

THE PROMAXBDA SPORTS MEDIA MARKETING AWARDS
CELEBRATING EXCELLENCE, INNOVATION, & CREATIVITY IN SPORTS MEDIA MARKETING
NEW YORK CITY, NOVEMBER 18, 2010

SPONSORSHIP MENU

For More Information Contact
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SMMA SPONSOR PACKAGES

TITLE SPONSOR

- One (1) Table at awards ceremony on main floor, seating up to 10 people (\$8,000 value)
- Special recognition and thank you by PromaxBDA President & CEO from the stage during opening of awards ceremony
- Platinum sponsor logo placement and billing on all Sports Media Marketing Awards materials, emails & signage leading up to the awards ceremony
- Logo representation within the awards ceremony opening reel.
- Platinum sponsor credit and logo representation in the awards ceremony program
- Logo placement on 'Step & Repeat' wallpaper background where photos of all guest arrivals will be taken to be used by press and PromaxBDA
- One (1) double page, full color print advertising spread in awards ceremony program (\$6000 value)
- Copy of the awards ceremony reservation list following the event (no emails or phone numbers)

GOLD Level PRE-AWARDS Cocktail Reception Sponsor (1 Hour)

- Four (4) individual tickets to the awards ceremony (\$3800 value)
- Premium seating on main floor
- Premium full bar & hors d' oeuvres
- Specialty drink with written recognition on menu at bar stations 'Compliments of XXXXX'
- Thank you by PromaxBDA President & CEO from the stage during opening of awards ceremony
- Gold sponsor logo placement and billing on all Sports Media Marketing Awards materials, emails & signage leading up to the awards ceremony
- Logo representation within the awards ceremony opening reel.
- Gold sponsor credit and logo representation in the awards ceremony program
- Logo placement on 'Step & Repeat' wallpaper background where photos of all guest arrivals will be taken to be used by press and PromaxBDA
- One (1) full page, full color ad in awards ceremony program (\$2000 value)



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SILVER Level Backstage Winners Lounge Sponsor

- Two (2) individual tickets to the awards ceremony (\$1900 value)
- Premium seating on main floor
- Thank you by PromaxBDA President & CEO from the stage during opening of awards ceremony
- Silver sponsor logo placement and billing on all Sports Media Marketing Awards materials, emails & signage leading up to the awards ceremony
- Logo representation within the awards ceremony opening reel.
- Silver sponsor credit and logo representation in the awards ceremony program
- Logo placement on arrivals 'Step & Repeat' wallpaper background where photos of all guest arrivals will be taken as well as winners "Step & Repeat" to be used by press and PromaxBDA
- Opportunity to supply a gift bag or special individual gift to all gold winners
- Opportunity to supply premium beverage (i.e. champagne) at sponsors expense in Gold Award Lounge to all winners during and after awards ceremony.
- One (1) full page, full color ad in awards ceremony program (\$2000 value)

BRONZE Level Table Favor OR Gift Bag Sponsor

- Bronze Sponsor logo placement and billing on all Sports Media Marketing Awards materials, emails & signage leading up to the awards ceremony
- Bronze sponsor credit and logo representation in the awards ceremony program
- Logo placement on 'Step & Repeat' wallpaper background where photos of all guest arrivals will be taken to be used by press and PromaxBDA
- Need to supply a minimum of 400 table favors or gift bags & content. All items must be approved by PromaxBDA.
- One (1) full page, full color ad in awards ceremony program (\$2000 value)

Full Page in Awards Ceremony Program

- One (1) full page, full color ad in awards ceremony program
- Specs: 8.5" x 8.5" trim with a 0.25" bleed
- Ads due Friday, October 29, 2010 by 5:00PM

Sports Media Marketing Advisory Council



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THE INAUGURAL SPORTS MEDIA MARKETING AWARDS THE 2010 JURY

Celebrating the best in strategic and creative marketing from the international sports media marketing community, this esteemed group of industry leaders will serve as the jury for the 2010 Sports Media Marketing Awards.



DAVID LEVY - Jury Chair
*President of Sales Distribution & Sports
Turner Broadcasting System, Inc.*



MARK CUBAN
*Owner
Dallas Mavericks
Owner and Chairman
HDNet*



DAVID DROGA
*Founder & Creative Chairman
Droga5*



BOB GARFIELD
*Columnist
Advertising Age
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National Public Radio*



ROSS GREENBURG
*President
HBO Sports*



ERIC MARKGRAF
*CMO
FOX Sports Media Group*



BILL SIMMONS
*Senior Writer & Columnist
ESPN.com*



STEPHANIE LAFAIR SMITH
*SVP of Strategic Marketing
Comcast Sports Group*



JENNIFER LYNN STORMS
*SVP of Sports
and Event Marketing
Gatorade*

Winners of the 2010 Sports Media Marketing Awards will be presented at the ceremony on November 18th in New York City.

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Log onto www.sportsmediamarketingawards.com for additional details.