

THE STEVIE® AWARDS

2015 SPONSORSHIP OPPORTUNITIES



THE WORLD'S PREMIER BUSINESS AWARDS PROGRAMS
BUILDING RELATIONSHIPS, DRIVING SALES



9th Stevie® Awards for Sales & Customer Service

Date: February 27, 2015

Place: Bellagio, Las Vegas

Format: Reception, Dinner, Awards Presentations

Attendance: 400

Extended Audience: Delayed/taped radio broadcast on the BizTalk Radio to 500,000 to 1-million

Primary Focus and Reach of Sponsorship: U.S. and Canada



12th Stevie® Awards for Women in Business

Date: November 13, 2015

Place: Marriott Marquis Hotel, New York

Format: Reception, Dinner, Awards Presentations

Attendance: 400-450

Extended Audience: 800,000 to 1.5-million with live radio broadcast on the BizTalk Radio, and a television broadcast on BizTV.

Primary Focus and Reach of Sponsorship: U.S. and Canada





13th American Business AwardsSM

Date: June 22, 2015 in Chicago (traditional banquet)
September 11 in San Francisco (new product & tech awards banquet)

Place: Fairmont Hotel, Chicago;
TBD, San Francisco

Format: Reception, Dinner, Awards Presentations

Attendance: 450-500 in Chicago;
250-300 in San Francisco

Extended Audience: 800,000 to 1.5-million with live radio broadcasts on the BizTalk Radio

Primary Focus and Reach of Sponsorship: U.S.



THE AMERICAN
BUSINESS AWARDSSM



12th International Business AwardsSM

Date: October 12, 2015

Place: Toronto, Canada

Format: Reception, Dinner, Awards Presentations

Attendance: 350-400 from more than 20 nations

Extended Audience: Delayed/taped radio broadcast on the BizTalk Radio to 500,000 to 1-million

Primary Focus and Reach of Sponsorship: Canada, Europe, U.S.



THE INTERNATIONAL
BUSINESS AWARDSSM





ASIA-PACIFIC STEVIE® AWARDS

2nd Asia-Pacific Stevie® Awards

Date: May 15, 2015

Place: Shanghai, China

Format: Reception, Dinner, Awards Presentations

Attendance: 200 – 300

Primary Focus and Reach of Sponsorship: Asia-Pacific region



GERMAN STEVIE® AWARDS

STEVIE® AWARDS DEUTSCHLAND

1st German Stevie® Awards

Date: March 27, 2015

Place: Berlin, Germany

Format: Reception, Dinner, Awards Presentations

Attendance: 200 – 300

Primary Focus and Reach of Sponsorship: Germany

Sponsorship Opportunities

Each of the six Stevie® Awards programs – The American Business Awards, The International Business Awards, the Stevie Awards for Sales & Customer Service, the Stevie Awards for Women in Business, the Asia-Pacific Stevie Awards, and the German Stevie Awards – offer a variety of flexible sponsorship packages. Among the benefits that are available through Stevie Awards sponsorships are:

- The ability to submit an unlimited number of entries to the sponsored program without having to pay entry fees. This benefit can be extended to sponsors' clients as well
- The right to name and confer one or more honorary Stevie Awards upon your customers
- A full-page ad in the official program of the event
- Up to 100,000 banner ad impressions on the sponsored program's web site and in the weekly Stevie Awards Update e-newsletter
- Tickets for the sponsored awards banquet
- At least 10 minutes of stage time to present awards at the sponsored event
- Logo identification in all photographs and video clips of the sponsored event
- Hospitality and display privileges, before, during, and/or after the sponsored event
- Editorial coverage, in the form of an interview or profile, in the Stevie Awards blog and e-newsletter

PEOPLE'S
CHOICE
STEVIE® AWARDS
FOR FAVORITE
CUSTOMER SERVICE

Official sponsor of the worldwide, public vote for the general public's favorite providers of customer service, as part of the 2015 Stevie Awards for Sales & Customer Service. In 2014, more than 210,000 votes were cast. If you are seeking to build and create a national, on-line presence for your company, this could be the opportunity for you. In addition to press releases, the Stevie Awards incorporate social media into promoting your company's role as the official sponsor. Judging commences late January and ends mid-February. Winners will be announced at the gala in Las Vegas on February 27, where each receives a specially-designed crystal People's Choice Stevie Award.





Available sponsorships include:

- **Presenting/Title Sponsorship**
Associate your brand with the sponsored program at every level of display and communication, throughout the entire awards cycle, from the call-for-entries through to the awards night.
- **Category Sponsorship**
Sponsor all awards of a type within a specific program or across several of our programs. All marketing-related awards, for example, or all customer service- or human resources-related awards. There are many options for category sponsorship.
- **Location Sponsorship**
Ensure that the Stevie Awards program of your choice is staged in your city or facility by becoming its Location Sponsor.
- **Supporting Sponsorship**
Our lowest-cost option. Enjoy many of the participatory benefits of sponsorship, including unlimited entries and tickets for the awards event.
- **Media Sponsorship**
Available on an in-kind basis to genuine business-media outlets
- **Co-Sponsorship**
Available in the Stevie Awards for Sales & Customer Service and the Stevie Awards for Women in Business. Be one of a handful of brands that share sponsorship of these programs.



Official sponsor of the nationwide, public vote for the favorite new products of the year, in a range of product categories, for The 2015 American Business Awards. If you are seeking to build and create a national, on-line presence for your company, this could be the opportunity for you. In addition to press releases, the Stevie Awards incorporate social media into promoting your company's role as the official sponsor. Judging commences in late June 2015 and concludes in early August. Winners will be announced at the ABA's new tech product and tech awards gala in San Francisco in September, where each will receive a specially-designed crystal People's Choice Stevie Award.

For sponsorship details and costs, contact Michael Gallagher at michael@stevieawards.com +1 703-547-8389

Current and Past Sponsors



The Stevie® Awards are always willing to work with sponsors and partners to create unique, experiential marketing opportunities. We will be pleased to work with you to create the live experience and results you are looking for. For more information, contact

Michael Gallagher, President

+1 703-547-8389, or email michael@stevieawards.com



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