care of the Future

SIT DOWN BREAKFAST AND PANEL DISCUSSION

Bay Area health care leaders will gather to discuss an in-depth look at changes in health care, brought on by health reform, new technologies and innovations in hospital design and delivery systems. A stellar lineup of CEOs will share their insights about what these changes mean for business, the consumer and the community.

## Program Structure

A panel of health care leaders will address the tough questions about what is required to plan for a strong health care infrastructure that will serve our region well into the future.

## Event

April 2018

## Publication Date

January 2018

## Title Sponsor **\$20,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Logo on cover of section with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, event signage and event program
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$18,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Logo on cover of section
- Logo on all promotional materials including pre-event ads and emails, event signage and event program
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*

# Best Places to Work in the Bay Area

AWARDS PRESENTATION FOLLOWED BY NETWORKING RECEPTION

In conjunction with the Silicon Valley Business Journal, we will create the definitive list of the Best Places to Work in the Bay Area. The publication will profile many of the companies, shining the spotlight on their best practices in hiring, training, motivating and compensating their employees.

The publication will be distributed in the San Francisco Business Times and the Silicon Valley Business Journal, with a combined circulation of 30,000 (readership of 120,000). The publication will include the list of the 125 Best Places to Work in the Greater Bay Area.

## Program Structure

An evening awards program, followed by a networking reception honoring the companies selected as the Best Places to Work in the Bay Area. This will be a lively and inspiring evening, and a great opportunity to connect with the leaders of these successful companies.

## Event

April 2018

## Publication Date

April 2018

## Title Sponsor **\$33,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Logo on cover of section with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$23,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Logo on cover of section
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section to run in both the SFBT and the SVBJ
- 130,000 ROS impressions on SFBT website
- Acknowledgment by publisher in letter and at event
- Presenting role at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*



# Food and Beverage Leaders

SIT DOWN BREAKFAST AND PANEL DISCUSSION

The San Francisco Business Times will host an industry focus group discussion with our editors and Food and Beverage leaders to provide ideas for the editors to plan the Food and Beverage Innovators focus report. This focus group will include industry CEOs and other industry experts who will help us shape the content of the report. The report will profile innovators in the Bay Area, showcasing their best practices and growth strategies. It will also contain the Top 25 List of the Bay Area's Food and Beverage Manufacturers.

## Program Structure

The event will be an intimate breakfast, with speakers focusing on the secrets of success, industry trends, challenges and growth opportunities, and the innovative practices of Bay Area Food and Beverage leaders.

## Event

April 2018

## Publication Date

April 2018

## Title Sponsor **\$19,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Half page 'Word from Our Sponsor' advertorial
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$15,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Quarter page 'Word from Our Sponsor' advertorial
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*

# Biotech Forum

SIT DOWN BREAKFAST AND PANEL DISCUSSION

Our annual special report on biotech in the Bay Area will look at the state of the biotech industry in the region, and provide insights into how and where it will grow. In addition, we will profile the leading life sciences companies and the people who lead them, and list the top 50 Biotech companies in the Bay Area.

## Program Structure

A panel discussion with life sciences leaders, moderated by San Francisco Business

Times biotech reporter Ron Leuty, and presentations by three up-and-coming life sciences stars.

## Event

June 2018

## Publication Date

June 2018

## Title Sponsor **\$19,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Logo on cover of section with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$17,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Logo on cover of section
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*

# Family Business Strategies Summit

SIT DOWN BREAKFAST AND PANEL DISCUSSION

The Family Business Strategy Summit will discuss how families define the vision and values of their business, strategies for creating a family governance plan, conflict management, how families transition from one generation to the next, and the many issues, rewards and opportunities that come with leading a family owned business. This is an opportunity get up close and personal with some of the most successful family owned businesses in our region.

## Program Structure

This breakfast forum event will be a conversation with 4 to 5 family business owners who will share some of the common challenges they face, as well as strategies and best practices for effectively managing and growing a family business enterprise.

## Event

July 2018

## Publication Date

July 2018

## Title Sponsor **\$17,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Quarter page 'Word from Our Sponsor' advertorial with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, event signage and event program
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$13,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Quarter page 'Word from Our Sponsor' advertorial
- Logo on all promotional materials including pre-event ads and emails, event signage and event program
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*

# State of the Tri-Valley

SIT DOWN BREAKFAST AND PANEL DISCUSSION

Innovation Tri-Valley and the San Francisco Business Times are partnering to publish a special supplement promoting the Tri-Valley as a great place for business. This insert will look at fast-growing communities in this vibrant region, focusing on the hottest business sectors and catalysts for expansion in the five cities of Pleasanton, Livermore, Dublin, San Ramon and Danville. Advance copies of the supplement will be distributed at our annual State of the Tri-Valley event in July.

