



“ Often the achievements of women go undocumented. Events like Women Who Shape the State bring awareness to the outstanding contributions women make. It is always a joy to stand in the company of women leaders who have a lifetime of accomplishments in the service of others. ”

April Benetollo, CEO, Momentum



**THIS IS
ALABAMA**
*Women
who SHAPE
the State* **2018**

SPONSORSHIP OPPORTUNITIES

ALABAMA
MEDIA GROUP

Dear Community Leader,

Join This is Alabama to recognize women impacting the state of Alabama through local, regional and national efforts in philanthropy, commerce, public service, nonprofit, small business and advocacy. Women Who Shape the State is an unmatched networking among the most significant influencers in Alabama.

We hope you will join us in celebrating the achievements of this year's class at this special event.

Please explore the opportunities and benefits available and do not hesitate to contact me with questions.

Sincerely,

Natalie B. Pruitt

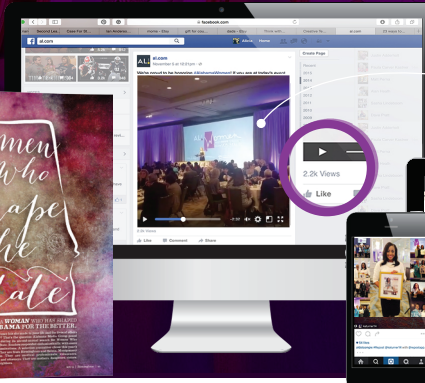
Natalie Pruitt
Chief Revenue Officer
Alabama Media Group
(205) 325-3339

PROMOTIONAL EXPOSURE

138
LIKES



2.2k
VIEWS



\$53,000+

PROMOTIONAL EVENT EXPOSURE

- Targeted digital campaign on AL.com and extended network, 1 million impression minimum
- Display ads in The Birmingham News, The Huntsville Times, Press-Register and Birmingham magazine
- Custom digital invitations provided to honorees to send to personal contacts
- Honoree and event announcements across social media channels

THE REWARDS

Viral-based traffic that influences the loyalist and first-timers to engage with your brand.

Cultivate professional and social awareness that will become your next decade of loyal customers.

Strengthen goodwill with business decision-makers, with live and post event brand exposure.

THE GUEST LIST

Showcase your brand and share the room with an audience of influential female leaders.

Connect with women ages 30 – 55 who are socially engaged, high net worth opinion leaders in the community.

[Live tweet  at event]

“Being surrounded by all of these accomplished #AlabamaWomen makes me feel like I need to DO a lot more”



SPONSORSHIP LEVELS:

PRESENTING SPONSOR | \$15,000

*This is Alabama Women Who Shape The State presented by **Your Company***

- Your company logo embedded in print and digital promotional advertisements in AL.com, Birmingham magazine, The Birmingham News, The Huntsville Times and the Press-Register
- Presenting sponsor logo prominent on event webpage, media announcements and social media posts
- One (1) full page, color advertisement in Birmingham magazine
- 200,000 digital impressions on AL.com
- One (1) corporate exhibit table at Honoree Reception
- Two (2) front row tables of eight
- Company logo placed on event signage
- Opportunity to provide guests with gift or leave behind

GOLD SPONSOR | \$10,000

- Secondary logo prominence on event webpage, media announcements and social media posts from AL.com
- One (1) full page, color advertisement in Birmingham magazine
- 100,000 digital impressions
- One (1) corporate exhibit table at Honoree Reception
- One (1) front row table of eight
- Company logo placed on event signage

HONOREE RECEPTION SPONSOR | \$5,000

More than 300 attendees will gather for an hour prior to the start of the awards program. This is your opportunity to put your company brand, materials and team members directly in front of this captive audience.

- One (1) half-page, color advertisement in Birmingham magazine
- One (1) most prominent exhibit table at Honoree Reception
- One (1) table of eight
- Company logo placed on event signage

BRONZE SPONSOR | \$2,500

Designed for the company seeking a no-fuss opportunity to secure a good table and to be sure your team members and customers know you support the event.

- One (1) half-page, color advertisement in Birmingham magazine
- One (1) exhibit table at Honoree Reception
- One (1) table of eight

CORPORATE TABLE SPONSORSHIP | \$1,000

COMMITMENT FORM

First & Last Name _____

Job Title _____

Company Name _____

Email Address _____

Mobile Number _____

Work Number _____

Office Address _____

Address _____

City _____, Alabama Zip _____

I would like to commit my company/organization to being a part of the **This is Alabama Women Who Shape the State as a:**

- Presenting Sponsor, with an investment of \$15,000
- Gold Sponsor, with an investment of \$10,000
- Honoree Reception Sponsor, with an investment of \$5,000
- Bronze Sponsor, with an investment of \$2,500
- Corporate Table Sponsor, with an investment of \$1,000

Signature _____ Date _____

Thank you for your support. Please send this completed form to events@al.com.

November issue of Birmingham magazine closes September 13, 2018

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