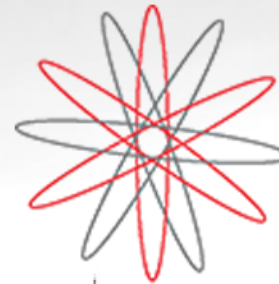


2018 SPONSORSHIP OPPORTUNITIES



The Inquirer
DAILY NEWS philly.com
PMN EVENTS



HR

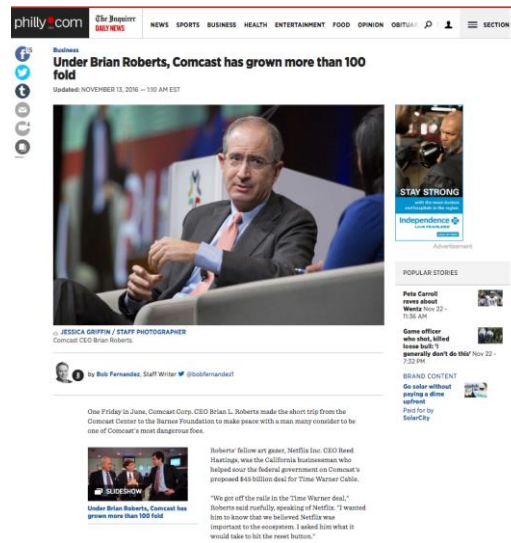
DEPARTMENT OF THE YEAR AWARDS

Sponsorship Contact:
Ron Maver, 215-854-5405
rmaver@philly.com

CONTENT | EXPERIENCES | ENGAGEMENT

PMN Events is an experiential platform where brands engage and connect with targeted audiences. Combining relevant premium content, unique experiences and emotional engagement to increase stronger customer relationships for your brand – in person, online and in print. Leverage your sponsorship of a PMN Event to elevate your brand's image, prestige and credibility.

IN PERSON | ONLINE | IN PRINT



8.4MM UNDUPLICATED, LOYAL BRAND USERS¹

No other property provides the vast reach into the region across multiple platforms

THE INQUIRER & DAILY NEWS



968,597 read the Sunday Inquirer
(466,105 Daily)

264,542 read the Daily News

Avg. Household Income: \$84,256

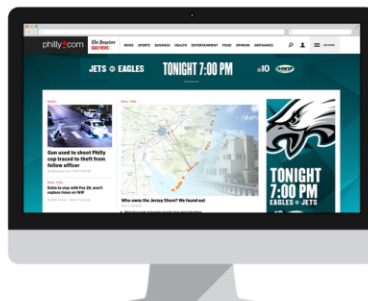
Average Age: 54

51% Male / 49% Female

1.9 MM

Monthly Readers of The Inquirer
& Daily News

PHILLY.COM DESKTOP



1.8 Million monthly Unique Visitors

14.1 Average Minutes per Visitor

Average Household Income: \$116,106

Average Age: 48

56% Male / 44% Female

1.8 MM

Average Monthly Unique Visitors
on Philly.com

PHILLY.COM MOBILE



5.1 Million monthly Unique Visitors

25 Million Monthly Page Views

Median Household Income: \$79,247

Average Age: 42

39% Male / 61% Female

5.1 MM

Average Monthly Unique Visitor
on Mobile

¹Combined print and digital unduplicated audience, across each platform each month. May vary slightly month to month
Source: Scarborough 2017R1; Base: Philadelphia DMA; comScore Media Metrix & Mobile Metrix July 2017

INQUIRER BUSINESS TO BUSINESS PENETRATION

546,272 Philadelphians are in a management position. Philadelphia Media Network reaches over **1 out of every 4** of them (**162,590**).

PMN reaches 30% of all Management, Business & Financial Operations professionals in the Philadelphia DMA

Target Audience:	1-Week PMN Integrated Audience	Average Issue Sunday Inquirer	Average Issue Daily Inquirer	Average Issue Daily News	7-Days Philly.com	Avg. Issue Philadelphia Business Journal
Management, Business and Financial Operations, Professional and Related Occupations or Small Business Owners	517,560	224,745	113,570	59,928	312,109	24,073
Management	162,590	79,819	43,832	12,195	93,216	7,014
Management, Business and Financial Operations	231,558	110,090	57,275	20,836	140,361	12,196
Make a purchasing decision	356,110	142,225	77,540	43,460	179,728	12,629

Source: Scarborough 2017R1; Base: Philadelphia DMA

HR Department of the Year Awards

The Delaware Valley HR Department of the Year was founded in 1998 with the purpose of recognizing HR professionals for what they do and the growth and change they produce within their organizations.

