

Inside Business

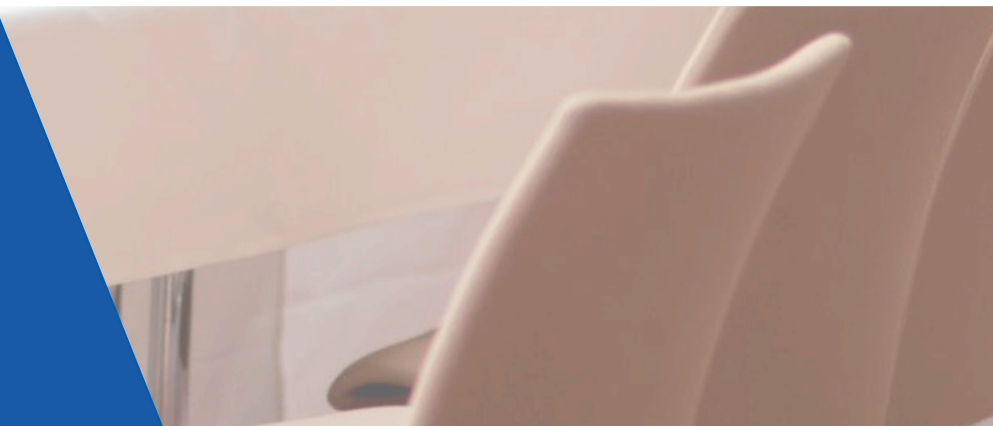
The Hampton Roads Business Journal



Inside Business Annual Sponsorship Opportunities

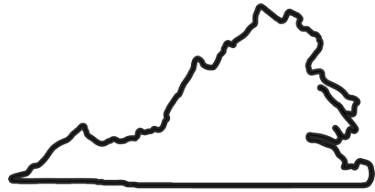


VIRGINIA
MEDIA



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

ENTERPRISE SPONSOR

TOTAL INVESTMENT: \$75,000

ON-SITE EVENT ACCESS

- Recognition as Enterprise Sponsor at each event
- Opportunity to address audience from the stage
- Opportunity to distribute and display marketing materials, promotional items and giveaways for lead generation and brand awareness
- Recognition on prominent event signage
- Recognition on presentation screens
- Table sign with company logo
- Two tables for eight guests each / (16 tickets)

DEDICATED ADVERTISING

Print**

- 10 - Full page, full color ads in *Inside Business*
- Five - Full page, full color ads in each of the themed editions/coverage for each program

Digital**

- 2 million targeted, programmatic ad impressions (400k per program)
- 625,000 geo-fenced, mobile ad impressions (125k per program)
- Email blasts to 500,000 targeted recipients (100k per program)

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

Category exclusivity* as Enterprise Sponsor of each of five *Inside Business* signature programs throughout the year, including:

- Healthcare Heroes Awards (Mar 2020)
- Top Forty Under 40 Alumni Reunion (May 2020)
- Top Workplaces in Hampton Roads (Aug 2020)
- Top Forty Under 40 Awards (Oct 2020)
- Women in Business Achievement Awards (Dec 2020)

PROMOTION

- Enterprise 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
- Co-branded event logo
- 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
- Tagged as co-host in the event listing on social media

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

EXECUTIVE PLUS SPONSOR

TOTAL INVESTMENT: \$50,000

ON-SITE EVENT ACCESS

- Recognition as Executive Plus Sponsor at each event
- Opportunity to address audience from the stage
- Opportunity to distribute and display marketing materials, promotional items and giveaways for lead generation and brand awareness
- Recognition on prominent event signage
- Recognition on presentation screens
- Table sign with company logo
- Two tables for eight guests each / (16 tickets)

DEDICATED ADVERTISING

Print**

- Five - Full page, full color ads in Inside Business
- Five - Full page, full color ads in each of the themed editions/coverage for each program

Digital**

- 1.5 million targeted, programmatic ad impressions (300k per program)
- 500,000 geo-fenced, mobile ad impressions (100k per program)
- Email blasts to 250,000 targeted recipients (50k per program)

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

Category exclusivity* as Executive Plus Sponsor of each of five *Inside Business* signature programs throughout the year, including:

- Healthcare Heroes Awards (Mar 2020)
- Top Forty Under 40 Alumni Reunion (May 2020)
- Top Workplaces in Hampton Roads (Aug 2020)
- Top Forty Under 40 Awards (Oct 2020)
- Women in Business Achievement Awards (Dec 2020)

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 table sponsorships.*

ANNUAL TABLE SPONSOR

TOTAL INVESTMENT: \$10,000

Healthcare Heroes Awards (Mar 2020)
Top Workplaces in Hampton Roads (Aug 2020)
Top Forty Under 40 Awards (Oct 2020)
Women in Business Achievement Awards (Dec 2020)

Bonus: 4 tickets to the Top Forty Under 40 Alumni Reunion party (May 2020)

ON-SITE EVENT ACCESS (PER EVENT)

- Recognition as table sponsor
- Recognition on presentation screens
- Table sign with company logo
- One table for eight guests (eight tickets)

DEDICATED ADVERTISING

Print**

- Five - Full page 4 color ad in each of the themed editions corresponding with each event

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

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