



TOP FORTY UNDER 40

SPONSORSHIP OPPORTUNITIES



25-55

average age

C-Level Execs

and their colleagues

High Income

attendees have a high household income

Education

highly educated and engaged audience

B2B

highly desirable B2B audience brought together in a networking and celebratory environment



VIRGINIA
MEDIA



TOP FORTY UNDER 40 EVENT

Now in its 22nd year, *Inside Business* recognizes forty business people under the age of 40 who have built successful careers, and who are actively involved in the community. **Top Forty Under 40** reaches influential up-and-coming business people.

A special section, recognizing the winners will be distributed to 9,000 subscribers of *Inside Business*. Sponsorship opportunities are available to support this successful event. By partnering with Inside Business, your company or organization will be elevated as a leader and supporter of **Top Forty Under 40** within our community through ads, logo placement, and other forms of recognition.

DATE:

October 9, 2020

LOCATION:

Virtual Event



VIRGINIA
MEDIA



Inside Business
The Hampton Roads Business Journal

TOP WORKPLACES THEMED EDITION

ADVERTISE IN OUR SPECIAL SECTION PROFILING THE WINNERS



Top Forty Under 40 recognizes and awards outstanding professionals under 40 succeeding in diverse industries throughout Hampton Roads, both in business and in community engagement.

 HALF PAGE
4-COLOR AD

Editorial features highlighting the leaders in their fields and the work they are doing in the community including key information on each of the business people under 40.

FORTY UNDER FORTY

Meghan M. Council, 30
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DIERENPORT & COMPANY LLC

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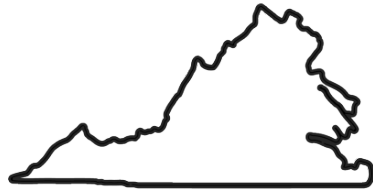
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SPONSORSHIP OPPORTUNITY

CONNECT YOUR BRAND TO CORPORATE AUDIENCES



Benefit from customized activation that targets consumers in Hampton Roads



Reach a B2B and corporate audience of C-Level executives and business influencers



A 360° marketing approach, including print, digital advertising and experiential event activations



Comprehensive execution, including ad packages, event activations, promotions and branding concepts to meet your business objectives

PARTNERSHIP OPPORTUNITY

EXECUTIVE SPONSOR

TOTAL INVESTMENT: \$10,000

VIRTUAL EVENT ACCESS

- Category exclusivity* and recognition as Executive Sponsor
- Recognition as Executive Sponsor on virginiamedia.events/top40under40
- Recognition as Executive Sponsor on cover image on Facebook Event page
- Listed in event description with hyperlink for business page
- Dedicated post within the event page announcing the sponsorship
- Ability to supply a video with personal message for the honorees to be aired as part of the virtual event and Facebook event page (30-60 seconds)
- Opportunity to provide a special message/offer to be included in attendee email blast
- Opportunity to provide a giveaway item(s) to honorees, attendees or as a drawing for one of more winners

DEDICATED ADVERTISING

Print**

- Full page, full color ad in *Inside Business*
- Full page, full color ad in the **Top Forty Under 40** *Inside Business* themed edition

Digital**

- 250,000 targeted, programmatic ad impressions
- 100,000 geo-fenced, mobile ad impressions
- Email blast to 50,000 targeted recipients

PROMOTION

- Sponsor logo placement/name mention in event promotional advertisements and invitation
- Inclusion on congratulatory e-mail blast to winners and post event thank you e-mail blast
- Rights to utilize event logo in pre-approved marketing
- Logo recognition on event website with live link to sponsor URL of choice and brief explanation of brand or partnership
- Recognition as sponsor in the event listing on social media