Companies will have the opportunity to nominate their departments in the following categories: Department of the Year by company size, HR Awards for Excellence (Benefits, Employee Relations, Technology, Talent Management, Diversity, Talent Acquisition and Wellness), Lifetime Achievement Award, HR CEO Award, and United Way Impact Award Winner.

New this year! HR Department of the Year has partnered with Philadelphia Media Network, publisher of The Inquirer, Daily News and Philly.com to produce the awards and expanded coverage profiling winners and featuring hot HR topics in expanded coverage of the Sunday Inquirer reaching nearly 1 million readers.

Nomination Kick Off: Wednesday, May 30, 7:30 a.m. – 9:45 a.m., The Union League
Awards Program: Thursday, November 15, 5:30 p.m. – 8:30 p.m., Crystal Tea Room
Expanded Coverage, Sunday Inquirer: Sunday, November 19

Partners:



AWARDS PROGRAM SPONSORSHIP LEVELS

PRESENTING SPONSOR

Full Campaign Exposure

- Industry Exclusivity (excluding tableholders)

Pre Event Exposure

- Logo on nomination and event print advertisements
- Logo on nomination and event digital advertisements
- Logo on email marketing to Philly.com and home subscribers lists
- Company included in social media posts
- Logo on homepage takeover announcing winners in alpha order

Event Exposure

- Logo/company name on event signage, Power Point presentation
- Logo on onstage press wall and red carpet press wall (Step and Repeat)
- Logo on name badges
- Logo on gift bags
- Opportunity to submit gift bag item
- Logo on keepsake award distributed to winners
- Welcome remarks and awards distribution by company representative
- Reserved table for 10 guests in a premium location
- Sponsor branded chair back covers (sponsor seating)
- Exhibitor display table (Perfect for chance to win!)
- Company advertisement in scrolling AV loop
- Print Advertisement - Double Truck Spread
- Word from our Sponsor

Post Event Exposure

- Logo on recap email promoting photos and survey
- Logo on "After-Event Recap Advertisement" in Sunday Inquirer
- Electronic attendee list (excluding email addresses)

Investment: \$25,000



CO-SPONSORSHIP

Full Campaign Exposure

- Industry Exclusivity (excluding tableholders)

Pre Event Exposure

- Logo on nomination and event print advertisements
- Logo on nomination and event digital advertisements
- Logo on email marketing to Philly.com and home subscribers lists
- Company included in social media posts

Event Exposure

- Logo/company name on event signage, Power Point presentation
- Logo on onstage press wall (Step and Repeat)
- Logo on name badges
- Logo on gift bags
- Opportunity to submit gift bag item
- Welcome remarks and awards distribution by company representative
- Reserved table for 10 guests in a premium location
- Sponsor branded chair back covers (sponsor seating)
- Exhibitor display table (Perfect for chance to win!)
- Company advertisement in scrolling AV loop
- Print Advertisement – Full Page

Post Event Exposure

- Logo on recap email promoting photos and survey
- Logo on "After-Party Recap Advertisement" in Sunday Inquirer
- Electronic attendee list (excluding email addresses)

Investment: \$15,000



PHOTOBOOTH SPONSORSHIP

Event Exposure

- Logo/company name on event signage, Power Point presentation
- Logo on photo booth elements (screen and keepsake photos)
- Opportunity to submit gift bag item
- Reserved half-table for 5 guests
- Print Advertisement - Quarter Page

Post Event Exposure

- Logo on "After-Party Recap Advertisement" in Sunday Inquirer

Investment: \$7,500



COCKTAIL RECEPTION SPONSORSHIP

Event Exposure

- Logo/company name on event signage, Power Point presentation
- Sponsor branded bar area and cocktail napkins
- Logo on cocktail recipe signage at bars and on trays with passed cocktails
- Opportunity to submit gift bag item
- Reserved half-table for 5 guests
- Print Advertisement - Quarter Page

Post Event Exposure

- Logo on "After-Party Recap Advertisement" in Sunday Inquirer

Investment: \$5,000

SPARKLING SABRE

Champagne & Cranberry Juice

THANK YOU
COCKTAIL SPONSOR

Sabre
SABRE SYSTEMS, INC.

