



Annual Awards Night Sponsorship

THURSDAY, MAY 4, 2023 | 5:30 - 7:30 PM

VIP's favorite night of the year is back in person and you can sponsor it! The event will be an exciting gathering for VIP's loyal volunteers, donors, and special invitees to celebrate our collective work over the past year. Please join us for inspiring stories and good company with friends who most helped expand access to justice.

Sponsors may choose from the following range of benefits designed to complement strategic marketing objectives. To customize a benefits package that best fits your organization's goals and provides optimal return on investment, please contact Jennifer Hwang at jhwang@phillyvip.org.

Presenting Sponsor: \$15,000 & Above

- Verbal recognition as Presenting Sponsor during Awards Night
- Premiere signage placement
- Full page ad in program + digital banner in two e-blasts
- Featured placement of name and logo on VIP's website
- Spotlight on VIP's blog
- Special recognition in VIP's 2023 Annual Report
- Dedicated social media post recognizing donation

Diamond Sponsor: \$10,000 & Above

- Verbal recognition as Diamond Sponsor at Awards Night
- Signage placement
- Full page ad in program + digital banner in one e-blast
- Placement of name and logo on VIP's website
- Special recognition in VIP's 2023 Annual Report
- Dedicated social media post recognizing donation

Platinum Sponsor: \$7,500 & Above

- Signage placement
- Half page ad in program + digital banner in one e-blast
- Listing on VIP's website
- Recognition in VIP's 2023 Annual Report
- Dedicated social media post recognizing donation

Gold Sponsor: \$5,000 & Above

- Half page ad in program + digital banner in one e-blast
- Listing on VIP's website
- Recognition in VIP's 2023 Annual Report

Silver Sponsor: \$2,500 & Above

- Listing on VIP's website
- Recognition in VIP's 2023 Annual Report

To guarantee an ad in VIP's communications material, sponsorships must be confirmed by April 7, 2023.

Audience Reach:

Event Attendance:
125+ people

Invitation Circulation:
4,000+ people

Newsletter Distribution:
4,000+ people

Social Media Reach:
150+ corporate partners
280+ firm partners

Please submit ads, logos, and social media handles to Jennifer Hwang at jhwang@phillyvip.org.
For event information, visit phillyvip.org/2023-awards-night/.



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Individual Ad/Banner Purchase

- Donors have the option to purchase ads and banners according to the following prices
 - \$1,500 - Full-page ad in program
 - \$1,000 - Half-page ad in program
 - \$500 - Two e-blast banners

Ad Specs

- All ads should be in PNG format or a high-resolution PDF
- Ads must be in color
- Program ads must adhere to the following dimensions:
 - Full-page ad: 8.5 inches x 11 inches (width x height)
 - Half-page ad: 8.5 inches x 5.5 inches (width x height)
- E-blast banners must adhere to the following dimensions: 8 inches x 3 inches (width x height)

To guarantee an ad in VIP's communications material, sponsorships must be confirmed by April 7, 2023.

Audience Reach:

Event Attendance:
125+ people

Invitation Circulation:
4,000+ people

Newsletter Distribution:
4,000+ people

Social Media Reach:
150+ corporate partners
280+ firm partners

Please submit ads, logos, social media handles, and direct all questions to Jennifer Hwang at jhwang@phillyvip.org. All materials must be sent by April 7, 2023 to guarantee inclusion in printed program.