



THIS IS
ALABAMA

Women WHO SHAPE THE *State*
2020



THURSDAY, NOVEMBER 12, 2020

SPONSORSHIP LEVELS:

PLATINUM SPONSOR | \$25,000

- Exclusive sponsor of the "Ode to Alabama Women" video that will premier during the virtual event and be shared on *This is Alabama's* social media in the days following. This inspirational scripted video will feature each WWSS honoree reading a portion of the script and will celebrate Alabama's strong women
- Your company logo exclusively featured on the official announcement and all digital co-branded promotional ads
- Sponsor will have an opportunity to address crowd with remarks
- Two (2) 30- second (sponsor provided) commercials aired during virtual event
- Custom digital campaign of sponsors choice: September through November
- One (1) sponsor content article with 40,000 impressions on AL.com
- Opportunity to provide guests with gift for swag boxes
- One full page advertisement in 2020 Women Who Shape the State Commemorative print piece
- Eight (8)-VIP swag gift boxes sent to executives of your choice
- Logo featured on event website, digital event graphics, digital program, and verbal mention during event
- Facing pages in all newspapers featuring honorees on Sunday, Nov. 8, 2020

MEET THE HONOREES SPONSOR | \$12,000

- Twenty (20) 'Meet the Honoree Social Cards' posted on the *This is Alabama* Facebook page during the months of October and November. Each social card will include an inspirational quote or message from the honoree, their photo, and your company logo
- Two (2) 30- second (sponsor provided) commercials aired during virtual event
- Logo featured on Honoree pages in commemorative WWSS section
- Logo on post event "thank you" page featuring honorees that will run in print in all three markets on Nov. 15, 2020
- Opportunity to provide guests with gift for swag boxes
- Four (4) VIP swag gift boxes sent to executives of your choice
- Logo featured on event website, digital event graphics, digital program, and verbal mention during event

ENTERTAINMENT SPONSOR | \$7,000

- Four minute video featuring a fireside chat with a representative of your company and the keynote speaker that will air during event
- Opportunity to introduce the keynote speaker before a captivated virtual audience
- One (1) 30-second (sponsor provided) commercial aired during virtual event
- One (1) full page advertisement in commemorative 2020 Women Who Shape the State print piece
- Opportunity to provide guests with gift for swag boxes
- Four (4) VIP swag gift boxes sent to executives of your choice
- Logo featured on event website, digital event graphics, digital program, and verbal mention during event

REAL ESTATE SPONSOR | \$7,000

- Opportunity to air (1) 60-second custom walk-through video during the virtual event
- Two (2) 30-second (sponsor provided) commercials aired during virtual event
- Half page advertisement in commemorative 2020 Women Who Shape the State print piece
- Opportunity to provide guests with gift for swag boxes
- Four (4) VIP swag gift boxes sent to executives of your choice
- Logo featured on event website, digital event graphics, digital program, and verbal mention during event

PHOTOBOOTH SPONSOR | \$6,000

- Exclusive sponsor of the online photobooth with your companies logo on the photo border
- One (1) full page advertisement in commemorative 2020 Women Who Shape the State print piece
- Opportunity to provide guests with gift for swag boxes
- Four (4) VIP swag gift boxes sent to executives of your choice
- Logo featured on event website, digital event graphics, digital program, and verbal mention during event

CHARITABLE PARTNER SPONSOR | \$5,000

- Your charity or charity of choice will be spotlighted during event with two (2) 30-second (sponsor provided) commercials
- Speaking opportunity for your executive director
- Opportunity to have a live fundraising effort at the event (software must be provided by sponsor)
- Half page advertisement in commemorative 2020 Women Who Shape the State print piece
- Logo on post event "thank you" page featuring honorees that will run in print in all three markets on Nov. 15, 2020
- Opportunity to provide guests with gift for swag boxes
- Four (4) VIP swag gift boxes sent to executives of your choice
- Logo featured on event website, digital event graphics, digital program, and verbal mention during event

SWAG BAG SPONSORS | \$5,000

- Your logo exclusively featured on the swag box that will be sent to all VIP ticket holders
- Logo featured as swag box sponsor in commemorative WWSS print piece
- Half page advertisement in commemorative 2020 Women Who Shape the State print piece
- Four (4) VIP swag gift boxes sent to executives of your choice
- Logo featured on event website, digital event graphics, digital program, and verbal mention during event

SUPPORT AN HONOREE SPONSOR (MULTIPLE) | \$3,000

- Half page advertisement in commemorative 2020 Women Who Shape the State print piece
- Opportunity to provide guests with gift for swag boxes
- Eight (8) VIP swag gift boxes sent to executives of your choice
- Logo featured on event website, digital event graphics, digital program, and verbal mention during event