



## 2008 International Business Awards<sup>SM</sup> Sponsorship Packages & Advertising Opportunities



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## 2008 International Business Awards<sup>SM</sup> Sponsorship Packages

The Stevie Awards are "the business world's own Oscar® Awards." And The International Business Awards have become the world's premier business awards show. In 2007 more than 1,000 nominations were submitted by hundreds of companies in more than 30 countries. International Stevie Award trophies were conferred in a broad range of categories to organizations in 25 countries 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 Munich, Germany on 10 September, 2007.

The 2008 gala will take place on Monday, 8 September at the Shelbourne Hotel in Dublin, Ireland. In addition to the presentation of International Stevie Award trophies and Finalist certificates to honorees from around the world, the evening will see the presentation of Lifetime Achievement Stevie Awards to Richard Branson, founder of Virgin Group, and Jacques Seguela, chief creative officer of Havas.

### **Sponsorship benefits include:**

- The ability for your company to submit an unlimited number of entries to The 2008 International 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 American 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 IBAs is typically \$1,150.**
- Logo identification as a sponsor on the IBA web site throughout 2008, with a link to your company's web site.  
**Value: \$500**
- A full-page ad in the awards dinner program book. The program will be distributed to all attendees of the 2008 awards gala, which will take place in September in Europe, and will also be distributed to more than 15,000 business executives online throughout 2008-09.  
**Value: \$650**
- Logo identification as a Sponsor on the cover of the awards dinner program.  
**Value: \$200**
- Logo identification as a Sponsor on the stage backdrop at the awards dinner, so that it appears in all photographs and videoclips. **Value: \$2,500**
- A minimum of 100,000 display ad impressions on IBA web site during 2008.  
**Value: \$5,000**

- Up to 10 tickets for The International Business Awards banquet. **Value: \$3,750**
- Your company's name engraved on all Stevie Awards and Finalist Certificates conferred in the categories you sponsor, to be displayed in corporate lobbies and executive offices worldwide. **Value: \$1,000 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 2008 awards dinner (at least 5 minutes of stage time) before the live audience, a worldwide radio audience, and delayed videocast. **Value: \$5,000**
- 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: \$2,500**
- Your company's name listed as a Sponsor in all press releases issued by the Stevie Awards, Stevie Award winners, and Finalists. **Value: \$1,500**

**Value of Sponsorship Benefits: a minimum of \$25,750**

### SPONSORSHIP PACKAGES

**Location Sponsor** **\$25,000.00**

Want The International 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):** **\$20,000.00**

**Best Mid-Size Company Sponsor (100-2,500 employees):** **\$20,000.00**

**Best Small Company Sponsor (<100 employees):** **\$20,000.00**

Named sponsorship of all awards in the following categories for companies in the above size classifications: Best Multinational Company (6 subcategories), Best Overall Company (6 subcategories), Best New Company, Most Innovative Company (6 subcategories), Best Corporate Social Responsibility Program (6 subcategories), and Best Environmental Responsibility Program (6 subcategories).

**Sponsor of Management Excellence** **\$12,000.00**

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

**Sponsor of Marketing Excellence** **\$9,000.00**

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

**Sponsor of Sales Excellence** **\$7,500.00**

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

**Sponsor of MIS & IT Excellence** **\$7,500.00**

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

**Sponsor of Product Development Excellence** **\$9,000.00**

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 (9 subcategories).

**Sponsor of Corporate Communications, Investor Relations,  
& Public Relations Excellence** **\$9,000.00**

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

**Sponsor of Human Resources Excellence:** **\$7,500.00**

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** **\$7,500.00**

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** **\$6,000.00**

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

**Sponsor of Excellence in Web Sites** **\$9,000.00**

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** **\$7,500.00**

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** **\$7,500.00**

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

**Industry-Specific Sponsorships** **Starting at \$7,500.00**

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

**Exclusive “Official” Sponsorships****Starting at \$10,000.00**

Secure outstanding visibility for your company as the “Official Airline,” “Official Hotel,” etc. of The 2008 International 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 International 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 worldwide
- 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 15,000 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 International Business Awards website 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 @ \$650**

Advertise in the program book that all executive attendees of the 2008 awards gala will receive. The program will also be distributed in electronic (PDF) form to more than 15,000 other executives throughout the year.