



# **Agency Of The Year**

**JANUARY 24, 2018**

**THE YALE CLUB OF NEW YORK**  
50 Vanderbilt Avenue,  
New York City

**SPONSORSHIP  
OPPORTUNITIES**

# MediaPost **AOY** Sponsorship Packages

## **PREMIER SPONSOR**

**As the premier sponsor of MediaPost's Agency Of The Year Awards, your company will receive top billing.**

### ***BENEFITS INCLUDE***

- On-stage "hosting" role for sponsor's executive before the awards commencement
- Cocktail party sponsor
- VIP seating
- Prominent onsite signage in and around the ballroom areas
- Top logo placement on the official Web site
- Top logo placement included on all marketing and advertising materials
- 10 passes for staff
- 10 invitations for clients and prospects

**SPONSOR COST**  
**\$25,000 net**

## **WINNER'S CIRCLE PARTY**

**Connect with the winners over cocktails and hors d'oeuvres before and after the show.**

### ***BENEFITS INCLUDE***

- Exclusive sponsor of the Winners' Circle Party (after the awards presentation)
- VIP seating
- Company executive to present a MediaPost AoY Award
- Onsite signage around the cocktail reception
- Logo on MediaPost's AoY banners and collateral
- Logo on the official Web site
- Logo inclusion with all marketing and advertising materials
- 10 passes for staff

**SPONSOR COST**  
**\$15,000 net**

To purchase your sponsorship or for more information, contact  
**Seth Oilman** at **212-204-2012** or **seth@mediapost.com**



## Sponsorship Packages

### EXCLUSIVE AWARD CATEGORY

**Sponsor an award category and have an executive from your company on stage announcing the winners for that category.**

#### **BENEFITS INCLUDE**

- Exclusive sponsor of selected media category
- Company executive to announce the winner from the stage
- Logo on the official Web site and on event signage
- Logo inclusion with all marketing and advertising materials
- Logo placement in official event program
- 4 passes for staff

**SPONSOR COST**  
**\$10,000 net**

### PHOTO BOOTH SPONSOR

**Attendees can go to the photo booth at any time before and after the Awards show for a candid or posed group shot. This is a sponsorship that will last long after the event is over**

*(Cost of photographer and pictures are included.)*

#### **BENEFITS INCLUDE**

- Logo on photograph of attendees and winners
- Logo on the official Web site
- Dedicated signage near photo booth

**SPONSOR COST**  
**\$8,500 net**

### LANYARD

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

**SPONSOR COST**  
**\$7,500 net**

To purchase your sponsorship or for more information, contact  
**Seth Oilman** at **212-204-2012** or **seth@mediapost.com**



## Sponsorship Packages

### **BRANDING SPONSOR**

**Get your company name in front of the biggest names in the advertising industry.**

#### ***BENEFITS INCLUDE***

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

#### **SPONSOR COST**

**\$5,000 net**

To purchase your sponsorship or for more information, contact  
**Seth Oilman** at **212-204-2012** or **[seth@mediapost.com](mailto:seth@mediapost.com)**