## Program Structure

Join us for a panel discussion and networking opportunity with local leaders who are pushing the Tri-Valley economy to new heights. A panel of experts will discuss the future of the Tri-Valley economy, the region's competitive advantages, and its overall importance within the Bay Area.

## Event

July 2018

## Publication Date

July 2018

## Title Sponsor **\$12,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Quarter page 'Word from Our Sponsor' advertorial with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$9,500**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Presenting role at awards events
- Quarter page 'Word from Our Sponsor' advertorial
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*



# Most Influential Women in Business Awards

COCKTAIL RECEPTION, SIT DOWN DINNER AND AWARDS PRESENTATION

San Francisco Business Times' editors and an advisory board of select leaders will choose the most influential women from corporations and nonprofits in the Bay Area. These women will be profiled in this annual special edition. This is the ultimate "who's who" of women business leaders in the Bay Area.

## Program Structure

This exclusive dinner will honor the 100+ most influential women with an awards ceremony. It will be an elegant gathering of the highest-ranking corporate women in the region. An hour-long exclusive pre-reception is for honorees and sponsors only.

## Event

June 2018

## Publication Date

May 2018

## Title Sponsor **\$25,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Logo on cover of section with premier positioning
- Half page 'Word from Our Sponsor' advertorial
- Logo with premier positioning on all promotional materials including pre-event ads and emails, event signage and event program
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$21,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Logo on cover of section
- Logo on all promotional materials including pre-event ads and emails, event signage and event program
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 1 ticket to the VIP pre-reception
- Brief remarks at the VIP pre-reception
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*



# Business of Pride: LGBT Leadership

COCKTAIL PARTY AND NETWORKING CELEBRATION

This themed edition of the San Francisco Business Times will be packed with stories and content on LGBT leadership in the Bay Area.

We will identify and profile 10 out and outstanding LGBT business leaders from a diverse array of larger companies and organizations, and we will recognize one exemplary company with the Business of Pride Leadership Award.

## Program Structure

This networking event will be a fun, festive and celebratory cocktail reception that brings together the leaders of the companies ranked on the lists, the 10 influential leaders, and a diverse group of LGBT leaders, allies and organizations in the Bay Area.

## Event

June 2018

## Publication Date

June 2018

## Title Sponsor **\$22,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Half page 'Word from Our Sponsor' advertorial
- Logo on cover of section
- Online section sponsorship
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$15,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Quarter page 'Word from Our Sponsor' advertorial
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event



## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 run of site impressions
- Acknowledgment by publisher in letter and at event
- Presenting role at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*

# Corporate Philanthropy Awards

SIT DOWN BREAKFAST AND AWARDS PRESENTATION



Our annual report on the state of Corporate Philanthropy in the Bay Area is an essential and intriguing read for both business and nonprofit executives. The program has created a friendly competition with companies vying to be the most generous. Businesses are giving more and community organizations are reaping the rewards. The publication includes articles on trends in corporate philanthropy, profiles of the region's top corporate philanthropists and stories about best practices in corporate philanthropy from both large and small businesses.

## Program Structure



This inspiring breakfast forum brings together leaders from the Top Corporate Philanthropists and CEOs and board members from the nonprofits who receive their funding. In addition to unveiling our latest List, we present awards for Education, Health, and Innovation in Philanthropy, Community Commitment and Community Impact. The awards presentation is followed by a panel discussion featuring a diverse group of leaders in corporate philanthropy discussing their philanthropic practices, philosophies and policies.

## Event

July 2018

## Publication Date

July 2018

## Partner Sponsor \$28,000

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Partner Sponsor
- Logo on cover of section with premier positioning
- 200–250 word 'Word from Our Sponsor' advertorial
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- 2 Tables (20 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Gold Sponsor \$18,000

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Logo on cover of section
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- One seat at the Chairman's table for a top executive
- Acknowledgment by publisher in letter and at event
- Presenting role at event
- 50 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*

# Made in the Bay Area: Manufacturing Forum

SIT DOWN BREAKFAST AND PANEL DISCUSSION

The Made in the Bay Area Focus Report is compelling package of profiles of local manufacturing innovators, along with a look at the rise of local manufacturing in the region, and why it is growing here.

