



### Sponsorship Programs

	Premiere	Awards Ceremony	Nominee Announcement	Ceremony After Party
<i>Number of Sponsors per Season</i>	2	2	2	2
<b>Investment Amount (Cash/In-Kind Value)</b>	\$20,000	\$10,000	\$5,000	\$1,500

### Sponsorship Benefits

#### Awards Ceremony

Onsite Representation	X			
Back Cover of Program (full page, color)	X			
Full Page Color Ad in Program		X		
1/2 Page Color Ad in Program			X	
1/4 Page Color Ad in Program				X
Announcement of Sponsorship	X	X		X
Onsite Signage or Advertisement	X	X		
Onsite Literature/Sample Distribution	X	X	X	X
Listing in Program	X	X	X	X
Logo and URL on Invitations	X	X		
Inclusion on Ticket	X			
Inclusion in Press Releases	X	X		
Logo & Link Included in DVD Credits	X	X		

#### Nominee Announcement

Onsite Signage or Advertisement	X		X	
Announcement of Sponsorship	X	X	X	
Logo and URL on Invitations	X		X	
Onsite Literature/Sample Distribution	X	X	X	
Inclusion in Press Releases	X		X	

#### Ceremony After Party

Onsite Signage	X			X
Announcement of Sponsorship	X			X
Logo and URL on Invitations	X	X		X

#### Year Round Activities

Link on IT Awards Website	X	X	X	
Link in Monthly Update	X			
Promotional Consideration at Events	X	X	X	
Inclusion in Printed Collateral/Direct Mailings	X			
1 Advertorial in Update	X			



## Other Sponsorship Opportunities

		Number of Sponsors	Duration of Sponsorship	Details of Sponsorship
<b>Honorary Awards Sponsorship</b>				
<b>Caffe Cino Fellowship Award</b>	<b>\$3,000</b>	1	1 Season	Acknowledgement of sponsor's \$2000 grant to fellowship recipient at ceremony plus the following:
<b>Artistic Achievement Award</b>	<b>\$1,000</b>	1	1 Season	1/2 page color ad in ceremony program, acknowledgement of sponsorship during ceremony featuring your logo, inclusion in press releases regarding honorary awards, onsite literature/sample distribution at both ceremony and nominee announcement and listing in ceremony program.
<b>Stewardship Award</b>	<b>\$1,000</b>	1	1 Season	

## Ala Carte Sponsorships

<b>Update</b> (Opt-in newsletter sent to 5000 members monthly)	<b>\$1,500</b>	1	12 months	Includes: Logo and link in all 13 Updates, 1 scheduled advertorial, onsite literature/sample distribution at both ceremony and nominee announcement, listing in ceremony program.
<b>Ceremony Gift Bags</b>	<b>\$800</b> or provide bags	1	1 Season	Includes: Logo on gift bags presented to all attendees (approx. 700), onsite literature/sample distribution at both ceremony and nominee announcement, listing in ceremony program.
<b>Program Ads</b>				
<b>Full Page Color</b>	<b>\$950</b>	Multiple	Award Ceremony	
<b>1/2 Page Color</b>	<b>\$500</b>	Multiple	Award Ceremony	
<b>1/4 Page Color</b>	<b>\$350</b>	Multiple	Award Ceremony	
<b>Online Banner Ad</b>	<b>\$108</b>	Multiple	1 Month	Prominently displayed rotating ad on website ( <a href="http://www.nyitawards.com">www.nyitawards.com</a> ).
	<b>\$1,000</b>		1 Year	
<b>Ticket</b>	<b>\$350</b>	1	Award Ceremony	Logo included on ceremony tickets.
<b>DVD</b>	<b>\$1,000</b>	3	1 Season	Includes: Logo on DVD cover, logo and link in DVD credits and on IT Awards website, onsite literature/sample distribution at ceremony and nominee announcement, listing in ceremony program.