

**THE NEW YORK ENTERPRISE
REPORT[®]**

**THE BEST ACCOUNTANTS AND ATTORNEYS
FOR GROWING BUSINESSES**

JUNE 2011 / MANHATTAN



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SPONSORSHIP OPPORTUNITIES:

The New York Enterprise Report is proud to present The 2nd Annual Best Accountants and Attorneys for Growing Businesses. This special awards event will recognize the New York area's top business advisors.

Accountants and attorneys are consistently considered among the most impactful advisors for business owners. This one-of-a-kind unique multimedia program will recognize those accountants and attorneys that have gone "above and beyond" in helping their clients succeed. In addition to a special opportunity to market to accountants and attorneys, *participation in this event is the gateway to relationships to growing business owners through their advisors.*

The top accountants and attorneys will be announced at the event in June 2011 and the advisors will also be recognized in a special section within the August 2011 issue of *The New York Enterprise Report* as well as on nyreport.com.

ATTENDEE PROFILE:

The Best Accountants and Attorneys for Growing Businesses attracts leading accountants and attorneys (specifically those who work with growing businesses) as well as owners and senior-level decision makers from small and midsize businesses.

Sponsorship opportunities for this special event provide many benefits to companies trying to reach accountants and attorneys in the tri-state area small business community including (see following pages for details):

- ▶ Client acquisition and lead generation
- ▶ Multimedia exposure before, during and after the event throughout the tri-state area with attorneys and accountants who work with growing companies as well as with the owners and executives of these companies
- ▶ Valuable association with *The New York Enterprise Report* and event partners
- ▶ Opportunity to provide turnkey added value to your existing client base (client retention)



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HEADLINE SPONSORSHIP - \$67,000 (limited to 1 sponsor)

The Headline Sponsorship provides a unique opportunity for a company to fully leverage its participation in the event and create a lasting impression in the NY area accountants and attorneys community with a highly visible presence before, after and throughout the event campaign. The benefits of Headline Sponsorship include sole “above the line” inclusion of company logo within the promotional campaign for the program:

Pre-Event

- ▶ Sole Headline Sponsorship (“above the line”) – e.g. “presented by”
- ▶ Listed as Headline Sponsor (logo) on all promotional materials including event webpage and print advertisements in *The New York Enterprise Report* (90,000+ readership per issue)
- ▶ Sponsor logo included on printed event invitations (mailed to qualified attorneys and accountants as well as prospects). Sponsor will also receive 500 invitations for distribution to their clients.
- ▶ An approved 60 second streaming video spot on event webpage (optional)
- ▶ Listed as Headline Sponsor (logo with link) on all dedicated email campaigns (10,000+ opt-in email subscribers) as well as additional partner email campaigns
- ▶ 728 x 90 banner ad on event webpage through August 2011**
- ▶ Listed as Headline Sponsor (logo) on event web page on nyreport.com
- ▶ 10 complimentary nomination applications for sponsor’s qualified clients/prospects

During Event

- ▶ Sole 6’ distribution table for marketing and promotional materials
- ▶ Two full page color advertisements in event program (including back and inside cover)*
- ▶ 3 tables (30 tickets) in prominent location for sponsor, client and prospect use
- ▶ Inclusion of sponsor’s promotional materials and marketing collateral in all attendee gift bags**
- ▶ Significant logo visibility at event including 2 (8’x10’) “step and repeat” banners for photographs
- ▶ Logo included on signage at event
- ▶ Logo included on attendee badges / sponsor ribbons on badges
- ▶ Brief speaking opportunity
- ▶ VIP check-in for sponsor and sponsors’ guests

Post Event

- ▶ Inclusion in post-event email communication
- ▶ 1 full page congratulatory ad in NY Report* (August 2011 issue congratulating the top advisors)*
- ▶ Company logo included in post event advertisement in a subsequent issue of *NY Report* magazine
- ▶ A list of attendees with full contact information after the event**
- ▶ Logo inclusion in post event video

For more information on sponsorship opportunities, contact:
Robert Levin at (212) 307-6760 x707 — rlevin@nyreport.com



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AWARD SPONSORSHIP - \$17,500

The Award Sponsorship provides companies with a very high level of visibility throughout the event campaign including affiliation with one of the awards. The benefits include:

Pre-Event

- ▶ Listed as Award Sponsor (logo) on all promotional materials including print advertisements in *The New York Enterprise Report* (90,000+ readership per issue)
- ▶ Listed as Award Sponsor (logo with link) on event webpage on nyreport.com
- ▶ Listed as Award Sponsor (logo with link) on all dedicated email campaigns (10,000+ opt-in email subscribers) as well as additional partner email campaigns
- ▶ Sponsor logo included on printed event invitations (mailed to qualified attorneys and accountants as well as prospects). Sponsor will also receive 100 invitations for distribution to their clients
- ▶ Rotated website banner ad (125x125) on event webpage for duration of campaign (through Aug 2011)***

