



OVATION AWARDS PARTNERSHIP OPPORTUNITY 2020



We invite you to become an IABC/Toronto OVATION Awards Partner and connect with Greater Toronto's brightest business communicators and the most innovative teams from agencies, corporate, government and not-for-profit sectors.

PARTNERSHIP OPTIONS

There are four categories of partnership available; deliverables for each category can be tailored to suit your organization's objectives.

PLATINUM SPONSORSHIP ♦ \$3,500

Recognition at the Awards Ceremony

- ❖ Opportunity to present one of the highest profile IABC/Toronto Awards of Distinction*
- ❖ Name/logo recognition as Platinum Sponsor throughout multimedia presentation
- ❖ Name/logo recognition on one cocktail area sign
- ❖ Signature Cocktail drink designed and named after your company
- ❖ Name/logo recognition in printed program
- ❖ Verbal recognition during Ceremony proceedings
- ❖ Six complimentary tickets + 10 percent discount for up to six event tickets

*Choose from:

- Large agency of the Year
- Mid-Size agency of the Year
- Small agency of the Year
- Boutique agency of the Year

- People's Choice Award
- NFP or Corporate Communication Department of the Year

Beyond the Awards Recognition

- ❖ Recognition in a minimum of four IABC/Toronto e-Lerts emailed to 4,100+ communication professionals in the GTA including 900+ chapter members
- ❖ Name/logo recognition on OVATION Awards sponsor page of IABC/Toronto website with link to sponsor's website
- ❖ Recognition as event sponsor in post event news release and/or media advisory
- ❖ Recognition as platinum event sponsor via IABC/Toronto's social media channels leading up to event including Twitter (10,200+ followers), LinkedIn (4,700+ followers) and Facebook (1,100+ subscribers)

GOLD SPONSORSHIP ♦ \$2,500 (3)

Three opportunities to choose from:

Cocktail – Cocktail sponsor recognition throughout the cocktail hour including signature cocktail drink designed and named after your company, name/logo recognition in multimedia presentation and online recognition with link to sponsor's website and much more.

Photobooth – Our guests love the Photobooth! Be the official sponsor of the Photobooth and have your company logo displayed in the background of all the photos taken! Sponsorship also includes name/logo recognition in multimedia presentation and online recognition with link to sponsor's website and much more.

Tweetwall – Displayed throughout the Gala, IABC/Toronto is known to trend during the Gala! Be the official Tweetwall sponsor and have your company logo displayed predominately. Sponsorship also includes name/logo recognition in multimedia presentation and online recognition with link to sponsor's website and much more.

Recognition at the Awards Ceremony

- ❖ Opportunity to present one of the following select IABC/Toronto OVATION Award categories*
- ❖ Name/logo recognition in cocktail area/Photobook or Tweetwall signs
- ❖ Name/logo recognition in printed program
- ❖ Verbal recognition during Ceremony proceedings
- ❖ Four complimentary tickets + 10 percent discount for up to six event tickets

*Choose from:

- Employee Member/HR Communications
- Electronic/Digital Interactive Communications
- Marketing Communications
- Social Responsibility
- Media Relations
- Special events
- Social Media

Beyond the Awards Recognition

- ❖ Recognition in a minimum of three IABC/Toronto e-Lerts emailed to 4,100+ communication professionals in the GTA including 900+ chapter members
- ❖ Name/logo recognition on OVATION Awards sponsor page of IABC/Toronto website with link to sponsor's website
- ❖ Recognition as event sponsor in post event news release and/or media advisory
- ❖ Recognition as event sponsor via IABC/Toronto's social media channels leading up to event including Twitter (10,200+ followers), LinkedIn (4,700+ followers) and Facebook (1,100+ subscribers)

SILVER SPONSORSHIP ♦ \$1,500 (3)

Recognition at the Awards Ceremony

- ❖ Opportunity to present one of the following select IABC/Toronto OVATION Award categories*
- ❖ Name/logo recognition as Silver Sponsor in designated locations of multimedia presentation
- ❖ Name/logo recognition in printed program
- ❖ Verbal recognition during Ceremony proceedings
- ❖ Two complimentary tickets; 10 percent discount for up to eight event tickets

*Choose from:

- Issues Management and Crisis Communication
- Digital Content
- Brand Communications
- Government Relations
- Community Relations

Beyond the Awards Recognition

- ❖ Recognition in a minimum of two IABC/Toronto e-Lerts emailed to 4,100+ communication professionals in the GTA including 900+ chapter members
- ❖ Name/logo recognition on OVATION Awards sponsor page of IABC/Toronto website with link to sponsor's website
- ❖ Recognition as event sponsor via IABC/Toronto's social media channels leading up to event including Twitter (10,200+ followers), LinkedIn (4,700+ followers) and Facebook (1,100+ subscribers)

BRONZE SPONSORSHIP ♦ \$1,000 (3)

Recognition at the Awards Ceremony

- ❖ Opportunity to present one of the following select IABC/Toronto OVATION Award categories*
- ❖ Name/logo recognition once in event multimedia presentation
- ❖ Name/logo recognition in printed program
- ❖ Verbal recognition during Ceremony proceedings
- ❖ One complimentary ticket; 5 percent discount for up to eight event tickets

*Choose from:

- Audio/Visual
- Publications
- Writing

Beyond the Awards Recognition

- ❖ Recognition in one IABC/Toronto e-Lerts emailed to 4,100+ communication professionals in the GTA including 900+ chapter members
- ❖ Name/logo recognition on OVATION Awards sponsor page of IABC/Toronto website with link to sponsor's website
- ❖ Recognition as event sponsor via IABC/Toronto's social media channels leading up to event including Twitter (10,200+ followers), LinkedIn (4,700+ followers) and Facebook (1,100+ subscribers)

For more information, visit: toronto.iabc.com