**Exclusivity applies to all other sponsorship levels except for supporting sponsorships.*

***All print and digital ads must run during a limited time-frame. See your Media Sales Executive for more details.*



PARTNERSHIP OPPORTUNITY

CORNERSTONE SPONSOR

TOTAL INVESTMENT: \$7,500

VIRTUAL EVENT ACCESS

- Recognition as Cornerstone Sponsor on virginiamedia.events/top40under40
- Recognition as Cornerstone Sponsor on cover image on Facebook event page
- Listed in event description with hyperlink for business page
- Dedicated post within the event page announcing the sponsorship
- Ability to supply a video with personal message for the honorees to be aired as part of the virtual event and Facebook event page (30 seconds)
- Opportunity to provide a giveaway item(s) to honorees, attendees or as a drawing for one of more winners

DEDICATED ADVERTISING

Print**

- Half page, full color ad in Inside Business
- Full page, full color ad in the Top Forty Under 40 Inside Business themed edition

Digital**

- 200,000 targeted, programmatic ad impressions
- 50,000 geo-fenced, mobile ad impressions
- Email blast to 25,000 targeted recipients

***All print and digital ads must run during a limited time-frame. See your Media Sales Executive for more details.*

PROMOTION

- Sponsor logo placement/name mention in event promotional advertisements
- Rights to utilize event logo in pre-approved marketing
- Logo recognition on event website with live link to sponsor URL of choice and brief explanation of brand or partnership
- Recognition as sponsor in the event listing on social media



PARTNERSHIP OPPORTUNITY

ASSOCIATE SPONSOR

TOTAL INVESTMENT: \$5,000

VIRTUAL EVENT ACCESS

- Recognition as Associate Sponsor on virginiamedia.events/top40under40
- Recognition as Associate Sponsor on cover image on Facebook event page
- Listed in event description with hyperlink for business page
- Dedicated post within the event page announcing the sponsorship
- Ability to supply a video with personal message for the honorees to be shared on the Facebook event page (15 seconds)
- Opportunity to provide a giveaway item(s) to honorees, attendees or as a drawing for one of more winners

DEDICATED ADVERTISING

Print

- Quarter page, full color ad in *Inside Business*
- Half page, full color ad in the **Top Forty Under 40** *Inside Business* themed edition

Digital

- 100,000 targeted, programmatic ad impressions
- 50,000 geo-fenced, mobile ad impressions

PROMOTION

- Sponsor logo placement/name mention in event promotional advertisements
- Rights to utilize event logo in pre-approved marketing
- Logo recognition on event website with live link to sponsor URL of choice
- Recognition as sponsor in the event listing on social media

SUPPORTING SPONSOR

TOTAL INVESTMENT: \$1,500

VIRTUAL EVENT ACCESS

- Half page, full color ad in Top Forty Under 40 Inside Business themed edition

Digital**

- 100,000 run of network ad impressions

PROMOTION

- Congratulatory post or video from your business to one or all honorees to be posted on the Top 40 Facebook event page (15 seconds)

***All print and digital ads must run during a limited time-frame. See your Media Sales Executive for more details.*



MARKETING & PROGRAM TIME-LINE

2020 Important Dates

May 1

Nomination Begins

June 30

Final Nomination Deadline

September 29

Sales Deadline

September 29

Material Due

October 9

Event Date

October 12

Publish Date

Event Promotion Overview May-October 2020

Print

Inside Business

Virginian-Pilot

Daily Press

Digital

PilotOnline.com

InsideBiz.com

Targeted Email Blasts

Social Media

Value

\$100,000+

The *Inside Business* **Top Forty Under 40** themed edition will be distributed to the full Inside Business distribution list. This well-recognized publication reaches C-suite professionals and decision makers at large and small companies throughout the area.



ADVERTISING OPPORTUNITIES

DEADLINES:

Publishes:

October 12, 2020

Reservation and Materials:

September 24, 2020

ET Date:

September 30, 2020

*RATES:

Full Page:

\$2,205

Half Page:

\$1,480

Quarter Page:

\$885

ARTWORK SIZES:

Full Page:

10" x 10.5"

Half Page:

H 10" x 5.25"

V 4.915" x 10.5"

Quarter Page:

4.915" x 5.25"

*The special program rates are only available to honorees' supporting organizations.



virginiamedia.com/insidebusiness
info@virginiamedia.com

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