



2008 American Business AwardsSM Sponsorship Packages & Advertising Opportunities



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Visit www.stevieawards.com/aba for lists of past Stevie Award winners and finalists, photos of the awards ceremonies, and videoclips of the awards presentations.

2008 American Business AwardsSM Sponsorship Packages

The Stevie Awards are "the business world's own Oscar® Awards." And The American Business Awards have become the premier business awards show in the United States. In 2007 more than 2,000 nominations were submitted by hundreds of companies across the country. Stevie Awards were conferred in a broad range of categories for sales, management, marketing, human resources, customer service, support, product development, corporate communications, advertising, web sites, and more. Winners were announced during a gala awards dinner in New York in June, attended by more than 630 senior executives, that was broadcast live on radio and videocast on the Internet to more than 1 million people.

All 2008 American Business Awards (ABA) sponsorship packages offer the following benefits:

- **The opportunity to reward your customers, and incent your sales prospects to sign up for or trial your company's products and services**, by offering them a promotion code that will enable them to have their entry fees waived in the ABAs. (Entry fees vary by category and can be as high as \$435.) This is a benefit that ties directly to your lead generation and customer relationship goals that will help you to quantify your return on investment.
- **The right to name and confer one or more special, honorary Stevie Awards.** Your company would name the awards and choose the honorary award recipients based on criteria and a selection process to be approved by The Stevie Awards. Other sponsors have conferred their honorary awards on their important customers, and this is perfectly acceptable.
- **More than 1 million impressions and leads in all media, including direct mail, online and print advertising, radio, and videocast.**
- Other benefits of sponsorship include
 - Logo and text identification as a sponsor, with links to your web site, throughout the American Business Awards web site
 - Your company's name engraved on all Stevie Awards and Finalist Certificates conferred in the categories you sponsor
 - The right to have one of your company's executives announce and present the Stevie Awards in your sponsored categories during the gala 2008 awards dinner (at least 10 minutes of stage time for most sponsorships)
 - On site and on-screen logo identification through the awards dinner and the live videocast
 - Your company's name listed as a sponsor in all press releases issued by the Stevie Awards, Stevie Award winners, and Finalists
 - A table for 10 for your company at the gala awards dinner

- A full-page ad in the awards dinner program book, which will also be distributed to more than 20,000 business executives online
- Display advertising on the American Business Awards web site and in Stevie Awards email newsletters throughout 2008 (a minimum of 100,000 impressions)
- Co-registration for an offer by your company (e.g. a white paper, a subscription to an email newsletter) on the American Business Awards web site throughout 2008
- Dedicated emailing on behalf of your company to all 2008 entrants (post event)
- Inclusion of a supplied giveaway in the tote bag that all 2008 awards dinner attendees will receive
- Sponsorship of case studies and interviews with Stevie Award winners in sponsored categories (post event)
- Your logo and web site address included as a sponsor in any magazine or newspaper ads
- The right to have one of your company's executives join the Stevies' Board of Distinguished Judges & Advisors, a body that includes Tom Peters, Tony Robbins, and Donald Trump, among others.

SPONSORSHIP PACKAGES

Premier Event Sponsor \$50,000.00

Lead sponsor of the 2008 awards dinner. Your company will have a 5-10 minute segment during the dinner in which to talk about your company, show a video, etc.

Location Sponsor \$50,000.00

Want The American Business Awards gala to be held in *your* city? This sponsorship will bring the 2008 gala to your city, and your economic development and/or tourism officials will get a 3-5 minute segment during the ceremonies in which to talk about the benefits of doing business in your city.

Best Large Company Sponsor (>2,500 employees): \$50,000.00

Best Mid-Size Company Sponsor (100-2,500 employees): \$50,000.00

Best Small Company Sponsor (<100 employees): \$50,000.00

Named sponsorship of all awards in the following categories for companies in the above size classifications: Best Overall Company, Best New Company, Best Business Turnaround, Most Innovative Company, Best Agency, Brokerage, or Satellite Office or Facility, Best Franchisee, and Best Corporate Social Responsibility Program.

Sponsor of Management Excellence \$30,000.00

Named sponsorship of all awards in the following categories: Best Management Team, Best Executive, Best Turnaround Executive, and Best Chairman.

Best Finance Executive Sponsor \$9,000.00

Named sponsorship of all awards in the "Best Finance Executive" category.

Sponsor of Marketing Excellence \$35,000.00

Named sponsorship of all awards in the following categories: Best Marketing Campaign, Best Marketing Executive, Best Marketer, Best Marketing Organization, and Best Marketing Team.

Sponsor of Sales Excellence **\$35,000.00**

Named sponsorship of all awards in the following categories: Best Sales Executive, Best Sales Manager, Best Sales Representative, Best Sales Trainer, Best Sales Organization, and Best Sales Team.