## Program Structure

A group of Bay Area manufacturing leaders will share their secrets of success over a sit down breakfast. They will discuss industry trends, growth opportunities, challenges and innovative practices.

## Event

August 2018

## Publication Date

August 2018

## Title Sponsor **\$19,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Quarter square 'Word from Our Sponsor' advertorial with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$15,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Quarter square 'Word from Our Sponsor' advertorial
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*

# San Francisco Structures

SIT DOWN BREAKFAST AND PANEL DISCUSSION

This annual report looks at construction, real estate and economic development activity in San Francisco. Our team of reporters looks at what is and isn't planned in San Francisco. Included in our coverage is a look at commercial and residential development, transportation, retail, hotel, hospital and public and private projects.

## Program Structure

A panel of developers and industry leaders discuss development issues, economic challenges, the real estate and construction climate and specific big picture projects that are reshaping San Francisco. The Mayor is a regular on the panel each year.

## Event

September 2018

## Publication Date

June 2018

## Title Sponsor **\$21,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Logo on cover of section with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$19,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Logo on cover of section
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*

STRUCTURES

# Women Who Lead: Entrepreneurs

RECEPTION AND PANEL DISCUSSION

Join us for a lively conversation with dynamic women entrepreneurs and executives who will discuss how they have built their businesses and how they define success as a leader. You will hear their stories about how they lead and the lessons they have learned along the way. What does it take to communicate a compelling vision, build a great culture, and respond to the opportunities, challenges and choices they face every day?

## Program Structure

Evening reception, networking and panel discussion

## Event

September 2018

## Publication Date

September 2018

## Title Sponsor \$20,000

All benefits listed below in "Sponsor Benefits" plus:

- Top billing as Title Sponsor
- Opening remarks at event , VIP Reception and introduction of keynote speaker
- Quarter page 'Word from Our Sponsor' advertorial with premier positioning
- One-minute video welcome
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor \$15,000

All benefits listed below in "Sponsor Benefits" plus:

- Billing as Partner Sponsor
- Logo on all promotional materials including front page of special report, website and all event promotions, event screens/ signage
- Table (10 seats)
- Collateral table in the reception area

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- Two tickets VIP reception plus brief remarks, no more than one minute
- One minute video welcome
- Acknowledgment by publisher in letter and at event
- Opportunity for promo, give-away or raffle, seat drop
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*



# Health and Benefits Innovations Forum

BREAKFAST FORUM AND PANEL DISCUSSION

With many changes and innovations in health and benefits plans, and many innovations coming from providers and insurers, employers are challenged to stay on top of the latest information, programs and best practices that best serve their employees and their bottom line. Employers can learn much from the experts, and also from each other about the impact of wellness and prevention programs and other practices and benefits that can produce measurable results. This in-depth report and event will look at what regional employers, health care and benefits leaders and experts are saying about programs, practices and policies that are making a difference, setting new standards, and impacting quality of care, employee satisfaction, healthy outcomes and healthy bottom lines for employers.

## Program Structure

Our panel of industry experts, health care providers and employers will look at what programs and practices are having the biggest impact. How well are providers and insurers meeting the needs of employers, and how are they addressing the larger issues of promoting programs that result in a healthier workforce and society, and the need to reduce overall health care costs while delivering quality care? We'll look at some of the most innovative programs coming out of our region, and we'll also look at what companies are doing to reduce their benefits costs and improve the health of their workforce. This program will offer insights and practical advice for what employers should know as they plan their benefits programs, and what options are available to them and their employees.

## Event

October 2018

## Publication Date

October 2018

## Title Sponsor **\$15,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Quarter page 'Word from Our Sponsor' advertorial with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$13,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Quarter page 'Word from Our Sponsor' advertorial
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*

# Upstart 50

NETWORKING AND PANEL DISCUSSION

Upstart 50 is an exclusive gathering of young disrupters, founders, entrepreneurs and game changers from all sectors of the Bay area who are changing the world. We'll tell you their stories in a special section in the San Francisco Business Times and the Silicon Valley Business Journal then bring them together for a conversation. Join in as a sponsor to amplify your brand then come learn, be inspired, collaborate and have fun.

## Program Structure

Join the San Francisco Business Times and the Silicon Valley Business Journal for cocktails and conversation with the figures driving the creation of the world's new innovation capital. Meet the Upstart 50 honorees - the Inventors, Creatives, Backers - and Masters and hear some of their best stories and lessons in intimate and in-depth fireside chats.



