



SPONSORSHIP OPPORTUNITIES

OMMA AWARDS 2012

WEB SITE EXCELLENCE | ONLINE ADVERTISING CREATIVITY
INTEGRATED ONLINE CAMPAIGNS



AN OFFICIAL PART OF ADVERTISING WEEK | **October 1, 2012** | NEW YORK MARRIOTT MARQUIS

TO PURCHASE YOUR SPONSORSHIP OR FOR MORE INFORMATION, CONTACT **JON WHITFIELD** AT **212.204.2025** OR **JON@MEDIAPOST.COM**

OMMA AWARDS 2012

OMMA AWARDS SPONSORSHIP PACKAGES

PRINCIPAL SPONSOR COST \$20,000

As the premier sponsor of the OMMA Awards, your company will receive top billing. Benefits Include:

- On-stage "hosting" role for sponsor's executive before the awards commencement
- Full Page Ad in the October Issue of *OMMA* magazine
- VIP Seating
- Registration Giveaway (excludes production/giveaway)
- Prominent onsite signage in and around the ballroom areas
- Top logo placement on the official website
- Top logo placement included on all marketing and advertising materials
- Top Logo placement in official event program
- 8 Full Passes for Staff
- 8 Invitations for Clients and Prospects

COCKTAIL PARTY COST \$15,000

Connect with all the Awards finalists prior to the ceremony as the exclusive Cocktail Party sponsor. Hors d'oeuvres and an open bar will highlight this festive outing.

Benefits include:

- 5 Full Passes for Staff
- 5 Invitations for Clients and Prospects
- Company executive to present an OMMA Award
- Onsite signage around the cocktail reception
- Logo on event website as show sponsor
- Logo inclusion with all marketing and advertising materials leading up to event
- Logo placement in official event program
- Logo on signage behind Main Stage and at high traffic areas at event

ENTERTAINMENT SPONSOR COST \$10,000

Sponsor a musical act, performer or comedian to entertain guests. (Cost does not include talent fee.) Benefits include:

- 5 Full Passes for Staff
- 5 Invitations for Clients and Prospects
- VIP Seating
- Onsite signage in the general session areas
- Logo on event website as show sponsor
- Logo inclusion with all marketing and advertising materials leading up to event
- Logo placement in official event program
- Logo on signage behind Main Stage and at high traffic areas at event

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PHOTO BOOTH SPONSOR COST \$10,000

Congratulate the winners by letting them capture their moment of stardom with a photograph of themselves, their co-workers and clients on the cover of OMMA magazine. Winners and attendees can go to the photo booth at any time before and after the Awards show for a candid or posed group shot on a mock cover of the magazine. Benefits include:

- Logo on all photographs with OMMA magazine backdrop
- Logo on event website as show sponsor
- Logo inclusion with all marketing and advertising materials leading up to event
- Logo placement in official event program
- Logo on signage behind Main Stage and at high traffic areas at event

AWARD CATEGORY SPONSOR COST \$9,500

The OMMA Awards recognizes outstanding work by Brands and Agencies via 75+ individual awards in three categories: Online Advertising Creativity, Integrated Online Campaign and Web Site Excellence. Each category features 70+ Brands & their Agencies who are celebrated as finalists. Put your company front and center with ownership of one of these categories. Your logo will appear on the event website, all show materials, and event signage as the exclusive sponsor of the Award category. A perfect way to align your brand with the top agency and brands being celebrated for their year of excellence. Benefits include:

- Exclusive sponsor of selected awards category
- Logo on the official website as category sponsor
- Logo inclusion with all marketing and advertising materials leading up to event
- Logo placement in official event program
- Logo on signage displayed prominently at event
- 5 full passes for staff
- 5 invitations for clients and prospects

LANYARDS COST \$7,500

Be the exclusive provider of neck cords, imprinted with your logo, used by all OMMA guests for their badges.

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BRANDING SPONSOR COST \$5,000

Get your company name in front of the most creative minds in online marketing and advertising industry. Benefits include:

- Signage on and around the stage
- Logo placement in official event program
- Logo on the official website
- Logo inclusion with all marketing and advertising materials

VIP TABLE COST \$5,000

Secure a VIP Table for your company with maximum exposure and white-glove treatment near the stage during the awards. (8 people per table)

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