Sponsor of MIS & IT Excellence **\$35,000.00**

Named sponsorship of all awards in the following categories: Best MIS & IT Executive, Best Technical Professional, Best MIS & IT Organization, and Best MIS & IT Team.

Sponsor of Product Development Excellence **\$35,000.00**

Named sponsorship of all awards in the following categories: Best Product Development Executive, Best Product Developer, Best Product Development Organization, Best Product Development Team, and Best New Product or Service.

**Sponsor of Corporate Communications, Investor Relations,
& Public Relations Excellence** **\$35,000.00**

Named sponsorship of all awards in the following categories: Best Communications Executive, Best Corporate Communicator, Best Communications Organization, Best Communications Team, Best Communications Campaign, Best Investor Relations Program, and Best Public Relations Agency.

Sponsor of Human Resources Excellence: **\$30,000.00**

Named sponsorship of all awards in the following categories: Best Human Resources Executive, Best Human Resources Organization, and Best Human Resources Team.

Sponsor of Customer Service Excellence **\$30,000.00**

Named sponsorship of all awards in the following categories: Best Customer Service Organization, Best Customer Service Team, and Best Customer Service Executive.

Sponsor of Support Excellence **\$15,000.00**

Named sponsorship of all awards in the following categories: Best Support Organization, Best Support Team, and Best Support Staffer.

Sponsor of Excellence in Web Sites **\$20,000.00**

Name sponsorship of all awards in more than 20 categories honoring web sites and the people who create and maintain them.

Sponsor of Excellence in Advertising **\$20,000.00**

Named sponsorship of all awards in the following categories: Best Advertising, Editorial or Design Agency, Best Creative Organization, Best Creative Team, Best Creative Professional, Best Mixed Media Campaign, Best Direct Response Ad/Campaign, Best Magazine Ad/Campaign, Best Newspaper Ad/Campaign, Best Online Ad/Campaign, Best Outdoor Ad/Campaign, Best Radio Ad/Campaign, Best Specialty Ad/Campaign, Best TV or Cinema Ad/Campaign, plus eight (8) other categories recognizing advertising/design crafts and techniques.

Sponsor of Excellence in Interactive Multimedia **\$7,500.00**

Name sponsorship of all awards in the following interactive multimedia categories: Business/Government, Consumer Entertainment/Information, Marketing, Professional Education, Public Information, Sales, and Training.

Sponsor of Excellence in Corporate Film & Video **\$15,000.00**

Named sponsorship of all awards in more than 40 categories recognizing corporate film, video, and multi-image productions.

Industry-Specific Sponsorships **Starting at \$15,000.00**

Sponsor all the awards in a specific industry, such as “financial services,” “electronics,” or “telecommunications.”

Exclusive “Official” Sponsorships **Starting at \$15,000.00**

Secure outstanding visibility for your company as the “Official Airline,” “Official Hotel,” etc. of The 2008 American Business Awards. Offers of in-kind exchanges will be considered.

Media Sponsorship**In Kind Valued at \$50,000.00**

Available to genuine media outlets only. Enjoy many of the benefits of sponsorship in exchange for \$50,000 worth of print, broadcast, and/or online media that The Stevie Awards may use to promote the Call for Entries of The 2008 American Business Awards. Benefits include:

- A number of free entries that you can offer to your subscribers and/or advertisers
- Your company's logo included in the Call for Entries mailer to 100,000+ businesses nationwide
- The right to have one of your company's executives announce and present a number of Stevie Awards during the gala 2008 awards dinner
- Your company's name listed as a sponsor in all press releases issued by the Stevie Awards, Stevie Award winners, and Finalists
- Several tickets to the gala awards dinner
- A full-page ad in the awards dinner program book, which will also be distributed to more than 20,000 business executives online
- Inclusion of a supplied giveaway in the tote bag that all awards dinner attendees will receive
- Display advertising in Stevie Awards email newsletters throughout 2008
- Display advertising on the American Business Awards website throughout 2008
- Co-registration for an offer by your company (e.g. a white paper, a subscription to an email newsletter) on the American Business Awards web site throughout 2008
- Your logo included as a sponsor in any magazine or newspaper ads
- The right to have one of your company's executives join the Stevies' Board of Distinguished Judges & Advisors, a body that includes Tom Peters, Tony Robbins, and Donald Trump, among others.

ADVERTISING OPPORTUNITIES**2008 Program Book****Full Page @ \$750**

Advertise in the program book that all 600+ executive attendees of the 2008 awards gala will receive. The program will also be distributed in electronic (PDF) form to more than 20,000 other executives throughout the year.