PHILADELPHIA
IOIO



CENTERPIECE SPONSORSHIP

Event Exposure

- Logo/company name on event signage, Power Point presentation
- Customized centerpiece with branding showcasing sponsor product/services
- Opportunity to submit gift bag item
- Reserved half-table for 5 guests
- Print Advertisement - Quarter Page

Post Event Exposure

- Logo on "After-Party Recap Advertisement" in Sunday Inquirer

Investment: \$5,000



COFFEE BAR SPONSORSHIP

Event Exposure

- Logo/company name on event signage, Power Point presentation
- Sponsor branded coffee station, to-go koozies and napkins
- Opportunity to submit gift bag item
- Reserved half-table for 5 guests
- Print Advertisement - Quarter Page

Post Event Exposure

- Logo on "After-Party Recap Advertisement" in Sunday Inquirer

Investment: \$5,000



DESSERT RECEPTION SPONSORSHIP

Event Exposure

- Logo/company name on event signage, Power Point presentation
- Sponsor branded dessert area, branded dessert item and napkins
- Opportunity to submit gift bag item
- Reserved half-table for 5 guests
- Print Advertisement - Quarter Page

Post Event Exposure

- Logo on "After-Party Recap Advertisement" in Sunday Inquirer

Investment: \$5,000



GIFT BAG SPONSORSHIP

Event Exposure

- Logo/company name on event signage, Power Point presentation
- Logo on gift bags
- Opportunity to submit gift bag item
- Reserved half-table for 5 guests
- Print Advertisement - Quarter Page

Post Event Exposure

- Logo on "After-Party Recap Advertisement" in Sunday Inquirer

Investment: \$5,000



WELCOME MAT SPONSORSHIP

Event Exposure

- Logo/company name on event signage, Power Point presentation
- Customized welcome mat with sponsor logo at main entrance
- Opportunity to submit gift bag item
- Two tickets

Post Event Exposure

- Logo on "After-Party Recap Advertisement" in Sunday Inquirer

Investment: \$3,000



AWARDS PROGRAM SPONSORSHIP COMPARISON

		SPONSORSHIP LEVELS	
	BENEFITS	PRESENTING SPONSOR \$25,000	CO-SPONSOR \$15,000
Full Campaign	Industry exclusivity (excluding tableholders)	X	X
Pre-event	Logo on nomination and event print advertisements	X	X
Pre-event	Logo on nomination and event digital advertisements	X	X
Pre-event	Logo on email marketing to Philly.com and home subscribers lists	X	X
Pre-event	Company included in social media posts	X	X
Pre-event	Logo/company name on event signage, Power Point presentation	X	X
Pre-event	Logo on homepage takeover announcing winners in alpha order	X	
Event	Logo/company name on event signage, Power Point presentation	X	X
Event	Logo on onstage press wall (Step and Repeat)	X	X
Event	Logo on name badges	X	X
Event	Logo on gift bags	X	X
Event	Opportunity to submit gift bag item	X	X
Event	Logo on keepsake award distributed to winners	X	
Event	Welcome remarks and awards distribution by company representative	X	X
Event	Reserved table for 10 guests in a premium location	X	X
Event	Sponsor branded chair back covers (sponsor seating)	X	X
Event	Exhibitor display table (Perfect for chance to win!)	X	X
Event	Company advertisement in scrolling AV loop	X	X
Event	Print Advertisement - Double Truck Spread	X	
Event	Print Advertisement - Full Page		X
Event	Word from our Sponsor	X	
Post-event	Logo on recap email promoting photos and survey	X	X
Post-event	Logo on "After-Party Recap Advertisement" in Sunday Inquirer	X	X
Post-event	Electronic attendee list (excluding email addresses)	X	X

AWARDS PROGRAM SPONSORSHIP COMPARISON

		SPONSORSHIP LEVELS						
	BENEFITS	PHOTO BOOTH SPONSOR \$7,500	COCKTAIL RECEPTION SPONSOR \$5,000	CENTERPIECE SPONSOR \$5,000	COFFEE BAR SPONSOR \$5,000	DESSERT RECEPTION SPONSOR \$5,000	GIFT BAG SPONSOR \$5,000	WELCOME MAT SPONSOR \$3,000
Event	Logo/company name on event signage, Power Point presentation	X	X	X	X	X	X	X
Event	Logo on red carpet, step & repeat and/or photo booth elements	X						
Event	Customized welcome mat with sponsor logo at main entrance							X
Event	Sponsor branded bar area, cocktail napkins/cup and specialty drink recipe signage		X					
Event	Sponsor branded coffee station, to-go koozies and napkins				X			
Event	Sponsor branded dessert area, branded dessert item and napkins					X		
Event	Customized centerpiece with branding showcasing sponsor product/services			X				
Event	Logo on gift bags						X	
Event	Opportunity to submit gift bag item	X	X	X	X	X		X
Event	Reserved table for 10 guests in a premium location							
Event	Reserved half-table for 5 guests	X	X	X	X	X	X	
Event	Three tickets							
Event	Two tickets							X
Event	Print Advertisement - Half Page							
Event	Print Advertisement - Quarter Page	X	X	X	X	X	X	
Event	Print Advertisement - Eighth Page							
Post-event	Logo on "After-Party Recap Advertisement" in Sunday Inquirer	X	X	X	X	X	X	X