

Lantern Awards Sponsorships - 2017

- ❖ Largest annual event showcasing the top marketing programs in Texas
- ❖ Event promotion sent to 800+ influential Houston B2B marketers
 - Sent 2x per week for six weeks leading up to event
- ❖ Average attendance of 500+ marketing professionals within B2B-focused organizations
- ❖ 2016 Lantern Awards of Texas presented 300+ competing entries from 60+ participating companies
- ❖ Event webpage receives 1,400 pageviews per month
- ❖ Social media following of 2,200+ marketers

Underwriter @ \$6,000

- Premier table (near front of stage) with company table signage
- Option to distribute promotional item to each attendee at their table place or at venue
- Option to run a short corporate video (30 – 60 seconds) during the awards program (must provide)
- Company name on podium on the stage
- Most prominent logo recognition in printed call for entry (*if secured before printing*)
- Most prominent logo recognition in printed invitation (*if secured before printing*)
- Most prominent logo recognition in all event emails
- Sponsorship name badges
- Most prominent logo recognition on front inside cover of event program
- Most prominent logo recognition on pre-and post-event banner(s)
- Most prominent logo recognition in sponsorship video at gala
- Most prominent logo recognition on event website
- Most prominent logo recognition on entry submission website
- Most prominent logo recognition in sponsor loop presentation during gala seating
- Most prominent logo, company name, and company description in printed event program
- Recognition on BMA Houston Social Media channels (2,000+ reach)

Gala Printed Program Sponsor @ \$4,000 (only 1 available)

- Outside back cover ad in printed event program
- Logo recognition on front inside cover of event program
- Logo, company name, and company description in printed event program
- Logo recognition in sponsorship video at gala
- Logo recognition on pre-and post-event banner(s)
- Logo recognition on event website
- Logo recognition on entry submission website (*if secured before judging is complete*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on BMA Houston Social Media channels

Best of Show Award Sponsor @ \$3,500 (only 1 available)

- Opportunity to present special award
- Logo recognition in printed call for entry (*if secured before printing*)
- Logo recognition in printed invitation (*if secured before printing*)
- Logo recognition in sponsorship video at gala
- Logo recognition on front inside cover of event program
- Company name and description in printed event program
- Logo recognition on pre-and post-event banner(s)
- Logo recognition on event website
- Logo recognition on entry submission website (*if secured before judging is complete*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on BMA Houston Social Media channels (2,000+ reach)

Best of Oil & Gas Award Sponsor @ \$3,000 (only 1 available)

- Opportunity to present special award
- Logo recognition in printed call for entry (*if secured before printing*)
- Logo recognition in printed invitation (*if secured before printing*)
- Logo recognition in sponsorship video at gala
- Company name and description in printed event program
- Logo recognition on front inside cover of event program
- Logo recognition on pre-and post-event banner(s)
- Logo recognition on event website
- Logo recognition on entry submission website (*if secured before judging is complete*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on BMA Houston Social Media channels (2,000+ reach)

Cocktail Ticket Sponsor @ \$3,000 (only 1 available)

- Logo recognition on business size drink tickets given to each attendee
- Logo recognition in printed invitation (*if secured before printing*)
- Logo recognition in sponsorship video at gala
- Logo recognition on pre-and post-event banner(s)
- Logo recognition on event website
- Logo recognition on entry submission website (*if secured before judging is complete*)
- Logo recognition on front inside cover of event program
- Logo, company name, and company description in printed event program
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on BMA Houston Social Media channels (2,000+ reach)

Champagne Celebration Sponsor @ \$3,000 (only 1 available)

- Opportunity to present toast at celebration event
- Logo on cocktail napkins at Champagne Celebration
- Logo recognition in printed call for entry (*if secured before printing*)
- Logo recognition on printed invitation (*if secured before printing*)
- Logo recognition in sponsorship video at gala
- Company name and description in printed event program
- Logo recognition on front inside cover of event program
- Logo recognition on pre-and post-event banner(s)
- Logo recognition on event website
- Logo recognition on entry submission website (*if secured before judging is complete*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on BMA Houston Social Media channels (2,000+ reach)

People's Choice Award Sponsor @ \$2,500 (only 1 available)

- Opportunity to present special award
- Logo recognition in printed call for entry (*if secured before printing*)
- Logo recognition in printed invitation (*if secured before printing*)
- Logo recognition in sponsorship video at gala
- Company name and description in printed event program
- Logo recognition on front inside cover of event program
- Logo recognition on pre-and post-event banner(s)
- Logo recognition on event website
- Logo recognition on entry submission website (*if secured before judging is complete*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on BMA Houston Social Media channels (2,000+ reach)

Judges' Choice Award Sponsor @ \$2,500 (only 1 available)

- Opportunity to present special award
- Logo recognition in printed call for entry (*if secured before printing*)
- Logo recognition in printed invitation (*if secured before printing*)
- Company name and description in printed event program
- Logo recognition on pre-and post-event banner(s)
- Logo recognition on front inside cover of event program
- Logo recognition on event website
- Logo recognition on entry submission website (*if secured before judging is complete*)
- Logo recognition in sponsorship video at gala
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on BMA Houston Social Media channels (2,000+ reach)

Agency of the Year Award Sponsor @ \$2,500 (only 1 available)

- Opportunity to present special award
- Logo recognition in printed call for entry (*if secured before printing*)
- Logo recognition in printed invitation (*if secured before printing*)
- Logo recognition in sponsorship video at gala
- Company name and description in printed event program
- Logo recognition on front inside cover of event program
- Logo recognition on pre-and post-event banner(s)
- Logo recognition on event website
- Logo recognition on entry submission website (*if secured before judging is complete*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on BMA Houston Social Media channels (2,000+ reach)