During Event

- ▶ Sponsor name affiliated with an award (first come, first served)
- ▶ Opportunity to present the award to winner
- ▶ 15 tickets for tables in prime location for sponsor, client and prospect use
- ▶ Full page b/w ad in the event program journal***
- ▶ Significant logo visibility at event including 1 (8'x10') "step and repeat" banner for photographs
- ▶ Inclusion of marketing collateral and promotional material in gift bags***
- ▶ Logo included on signage at the event
- ▶ Name featured on sponsor's selected award and mentioned during event
- ▶ Sponsor ribbons on badges
- ▶ VIP check-in for sponsor and sponsors' guests

Post Event

- ▶ Company logo included in post event advertisement (August 2011 issue) of *The New York Enterprise Report* magazine as Award Sponsor
- ▶ A list of attendees with full contact information after the Gala **
- ▶ Logo inclusion in post event video



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GOLD SPONSORSHIP - \$9,000 (Limited)

The Gold Level Sponsorship provides companies with a high level of visibility throughout the event campaign. The benefits of the Gold Sponsorship include:

Pre-Event

- ▶ Company logo listed as Gold Sponsor (with link) on event website
- ▶ Company logo listed as Gold Sponsor (with link) on all promotional materials including print advertisements in *The New York Enterprise Report* magazine (90,000+ readership per issue)
- ▶ Sponsor logo included on printed event invitations (mailed to qualified attorneys and accountants as well as prospects). Sponsor will also receive 75 invitations for distribution to their clients
- ▶ Listed as Gold Sponsor (logo) all dedicated email campaigns* (10,000+ opt-in email subscribers) as well as additional partner email campaigns

During Event

- ▶ 1 table (10 tickets) for sponsor, client and prospect use
- ▶ Half page b/w ad in the event program journal
- ▶ Inclusion of marketing collateral and promotional material in gift bags***
- ▶ Listed as Gold Sponsor (logo) on all event signage
- ▶ Logo included on 1 (8'x10') "step and repeat" banner for photographs
- ▶ Sponsor ribbons on badges

Post Event

- ▶ Company name included in post event advertisement (August 2011 issue) of *The New York Enterprise Report* magazine as Gold Sponsor
- ▶ Logo inclusion in post event video

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SILVER SPONSORSHIP – \$4,500

The Silver Level Sponsorship provides companies with visibility throughout the event campaign.

Pre-Event

- ▶ Company name listed (with link) in all email campaigns
- ▶ Company name listed (with link) on event website
- ▶ Sponsor logo included on printed event invitations (mailed to qualified attorneys and accountants as well as prospects). Sponsor will also receive 50 invitations for distribution to their clients
- ▶ Company name listed in event ads in *The New York Enterprise Report* magazine

During Event

- ▶ 5 tickets to event for sponsor, client and prospect use
- ▶ Quarter page b/w ad in the event program journal
- ▶ Name included on signage at the event
- ▶ Sponsor ribbons on badges

Post Event

- ▶ Company name included in post event advertisement (August 2011 issue) of *The New York Enterprise Report* magazine as Silver Sponsor

BRONZE SPONSORSHIP – \$2,500 (Limited)

The Bronze Sponsorship provides companies with some visibility at the event. The benefits include:

- ▶ 3 tickets to event for sponsor, client and prospect use
- ▶ Name included on signage at the event
- ▶ Business card b/w journal ad in the event program journal
- ▶ Company name included in post event advertisement (Aug 2011 issue) of *NY Report* as Bronze Sponsor
- ▶ Sponsor ribbons on badges

Program Journal Ads

Journal ads are available in a variety of sizes to deliver your message to all event attendees.

Full Page - \$1,500 | Half Page - \$1,000 | Quarter Page - \$750 | Business Card - \$500

Event Tickets: Individual Ticket - \$250 | Table of Ten - \$2,500

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Please call for listing of the award categories.

WINNER'S RECEPTION SPONSORSHIP - \$17,500 | FALL 2011 (EXCLUSIVE - Limited to 1 Sponsor Company. Sponsorship only applies to Winner's Reception)

The Exclusive Winner's Reception Sponsorship provides a company with a very high level of visibility at the reception. The Winner's Reception is an evening reception attended by the The Best Accountants and Attorneys for Growing Businesses winners, guests of winners and sponsors. The benefits of the Winner's Reception sponsorship include:

Pre-Event

- ▶ Company name with link listed on all Winner's Reception marketing email campaigns
- ▶ Logo prominently featured on promotional material, advertisements and publicity for Winner's Reception

During Winner's Reception

- ▶ 10 tickets to the Winner's Reception
- ▶ Sole full display table at the Winner's Reception to distribute sponsors promotional items
- ▶ Opportunity to speak at Winner's Reception (topic to be approved)
- ▶ Banner displayed in room***
- ▶ Logo and name included on signage at the Winner's Reception

Post Winners Reception

- ▶ A list of attendees with full contact information after the Winner's Reception (contact information for Winners Reception attendees only) **

At Awards Event

- ▶ 1 table (10 tickets) to the event for sponsor, client and prospect use
- ▶ Full page b/w ad in the event program journal

* Sponsor to create ad

** Note - you may not send out bulk email

*** Note - sponsor to provide material

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