## Event

September 2018

## Publication Date

September 2018

## Gold \$8,500

*All benefits listed below in "Sponsor Benefits" plus:*

- Event attendee list including the Upstart50
- Step & Repeat: Logo on photo booth backdrop
- Product Demonstration Booth
- Fastest Growing Companies Report. For the last 15 years, The Business Journals has gathered data from a national sample of business owners to develop key insights into the SMB market. We've identified 10 traits and tactics attributable to fast-growing companies. These companies reported 11% or more average annual sales growth for the last three years.
- Full Page Ad in San Francisco Business Times and Silicon Valley Business Journal Upstart 50 issue

## Silver \$6,500

*All benefits listed below in "Sponsor Benefits" plus:*

- Fastest Growing Companies Report. For the last 15 years, The Business Journals has gathered data from a national sample of business owners to develop key insights into the SMB market. We've identified 10 traits and tactics attributable to fast-growing companies. These companies reported 11% or more average annual sales growth for the last three years.
- Half Page Ad in San Francisco Business Times and Silicon Valley Business Journal Upstart 50 issue

## Bronze \$4,500

*All benefits listed below in "Sponsor Benefits" plus:*

- Quarter page Ad in San Francisco Business Times and Silicon Valley Business Journal Upstart 50 issue

## Sponsor Benefits

- On Screen Logos
- Product Demonstration Booth
- Inclusion in event attendee email marketing, print campaign and registration landing page
- Up to 10 tickets to Upstart 50

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*



# Peninsula Structures

SIT DOWN BREAKFAST AND PANEL DISCUSSION

This report will look at construction, real estate and economic development activity on the Peninsula. Our real estate team looks at how key economic drivers and political forces impact growth in this very important region.

## Program Structure

Join a group of Peninsula business leaders, developers and policy makers for breakfast as they discuss the future vision for San Mateo County, and some of the most significant development projects that will shape its future.

## Event

October 2018

## Publication Date

October 2018

## Title Sponsor **\$18,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Logo on cover of section with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$15,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Logo on cover of section
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*





# Top 100 Fastest-Growing Private Companies Awards

PRIVATE AWARDS PRESENTATION FOLLOWED BY NETWORKING RECEPTION

Each year the San Francisco Business Times determines who are the Fastest-Growing Private Companies in the Bay Area. The ranking is based on percentage of revenue increase over a three-year period. This news-making research uncovers the region's emerging growth companies. Included in the publication are ten in-depth profiles of companies on the list.

## Program Structure

CEOs of the region's fastest-growing companies gather to find out where they rank on this year's list. The sit-down awards presentation provides sponsors with an opportunity to participate in the presentation of awards to the honorees. Following the presentation, sponsors and award winners attend a gala cocktail reception.

## Event

October 2018

## Publication Date

October 2018

## Title Sponsor **\$23,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Logo on cover of section with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at private event
- Collateral table with premier positioning at event

## Partner Sponsor **\$21,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Logo on cover of section
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at private event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- Presenting role at awards events
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*

# STEM Education Leadership Forum

SIT DOWN BREAKFAST AND EXPERT PANEL

This special report on STEM education in the Bay Area, takes a look at the economic impact of supporting STEM programs, who is investing in STEM education, what is needed for the future, and its impact on innovation and jobs.

## Program Structure

This breakfast summit will feature presentations and discussions with education, science, business and policy leaders focused on investing in STEM education in our region and state. Our goal is to advance the conversation, increase awareness, and ultimately support, for making this a top priority for our community.

## Event

October 2018

## Publication Date

October 2018

## Title Sponsor **\$21,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Logo on cover of section with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$17,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Logo on cover of section
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*



# Most Admired CEO Awards

COCKTAIL RECEPTION, SIT DOWN DINNER AND DESSERT RECEPTION

The Most Admired CEOs of the Year publication and awards will recognize outstanding CEOs, including a Lifetime Achievement winner. After an extensive nomination process, a panel of academics and business leaders will advise our editors on the final selection for each category.

This prestigious event honors great leadership, vision and values. As a sponsor, you will have the opportunity to present an award, and you will have access to an influential class of CEOs across a diverse range of industries.

## Program Structure

With a cocktail reception, sit down dinner, and dessert reception, there is plenty of time to connect with each honored CEO and the teams that come to support them.