Dessert Sponsor @ \$2,500 (only 1 available)

- Logo on flag placed on desserts delivered to the table
- Logo recognition on front inside cover of event program
- Logo recognition in printed call for entry (*if secured before printing*)
- Logo recognition in printed invitation (*if secured before printing*)
- Logo recognition on pre-and post-event banner(s)
- Logo recognition on event website
- Logo recognition on entry submission website (*if secured before judging is complete*)
- Company name and description in printed event program
- Logo recognition in sponsorship video at gala
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on BMA Houston Social Media channels (2,000+ reach)

Entertainment Sponsor @ \$2,500 (only 1 available)

- Logo recognition on sign by entertainment
- Logo recognition on event website
- Logo recognition in printed call for entry (*if secured before printing*)
- Logo recognition in printed invitation (*if secured before printing*)
- Logo recognition on entry submission website (*if secured before judging is complete*)
- Logo recognition in sponsorship video at gala
- Logo recognition on pre-and post-event banner(s)

Entertainment Sponsor @ \$2,500 (only 1 available) *continued...*

- Logo recognition on front inside cover of event program
- Company name and description in printed event program
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on BMA Houston Social Media channels (2,000+ reach)

Rookie of the Year Award Sponsor @ \$2,000 (only 1 available)

- Opportunity to present special award
- Logo recognition in printed invitation (*if secured before printing*)
- Logo recognition in printed call for entry (*if secured before printing*)
- Logo recognition in sponsorship video at gala
- Company name and description in printed event program
- Logo recognition on front inside cover of event program
- Logo recognition on pre-and post-event banner(s)
- Logo recognition on event website
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on BMA Houston Social Media channels (2,000+ reach)

Ballroom Bar Sponsor @ \$2,000 (only 1 available)

- Logo on cocktail napkins at bar located in ballroom open during dinner and award presentation
- Logo recognition in printed call for entry (*if secured before printing*)
- Logo recognition in printed invitation (*if secured before printing*)
- Company name and description in printed event program
- Logo recognition in sponsorship video at gala
- Logo recognition on front inside cover of event program
- Logo recognition on pre-and post-event banner(s)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on BMA Houston Social Media channels (2,000+ reach)

Gallery Bar Sponsor @ \$2,000 (only 1 available)

- Logo on cocktail napkins at bar located in gallery/lobby area during early evening gallery hours
- Logo recognition on event website
- Logo recognition in printed call for entry (*if secured before printing*)
- Logo recognition in printed invitation (*if secured before printing*)
- Logo recognition in sponsorship video at gala
- Logo recognition on pre-and post-event banner(s)
- Company name and description in printed event program
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on BMA Houston Social Media channels (2,000+ reach)

Hors d'oeuvres Sponsor @ \$1,500 (only 1 available)

- Logo recognition on printed table tent card on roaming hors d'oeuvres trays
- Logo recognition on event website
- Logo recognition in printed call for entry (*if secured before printing*)
- Logo recognition in printed invitation (*if secured before printing*)
- Logo recognition in sponsorship video at gala
- Company name and description in printed event program
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on BMA Houston Social Media channels (2,000+ reach)

Lifetime Achievement Award Winner Supporter @ \$1,000 (unlimited; available to individuals and companies)

- Logo recognition on Lifetime Achievement Award Winner Supporter page in printed event program
- Logo recognition in printed call for entry (*if secured before printing*)
- Logo recognition in printed invitation (*if secured before printing*)
- Company name and description in printed event program
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on BMA Houston Social Media channels (2,000+ reach)

In-Kind Sponsorships

Gold Sponsor: In-Kind services valued at \$10,000+

- Premier table (near front of stage) with company table signage
- Logo recognition in printed call for entry (*if secured before printing*)
- Logo on printed invitation (*if secured before printing*)
- Logo recognition on pre-and post-event banner(s)
- Logo recognition on front inside cover of event program
- Logo in emails
- Name recognition on event webpage
- Logo recognition in sponsorship video at gala
- Logo, company name, and company description in printed event program
- Logo recognition in Sponsor loop presentation during gala seating

Silver Sponsor: In-Kind services valued at \$6,000+

- Four tickets at premier table near front of stage
- Logo recognition in sponsorship video at gala
- Logo recognition on pre-and post-event banner(s)
- Logo recognition on front inside cover of event program
- Logo, name recognition and description in printed event program
- Logo recognition in Sponsor loop presentation during gala seating
- Name recognition on event webpage

Bronze Sponsors: In-Kind services valued at \$3,000+

- Two tickets to the awards gala
- Logo recognition on pre-and post-event banner(s)
- Logo recognition in sponsorship video at gala
- Name recognition on event webpage
- Company name and description in printed event program
- Logo recognition in Sponsor loop presentation during gala seating

Copper Sponsor: In-Kind services valued at \$1,000+

- One ticket to the awards gala
- Name recognition on event webpage
- Company name and description in printed event program
- Logo recognition in Sponsor loop presentation during gala seating

All In-Kind Sponsors must submit an invoice for their service offerings to determine the sponsorship level. Types of In-Kind Sponsor services include:

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|----------------------|------------------------------------|------------------------------------|
| • A/V Support | • Pre-event Printing | • About BMA and the Lanterns Video |
| • Event Production | • Event Printing | • Sponsorship Video |
| • Gallery Exhibition | • Gala Signage | • Sponsorship Loop |
| • Judging Facility | • Creative Sponsor(s) | • Email Services |
| • Media Sponsor | • Overall Theme and Print Creative | • Mailing Services |
| • Event Photographer | • Event Theme Support | • Website Services |
| • Voiceover Talent | • Award Presentation Video | • Table Centerpieces |
| • Print Sponsor(s) | • Lifetime Achievement Award Video | |