

AMY
awards

**Celebrating
Atlanta's Best Work**

**2023 Awards
Sponsorship Packages**





The Red Pencil

The Red Pencil is a symbol of the AMY Awards. It is the spirit of excellence. It represents the *refinement, reduction* and *resolve* that inform the decisions marketing professional make throughout the creative process. It is a constant reminder of the great ideas each company produced to achieve real results.





Who Attends The AMY's?

The AMA Chapter of Atlanta's AMY Awards brings together the best of the best talent in Atlanta for one night.

The most prestigious awards presented that night are Lifetime Achievement, Marketer for Good, Marketer of the Year, Rising Star, and Volunteer of the Year.

There are chances to win ranging from Brand Identify, Project Management, Email Marketing, Web & Interactive Marketing and Non-profit just to name a few.

Last years winners were entered by Atlanta based agencies like **Atlanta Hawks, Aflac, Havas Atlanta, Emory Healthcare, Jackson Spalding, Nebo, and Dagger** for well known brands such as **The Coca-Cola Company, Delta Airlines, Krystal and the Boys & Girls Clubs.**

Don't miss the opportunity to promote your company at this year's 66th AMYs Awards!



Past Sponsors





Sponsorship Packages

About

These are pre-defined Sponsorship Packages that give you various degrees of access to our AMA members and recognition with the AMYs awards ceremony based on the level.

Requirements

Provide a cash sponsorship starting at \$1,000, all the way up to \$10,000 based on the sponsorship level.

Will Receive

This varies by level from logo presence on the AMYs website, to signage to presenting at the awards ceremony.



Sponsorship Benefits

	Diamond	Platinum	Gold	Silver	Bronze	Friend
	\$10,000	\$7,500	\$5,000	\$3,500	\$2,500	\$1,000
Signage						
Logo displayed via GOBO the night of the awards	X	X	X			
Logo displayed on the event banners	X	X	X	X	X	
Logo displayed on the PPT slide show	X	X	X	X	X	X
Website						
Logo on Homepage	X	X	X	X		
Logo on sponsorship page with website link	X	X	X	X	X	X
Media						
One Dedicated emails to the AMA List after the event		Z				
Two Dedicated emails to the AMA List (one before and one after the event)	Z	X				
Name included on all Media Releases	X	X	X			
Logo featured in event related emails	X	X	X	X		
Logo integrated into AMA Atlanta Social Media during March	X	X	X	X	X	
Social Media mentions on AMA Atlanta Social Media	X	X	X	X	X	
Name and logo included in the Event Program	X	X	X	X	X	
Full page ad in event program	X					
1/2 page ad in event program		X				
1/4 page ad in event program			X			
Award Ceremony						
Company rep may co-present an award	X					
4 Tickets to the awards show	X					
2 Tickets to the awards show		X				



Sponsorship Packages

Lifetime Achievement Award

This sponsorship provides exposure to all 300+ attendees at the AMY Awards. The sponsorship will support the winner of the Lifetime Achievement award.

Requirements

- Provide a cash sponsorship of \$10,000
- Attend the event to assist in the presentation of the Lifetime Achievement award

Will Receive

- Diamond level sponsorship benefits
- A company rep will participate in the Lifetime Achievement award presentation



Sponsorship Packages

Cocktail Sponsorship

About

This sponsorship permits the attendees to enjoy a branded specialty liquor cocktail during the event.

This sponsor will be a crowd favorite the night of the event!

Requirements

- Provide a cash sponsorship of \$5,000

Will Receive

- Gold level sponsorship benefits
- A company rep may participate in the presentation of an award
- Sponsor's signature cocktail sign printed & displayed at the bars

** Alcohol liability covered by the Atlanta Contemporary Art Center*



Sponsorship Packages

Photobooth Sponsorship

About

This sponsorship permits the attendees to enjoy a photo keepsake from the event taken during the cocktail hour.

Requirements

- Provide a cash sponsorship of \$2,000

Will Receive

- Bronze level sponsorship benefits
- Sponsor's brand included on the "frame"



Sponsorship Packages

Program Sponsorship

About

Advertise in the 2023 AMY Awards program. Programs will be set at each place setting the night of the AMY awards for guests to follow along with the run of show.

Investment

- \$2,000 for a full spread (12" x 9")
- \$1,000 for a full page (6" x 9")
 - \$500 half page (3" x 9")
- \$250 for quarter page (3" x 4.5")



Sponsorship Packages

Program Sponsorship

**Half Page Ad
Vertical
3"Wx9"H**

**Requires 0.125"
Bleed**

**Half Page Ad
Horizontal
6"Wx4.5"H**

**Requires 0.125"
Bleed**

**Quarter Page Ad
3"Wx4.5"H**

**Requires 0.125"
Bleed**



Sponsorship Packages

Additional Sponsorship Options

Item	Value
Social feed sponsors	\$1,000
Parking signage	\$1,000
Cocktail	\$1,000
Photobooth	\$1,000
Video/live streams (event and LTA/MOY/VOY/MFG pre-event interviews)	\$5,000
Live music	\$500

Item	Value
Photography - including headshots?	\$1,000
Out of Home (billboard, transit signage, etc.)	\$2,500
Venue	TBD
Food/Beverage	\$1,000
Decor	\$1,000
Tabletop	\$1,000