## Event

November 2018

## Publication Date

November 2018

## Title Sponsor **\$25,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Logo on cover of section with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$18,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Logo on cover of section
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

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## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- Presenting role at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*



# East Bay Book of Lists Party

COCKTAIL NETWORKING RECEPTION

This annual ranking of the top East Bay businesses is a valued business resource—made even more valuable with information about your products, services and expertise. In addition to a diverse array of top business lists, the East Bay Book of Lists includes valuable economic development data, as well as a directory of business resources from East Bay communities. A strong ad message will showcase your business and expertise and position your company as a leader in the East Bay.

## Program Structure

The annual party celebrates and honors the companies and individuals recognized in the East Bay Book of Lists. This is a chance to strengthen your business network, find new clients, identify business opportunities and connect with people who can help you maintain your competitive edge.

## Event

December 2018

## Publication Date

December 2018

## Title Sponsor **\$18,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Logo on cover of section with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor **\$11,500**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Logo on cover of section
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in publication
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*

# Oakland Structures

SIT DOWN BREAKFAST AND PANEL DISCUSSION

This award winning annual report looks at major construction projects in the pipeline in Oakland, and developments shaping Oakland's future. The report chronicles real estate and economic development activity, and the economic and policy issues that either promote or hinder growth.

## Program Structure

The Oakland Structures breakfast has become an annual tradition, attracting over 600 business leaders. A panel of developers, policy makers and executives discuss the projects, people, economic drivers and issues that are reshaping Oakland. The Mayor is a regular on the panel each year.

## Event

December 2018

## Publication Date

December 2018

## Title Sponsor \$18,000

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at event
- Logo on cover of section with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) with premier positioning at event
- Collateral table with premier positioning at event

## Partner Sponsor \$15,000

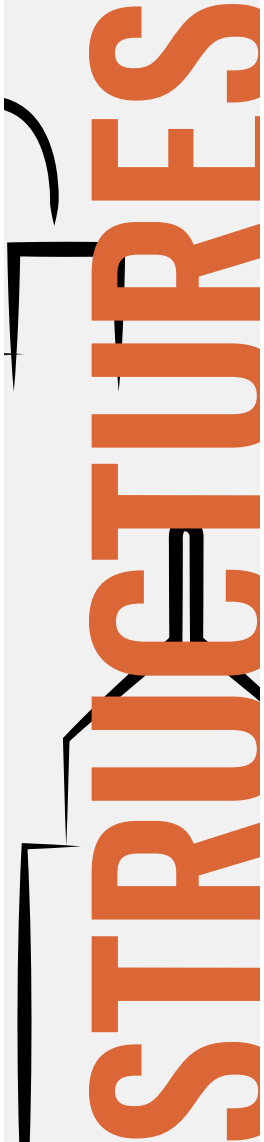
*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Logo on cover of section
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Table (10 seats) at event
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- Full page four-color ad with preferred position in section
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 25 copies of publication at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*





# Book of Lists Party

COCKTAIL NETWORKING RECEPTION

Align your company with the best in business! The Book of Lists is the Bay Area's most valuable business reference guide and the one publication readers turn to throughout the year. Each week, the San Francisco Business Times runs industry-specific lists and each year we compile them into the one book that CEOs keep on their desk all year long. This highly valued resource is delivered to all San Francisco Business Times subscribers and is sold throughout the year.

## Program Structure

The Book of Lists Celebration honors all the top local executives published in the Book of Lists. This networking reception is our largest event of the year and proves to be an area favorite each year.

## Event

February 2019

## Publication Date

December 2018

## Title Sponsor **\$35,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Top billing as Title Sponsor
- Opening remarks at VIP reception
- 3 Full page four-color ads with preferred positions in the Book
- Logo on cover of the Book with premier positioning
- Logo with premier positioning on all promotional materials including pre-event ads and emails, and event signage
- Collateral table with premier positioning at event

## Partner Sponsor **\$23,000**

*All benefits listed below in "Sponsor Benefits" plus:*

- Billing as Partner Sponsor
- Brief remarks at VIP reception
- Full page four-color ad with preferred position in the Book
- Logo on cover of the Book
- Logo on all promotional materials including pre-event ads and emails, and event signage
- Collateral table at event

## Sponsor Benefits

- Industry exclusivity
- 10 tickets to event
- 130,000 ROS impressions
- Acknowledgment by publisher in letter and at event
- 1 Tickets to VIP reception
- 50 copies of the Book at your request
- Attendee list with contacts supplied prior to event as well as post event (excluding email addresses)
- First right of renewal within 60 days after the event

*Custom and Specialty Sponsorships are also available; speak with your account representative for more details.*

