



## 2009 American Business Awards<sup>SM</sup> Sponsorship Packages & Advertising Opportunities



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Visit [www.stevieawards.com/aba](http://www.stevieawards.com/aba) for lists of past Stevie Award winners and finalists, photos of the awards ceremonies, and videoclips of the awards presentations.

## 2009 American Business Awards<sup>SM</sup> Sponsorship Packages

The Stevie® Awards are the world's premier business awards, and The American Business Awards have become the premier business awards show in the U.S.A.. In 2008 more than 2,600 nominations were submitted by hundreds of companies across the country. Stevie Award trophies were conferred in a broad range of categories for achievements in sales, management, marketing, human resources, customer service, support, product development, corporate communications, advertising, web sites, and more. Winners were honored during a gala awards dinner in New York in June.

The 2009 awards gala will take place on Monday, June 22 at the Marriott Marquis Hotel in the heart of New York's Times Square.

### **Sponsorship benefits include:**

- The ability for your company to submit an unlimited number of entries to The 2009 American Business Awards without having to pay entry fees. You will also be able to submitted an unlimited number of entries to one of our other awards programs – choose from The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. **Entry fees vary by category. The average cost for submitting three entries to the ABAs is typically \$1,410.**
- Logo identification as a sponsor on the ABA web site throughout 2009, with a link to your company's web site.  
**Value: \$1,000**
- A full-page ad in the awards dinner program book. The program will be distributed to all attendees of the 2009 awards gala, and will also be distributed to more than 20,000 business executives online throughout 2009-10.  
**Value: \$750**
- Logo identification as a Sponsor on the cover of the awards dinner program.  
**Value: \$300**
- Logo identification as a Sponsor on the stage backdrop at the awards dinner, so that it appears in all photographs and videoclips. **Value: \$3,500**
- A minimum of 100,000 display ad impressions on ABA web site during 2009.  
**Value: \$5,000**
- Up to 10 tickets for The American Business Awards banquet.  
**Value: \$3,750**

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- Your company's name engraved on all Stevie Award trophies and Finalist Certificates conferred in the categories you sponsor, to be displayed in corporate lobbies and executive offices nationwide. **Value: \$2,000 per category sponsored**
- The right to have one of your company's executives announce and present the Stevie Awards in your sponsored categories during the gala 2009 awards dinner (at least 5 minutes of stage time) before the live audience, a nationwide radio audience, and delayed videocast. **Value: \$7,500**
- 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. **Value: \$3,500**
- Your company's name listed as a Sponsor in all press releases issued by the Stevie Awards, Stevie Award winners, and Finalists. **Value: \$3,500**

**Value of Sponsorship Benefits: a minimum of \$36,210 (based on presenting awards in three categories)**

### SPONSORSHIP PACKAGES



**Official Sponsor of the People's Choice Stevie Awards for Favorite New Products** **\$30,000.00**

An exciting new component of the ABAs – a nationwide, public vote for the favorite new products of the year, in a range of product categories. Judging will commence early April and conclude late May. Winners will be announced at the ABA awards gala on June 22.

**Premier Event Sponsor**

**\$50,000.00**

Lead sponsor of the 2009 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.

**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 of the Year, New Company of the Year, Business Turnaround of the Year, Fastest-Growing Company of the Year, Most Innovative Company of the Year, Business Innovation of the Year, Corporate Social Responsibility Program of the Year, and Environmental Responsibility Program of the Year.

**Sponsor of Management Excellence** **\$30,000.00**

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

**Sponsor of Marketing Excellence** **\$30,000.00**

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

**Sponsor of Sales Excellence** **\$30,000.00**

Named sponsorship of all awards in the following categories: Sales Executive of the Year, Sales Manager of the Year, Sales Representative of the Year, Sales Trainer of the year, Sales Department of the Year, and Sales Team of the Year.

**Sponsor of IT Excellence** **\$30,000.00**

Named sponsorship of all awards in the following categories: IT Executive of the Year, IT Professional of the Year, IT Department of the Year, and IT Team of the Year.

**Sponsor of Product Development Excellence** **\$30,000.00**

Named sponsorship of all awards in the following categories: Product Development Executive of the Year, Product Developer of the Year, Product Development Department of the Year, Product Development Team of the Year, and New Product or Service of the Year (multiple industry categories).

**Sponsor of Corporate Communications, Investor Relations,  
& Public Relations Excellence** **\$30,000.00**

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

**Sponsor of Human Resources Excellence:** **\$25,000.00**

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

**Sponsor of Customer Service Excellence** **\$25,000.00**

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

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

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

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

Name sponsorship of all awards in more than 40 categories honoring web sites, blogs and the people who create and maintain them.

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

Named sponsorship of all awards in 38 categories honoring the best ads and campaigns, plus the following categories: Advertising, Editorial or Design Agency of the Year, Creative Department of the Year, Creative Team of the Year, and Creative Professional of the Year.

**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 Video & Film****\$15,000.00**

Named sponsorship of all awards in 29 categories recognizing business-related film and video 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 2009 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 2009 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 2009 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
- Display advertising in Stevie Awards email newsletters throughout 2009
- Display advertising on the American Business Awards website throughout 2009
- 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****2009 Program Book****Full Page @ \$750**

Advertise in the program book that all 600+ executive attendees of the 2009 awards gala will receive. The program will also be distributed in electronic (PDF) form to more than 20,000 other executives throughout the year.