

# THE STEVIE® AWARDS

2018 SPONSORSHIP OPPORTUNITIES



THE WORLD'S PREMIER BUSINESS AWARDS PROGRAMS  
**BUILDING RELATIONSHIPS, DRIVING SALES**





## THE STEVIE® AWARDS FOR SALES & CUSTOMER SERVICE

### 12th Stevie® Awards for Sales & Customer Service

*Date:* February 23, 2018

*Place:* Caesars Palace, Las Vegas

*Format:* Reception, Dinner, Awards Presentations

*Attendance:* 700

*Primary Focus and Reach of Sponsorship:* U.S. and Canada



## THE STEVIE® AWARDS FOR WOMEN IN BUSINESS

### 15th Stevie® Awards for Women in Business

*Date:* November 16, 2018

*Place:* Marriott Marquis Hotel, New York

*Format:* Reception, Dinner, Awards Presentations

*Attendance:* 600

*Primary Focus and Reach of Sponsorship:* U.S. and Canada







# THE AMERICAN BUSINESS AWARDS<sup>SM</sup>

## 16th American Business Awards<sup>SM</sup>

*Date:* June 20, 2018

*Place:* Marriott Marquis Hotel, New York

*Format:* Reception, Dinner, Awards Presentations

*Attendance:* 600

*Primary Focus and Reach of Sponsorship:* U.S.



# THE INTERNATIONAL BUSINESS AWARDS<sup>SM</sup>

## 15th International Business Awards<sup>SM</sup>

*Date:* October, 20 2018

*Place:* London, United Kingdom

*Format:* Reception, Dinner, Awards Presentations

*Attendance:* 400 from more than 20 nations

*Primary Focus and Reach of Sponsorship:* Europe and the Middle East







# ASIA-PACIFIC STEVIE® AWARDS

## 5th Asia-Pacific Stevie® Awards

*Date:* June 1, 2018

*Place:* Hong Kong

*Format:* Reception, Dinner, Awards Presentations

*Attendance:* 200 – 300

*Primary Focus and Reach of Sponsorship:* Asia-Pacific region



# GERMAN STEVIE® AWARDS

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## STEVIE® AWARDS DEUTSCHLAND

## 4th German Stevie® Awards

*Date:* April 27, 2018

*Place:* Berlin, Germany

*Format:* Reception, Dinner, Awards Presentations

*Attendance:* 200

*Primary Focus and Reach of Sponsorship:* Germany







## THE STEVIE® AWARDS FOR GREAT EMPLOYERS

### 3rd Stevie® Awards for Great Employers

*Date:* September 21, 2018

*Place:* Marriott Marquis Hotel, New York

*Format:* Reception, Dinner, Awards Presentations

*Attendance:* 150

*Primary Focus and Reach of Sponsorship:* U.S. and Europe

LEARN  
ABOUT  
ALL OF  
THE STEVIE®  
AWARDS  
PROGRAMS



# Sponsorship Opportunities

Each of the seven Stevie® Awards programs – The American Business Awards, The International Business Awards, the Stevie Awards for Sales & Customer Service, the Stevie Awards for Women in Business, the Asia-Pacific Stevie Awards, the Stevie Awards for Great Employers, and the German Stevie Awards – offer a variety of flexible sponsorship packages. Among the benefits that are available through Stevie Awards sponsorships are:

- The ability to submit up to 30 entries to the sponsored program(s) without having to pay entry fees. This benefit can be extended to sponsors' clients as well
- The right to name and confer one or more honorary Stevie Awards upon your customers
- A full-page ad in the official program of the event
- Tickets for the sponsored awards banquet
- At least 10 minutes of stage time to present awards at the sponsored event, before a live telecast
- Logo identification in all photographs and video clips of the sponsored event
- Hospitality and display privileges, before, during, and/or after the sponsored event
- Editorial coverage, in the form of an interview or profile, in the Stevie Awards blog and e-newsletter

**PEOPLE'S  
CHOICE  
STEVIE® AWARDS**  
**FOR FAVORITE  
CUSTOMER SERVICE**

Become the official sponsor of the worldwide, public vote for the general public's favorite providers of customer service, as part of the 2018 Stevie Awards for Sales & Customer Service. In 2017, more than 149,000 votes were cast. If you are seeking to build and create a national, on-line presence for your company, this could be the opportunity for you. In addition to press releases, the Stevie Awards incorporate social media into promoting your company's role as the official sponsor. Judging commences late January and ends in February. Winners will be announced at the gala in Las Vegas on February 23, where each receives a specially-designed crystal People's Choice Stevie Award.







### Available sponsorships include:

- **Presenting/Title Sponsorship**  
Associate your brand with the sponsored program at every level of display and communication, throughout the entire awards cycle, from the call-for-entries through to the awards night.
- **Category Sponsorship**  
Sponsor all awards of a type within a specific program or across several of our programs. All marketing-related awards, for example, or all customer service- or human resources-related awards. There are many options for category sponsorship.
- **Location Sponsorship**  
Ensure that the Stevie Awards program of your choice is staged in your city or facility by becoming its Location Sponsor.
- **Supporting Sponsorship**  
Our lowest-cost option. Enjoy many of the participatory benefits of sponsorship, including up to 30 entry submissions and tickets for the awards event.
- **Media Sponsorship**  
Available on an in-kind basis to genuine business-media outlets
- **Co-Sponsorship**  
Available in the Stevie Awards for Sales & Customer Service and the Stevie Awards for Women in Business. Be one of a handful of brands that share sponsorship of these programs.



Become the official sponsor of the nationwide, public vote for the favorite new products of the year, in a range of product categories, for The 2018 American Business Awards. If you are seeking to build and create a national, on-line presence for your company, this could be the opportunity for you. In addition to press releases, the Stevie Awards incorporate social media into promoting your company's role as the official sponsor. Judging commences in late April 2018. Winners will be announced at the ABA awards gala in June, where each will receive a specially-designed crystal People's Choice Stevie Award.

For sponsorship details and costs, contact Michael Gallagher at [michael@stevieawards.com](mailto:michael@stevieawards.com) +1 703-547-8389

# Current and Past Sponsors



The Stevie® Awards are always willing to work with sponsors and partners to create unique, experiential marketing opportunities. We will be pleased to work with you to create the live experience and results you are looking for. For more information, contact

**Michael Gallagher, President**

+1 703-547-8389, or email [michael@stevieawards.com](mailto:michael@stevieawards.com)



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