



The 2010 Cassies Awards Gala— January 28th, Advertising Week

Gold Sponsor (Exclusivity in category) **\$34,995**

- Premium logo exposure on all promotional materials, including promotional literature, ads, postcards, signage at the event, website, emails and press releases
- Double-page spread in awards guide
- One-page letter of introduction in awards guide
- Table (10 tickets) at the awards dinner
- Three tickets to chairman's dinner for the judges (Sept. 21)
- Exclusive sponsorship of pre-dinner cocktail in cocktail area, including exclusive signage in that area. (Banner – you supply)
- Opportunity to hand out one award (first pick)
- Exclusive opportunity to brand a cocktail offered at event
- Exclusive logo opportunity on cards that identify table numbers
- Exclusive logo opportunity on podium
- 4-unit ad in rotation for 8 continuous weeks on MediaInCanada.com during pre-promotion
- 4-unit ad on event website during pre-promotion
- Exclusive opportunity to contact delegates by email once in advance of the event to promote your company as a sponsor (we facilitate)
- Delegate bag insert
- Full-page ad in February issue of *strategy* (distributed during Advertising Week)

CASSIES

Silver Sponsor: (only two opportunities available) \$18,995

- Logo exposure on all promotional materials, including promotional literature, ads, postcards, signage at the event, website and e-mails
- One custom opportunity to be approved by strategy: exclusive sponsorship of centerpieces, judges gifts, coat check, etc. First come, first served.
- Full-page ad in awards guide
- Table (10 tickets) at the awards dinner
- 1 ticket to Chairman's dinner for the judges (Sept. 21)
- Opportunity to hand out award (Second pick)
- Logo on banner hung in the cocktail area (you supply)
- Banner ad in rotation for 4 continuous weeks on MediaInCanada.com during pre-promotion
- 4-unit ad in rotation on event website during pre-promotion
- Delegate bag insert
- 40% discount on one-time ad rates (any size) in February issue of *strategy* (distributed during Advertising Week)

Bronze Sponsor: (only three opportunities available) \$13,995

- Logo exposure on all promotional materials, including promotional literature, ads, postcards, signage at the event, website and e-mails
- Full-page ad in awards guide
- Four tickets to the awards dinner
- 2-unit ad in rotation on MediaInCanada.com for 4 continuous weeks during pre-promotion
- 2-unit ad in rotation on event website during pre-promotion
- Delegate bag insert
- 30% discount on one-time ad rates (any size) in February issue of *strategy* (distributed during Advertising Week)

Patron Sponsor: \$6,995

- Logo exposure on all promotional materials, including promotional literature, ads, flyers, signage at the event, website and e-mails
- Two tickets to the awards dinner
- Delegate bag insert
- 25% discount on one-time ad rates (any size) in February issue of *strategy* (distributed at the event during Advertising Week)
- 1-unit ad in rotation on MediaInCanada.com for 4 continuous weeks during pre-promotion
- 1-unit ad in rotation on event website during pre-promotion

Delegate Bag Sponsor (only one available): \$5000

- Exclusive sponsorship of event tote bags/giveaway bag with your logo/Cassies logo and in the colour of your choice, we supply. If you supply, cost is \$2750. bags must be approved by event producers.

Delegate Bag Insert: \$1500

For more information please contact
Carrie Gillis at 416 408 0863
or carrie@strategy.brunico.com

CASSIES