

32nd Annual Allie Awards

The **Future**
is **NOW**

2022 SPONSOR PROSPECTUS

Thank you



Thank you for taking the time to review the following package. Over the course of the last 31 years, The Allie Awards has grown into the premiere recognition event for the live events industry. Without the generous support of both cash and in-kind goods and services from you, the members of our industry, it would be virtually impossible for this program to exist.

The 32nd Annual Allie Awards taking place on March 13th, 2022 at The Eastern, Atlanta's newest venue, will bring together hundreds of creative event professionals such as yourself from all over the State of Georgia and Southeast.

By showcasing your organization as outlined in the following pages, you will have access to an eager audience ready to view what you do best. In purchasing products and/or contracting for outside services, more than 80 percent of our attendees have sole purchasing authority or are key decision makers regarding business purchases.

Your company can select from a menu of showcasing opportunities that meet your marketing needs and offer increased exposure before, during and after the night of the event.

If you wish to take advantage of this prime marketing opportunity or have questions or ideas that will fit the format of the Allie Awards, please contact one of us below as we would be happy to create magic with you!

We look forward to speaking with you soon!

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About

The Allie Awards is the premiere recognition event for the State of Georgia and Southeastern United States live events industry. On March 13, 2022, we will celebrate the 32nd Annual Allie Awards to be held at the Eastern, Atlanta's newest concert and event venue and will present awards to leading individuals and companies in the event industry. The finalists for these coveted awards represent some of the most talented event professionals in the industry.

Over 45 coveted awards and honors encompassing more than 50 companies will be presented to the best in our industry at the annual gala event.

In 2015, Allie Awards Inc. became a certified 501(c)(3) not-for-profit corporation supported by a volunteer Board of Directors. Proceeds from the annual event will go toward scholarships established for Atlanta hospitality students. The first scholarship was distributed in 2017.



Cash Opportunities

All sponsorships and benefit packages can be custom created based on the level of commitment and the desired positioning of the sponsor. Please see the Benefit Grid following the In-Kind opportunities for additional details.

\$10,000 (Presenting Level):

Title Sponsor for 2022 Allie Awards (1 available) – “2022 Allie Awards Presented by XXX”

\$7,500 (Gold Level):

Title Sponsor (1 available) for the After Party

\$5,000 (Silver Level):

Title Sponsor (1 available) for the Cocktail Reception

\$2,500 (Bronze Level):

Print Sponsorship to help offset costs related to printing items such as a mailer or the evening’s program

\$500 - \$1,000 (Business Partner Level):

This is a great and affordable way to get your name in front of the leading live event professionals and decision makers for our industry.

Become a “Friend of The Allie Awards”

For \$100.00, you or any group of individuals can show support for the 2022 Allie Awards. You will be listed as a partner in all digital collateral beginning when payment is received through the final thank you in post event marketing.



In-Kind Opportunities

Printed Collateral (includes design and printing):

- Program
- Menu cards
- Table numbers
- Signage

Creative Services:

- Graphic Design
- Photography
- Videography

Event Specific Opportunities:

- ~~Catering (Cocktail Reception & After Party)~~ **SOLD**
- Alcohol – Spirits, Wine and Beer (non-alcoholic beverages also needed)
- Floral/Design
- Linens
- Rental items: tables, chairs, glassware any other items identified by the Design team
- AV/Production
- Entertainment

Sponsor Level	Presenting	Gold	Silver	Bronze	Business Partner	Friend of The Allies
Cash Only	\$10,000 One Only	\$7,500	\$5,000	\$2,500	\$500 - \$1,000	\$100
In-Kind Goods and Services (based on retail pricing)	Minimum \$20,000 and above	\$15,000 - \$19,999	\$10,000 - \$14,999	\$5,000 - \$9,999	\$1,000 - \$4,999	\$500 - \$999
Night of the Event Benefits						
VIP Complimentary Tickets	Reserved table for up to (10) guests with the option to pre-select your table before everyone else	(6) guest tickets with the option to pre-select your table before everyone else	(4) guest tickets with the option to pre-select your table before everyone else	(2) guest tickets with the option to pre-select your table before everyone else	N/A	N/A
Discounted tickets purchased at 20% off the ticket price at the time of the purchase	Yes	Yes	Yes	Yes	Yes	N/A
Opportunity for one company representative to be an award presenter	Yes	Yes	N/A	N/A	N/A	N/A
Option to be the "Named" sponsor for a portion of the event - FOR CASH ONLY	For the Overall Event	Either the Cocktail Reception or the After Party	N/A	N/A	N/A	N/A

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Media - Digital - Print						
Press Releases	(1) Press Release Recognition and Mention at Sponsor Level	N/A	N/A	N/A	N/A	N/A
Event Program Ad Specs to follow Must be contracted by 02/01/2022 to qualify	Full Page	Half Page	Quarter Page	Company Logo Listing	Company Name Listing Only	Name Listing only
Website Posted upon contract execution - online through 08/01/2022	Hyperlink Logo & 30 Word Company Description - listed by level in A-Z order	Hyperlink Logo & 30 Word Company Description - listed by level in A-Z order	Hyperlink Logo & 30 Word Company Description - listed by level in A-Z order	Hyperlink Logo & 30 Word Company Description - listed by level in A-Z order	Hyperlink Logo & 30 Word Company Description - listed by level in A-Z order	Name listing on page
Email Blasts	One Spotlight Feature	All email blasts will feature a link to the website Sponsor Page				
Social Media Posts	Profile Feature and 2 additional postings	Profile Feature and 1 additional postings	Mention - Logo with hyperlink	Mention - Logo with hyperlink	Mention - Logo with hyperlink	Name mention in a post

Sponsor Level	Presenting	Gold	Silver	Bronze	Business Partner	Friend of The Allies
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In-Kind Goods and Services (based on retail pricing)	Minimum \$20,000 and above	\$15,000 - \$19,999	\$10,000 - \$14,999	\$5,000 - \$9,999	\$1,000 - \$4,999	\$500 - \$999
Additional Sponsor Benefits						
Option to include an item in the Guest Swag Bag Specs to follow	Yes	Yes	Yes	N/A	N/A	N/A
On Site Signage	Logo - listed by level in A-Z order	Logo - listed by level in A-Z order	Logo - listed by level in A-Z order	Logo - listed by level in A-Z order	Company Name listed by level in A-Z order	Name - listed by level in A-Z order
Sponsor "Loop" - running on screens throughout the event	Logo - listed by level in A-Z order	Logo - listed by level in A-Z order	Logo - listed by level in A-Z order	Logo - listed by level in A-Z order	Company Name listed by level in A-Z order	Name - listed by level in A-Z order
Attendee Contact List - post-event only, will be emailed approx. 2-3 weeks after event	Yes	Yes	Yes	N/A	N/A	N/A
<p>*All Benefits are Considered NON-Transferable and must be utilized by a sponsoring company's representatives Additional benefits may be added as new opportunities arise</p>						