

MediaPost's  
ONLINE  
ALL  
STARS  
2011  
AWARDS

The editors of *OMMA* magazine will host a star-studded awards gala honoring the best and the brightest people in online media, marketing and advertising. The ONLINE ALL STARS AWARDS will celebrate the nine stars who have pushed the business to new levels of excellence through their outstanding achievements and thought leadership in 2011.

**3 WINNERS FOR MEDIA**  
**3 WINNERS FOR MARKETING**  
**3 WINNERS FOR ADVERTISING**

**THE ONLINE ALL STARS AWARDS RECEPTION WILL TAKE PLACE IN SEPTEMBER, 2011.**

TO PURCHASE YOUR SPONSORSHIP OR FOR MORE INFORMATION, CONTACT **JON WHITFIELD** AT 212-204-2025 OR [JON@MEDIAPOST.COM](mailto:JON@MEDIAPOST.COM)

MediaPost's  
**ONLINE**  
**ALL STARS**  
**2011 SPONSORSHIP PACKAGES**

**ONLINE ALL STARS SPONSORSHIP OPPORTUNITIES**

Connect with the award-winning All Stars line-up as they accept their honors for their excellence in the disciplines of media, marketing, and advertising. This exclusive awards reception and dinner will bring together the leaders in online media, marketing, and advertising.

**SPONSOR BENEFITS**

Unlimited opportunity to meet, speak with, and develop relationships with media, marketing and advertising VIPs.

**PRINCIPAL SPONSOR**

As the premier sponsor of the Online All Stars Awards, your company will receive top billing.

**BENEFITS  
INCLUDE**

- ★ COCKTAIL SPONSOR
- ★ ON-STAGE "HOSTING" ROLE FOR SPONSOR'S EXECUTIVE BEFORE THE AWARDS COMMENCE
- ★ FULL-PAGE AD IN OCTOBER ISSUE OF *OMMA* MAGAZINE & ALL STARS SPECIAL ISSUE
- ★ REGISTRATION GIVEAWAY (EXCLUDES PRODUCTION/ GIVEAWAY)
- ★ 2 PILLAR WRAPS WITH YOUR COMPANY LOGO
- ★ TOP LOGO PLACEMENT ON OFFICIAL WEBSITE
- ★ TOP LOGO PLACEMENT INCLUDED WITH ALL MARKETING AND ADVERTISING MATERIALS
- ★ 10 FULL PASSES FOR STAFF

**SPONSOR COST**

- ★ \$20,000 NET

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## ENTERTAINMENT SPONSOR

Sponsor a musical act, performer, or comedian to entertain guests.

### **BENEFITS INCLUDE**

- ★ 10 FULL PASSES FOR STAFF
- ★ VIP TABLE
- ★ ONSITE SIGNAGE IN THE GENERAL SESSION AREAS
- ★ LOGO ON OFFICIAL WEBSITE
- ★ LOGO INCLUSION WITH ALL MARKETING AND ADVERTISING MATERIALS

**SPONSOR COST** : ★ \$10,000 NET (DOES NOT INCLUDE TALENT FEE)

## PHOTO BOOTH SPONSORSHIP

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. 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 IN FRONT OF AN OMMA MAGAZINE BACKDROP
- ★ LOGO ON OFFICIAL WEBSITE

**SPONSOR COST** : ★ \$10,000 NET

## EXCLUSIVE AWARD CATEGORY SPONSORSHIP

Sponsor each Category and have an executive from your company on stage announcing the winners for each category.

### **BENEFITS INCLUDE**

- ★ SELECT ONE OF THE FOLLOWING: *MEDIA, MARKETING, AND ADVERTISING*
- ★ COMPANY EXECUTIVE TO ANNOUNCE THE WINNER FROM THE STAGE
- ★ LOGO ON OFFICIAL WEBSITE
- ★ LOGO INCLUSION WITH ALL MARKETING AND ADVERTISING MATERIALS
- ★ LOGO PLACEMENT IN OFFICIAL EVENT PROGRAM

**SPONSOR COST** : ★ \$7,500 NET

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## LANYARDS

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

**SPONSOR COST** ∴ ★ \$7,500 NET

## WINNERS' GIFT BASKET SPONSORSHIP

Include a company gift to all of the Online All Stars in the official winners gift basket. Only 5 inserts will be made available. Gifts must be a highly valued item.

**SPONSOR COST** ∴ ★ \$5,000 NET (DOES NOT INCLUDE COST OF GIFT)