

*Presented live on AMPLIFY 2022 Opening Night!*

# EXCEL AWARDS

**JUNE 22, 2022  
NATIONAL HOUSING CENTER  
WASHINGTON, DC**

The EXCEL Awards are the largest and most prestigious program recognizing excellence and leadership in association media, publishing, marketing and communication.

Magazines, journals, e-newsletters, websites books and promotional content... the EXCEL Awards encompass every association communication vehicle. Now in its 42nd year, the EXCELS boast 83 categories and showcase the best of the best in association media.

By sponsoring SIIA's AM&P Network EXCEL Awards, you will align your brand with the extraordinary reporting, design and innovation in publishing, while gaining visibility from top industry influencers including:

- SIIA AM&P Network members (an important network of large B2B publishing houses, specialized publishers, association and nonprofit publishers)
- PR agencies and press
- C-level association leaders and communications VPs
- Publishers, editors and content creators
- Graphic designers, podcasters, writers, marketers, audience developers, social media analysts, event managers, data professionals and more
- Judges: an expert panel of senior-level association editorial, marketing and design professionals



## MARQUEE SPONSOR \$25,000 USD

Package includes:

- Co-host the winner announcement ceremony
- Opportunity for sponsor executive to moderate or speak on panel/ session/ roundtable at the SIIA AM&P Network's new June 2022 event, AMPLIFY
- Senior executive invited to provide brief remarks at highly anticipated EXCEL Award ceremony
- Sponsor acknowledgment on website with link to your website
- Acknowledgment in online and print marketing promotions, including award email promotions and press releases
- Sponsor recognized on EXCEL Awards social media
- Branding on one category of your choice (option to provide giveaway to participants in the category)
- Sponsored email promotion to the Award entrants and judges, highlighting your impact to the media and publishing industry. SIIA will design and send your (approved) email to nominees and contacts promoting your sponsorship
- Invitation to a senior member of your team to join the 2022 Judging Panel, judging categories specifically relevant to their experience.
- Full-page ad in *Signature's* AMPLIFY Show Issue (May/June)
- Full-page ad in *Signature's* EXCEL Issue (Sept/Oct)
- 1 table (10 tickets) to the in-person EXCEL Awards ceremony
- Sponsor acknowledgment on EXCEL Award ceremony marketing promotions, event website, and on-site on event signage
- Gift distribution to EXCEL Award ceremony attendees (Gifts provided by sponsor and approved by SIIA prior to ordering/printing)
- EXCEL Award Gala attendee contact information following the ceremony — including name, company, title, phone number and email address for those who opt-in
- Mentions in all post-event press material
- Sponsor branding will remain on the website and on all marketing materials associated with that 2022 winners until promotions for the following year commence



## CATEGORY SPONSORSHIP \$10,000

- Branding on a specific category
- Sponsor will announce the category and winner during the winner announcement
- Opportunity to provide a gift to the participants in the sponsored category
- Nomination discount for your customers (up to 5 total entries; 15% off the non-member nomination fee)
- Invitation to a senior member of your team to join the 2022 Judging Panel, judging categories specifically relevant to their experience.
- Acknowledgement on event website with link to sponsor webpage
- Mention in the presentation of the winners
- Mention in social media post

## AWARD CEREMONY SPONSORSHIP \$15,000

- Senior executive invited to announce five winners during the ceremony
- Acknowledgement on event website with link to sponsor webpage
- Sponsor acknowledgment on all EXCEL Award ceremony marketing promotions, event website, and on-site on event signage.
- Nomination discount for your customers (up to 5 total entries; 15% off the non-member nomination fee)
- Invitation to a senior member of your team to join the 2022 Judging Panel, judging categories specifically relevant to their experience
- Dedicated sponsor promotion to the EXCEL Award list featuring a sponsor video sharing the impact the sponsor is making in the media and publishing industry/why you choose to sponsor the Awards (video can be facilitated by SIIA and must be pre-approved)
- EXCEL Award Gala attendee contact information following the ceremony — including name, company, title, phone number and email address for those who opt-in
- Full-page ad in *Signature's* AMPLIFY Show Issue (May/June)
- Full-page ad in *Signature's* EXCEL Issue (Sept/Oct)
- Mentions in all post-event press material
- Sponsor branding will remain on the website and on marketing materials associated with that 2022 winners until promotions for the following year commence
- (4) tickets to the in-person EXCEL Awards ceremony

## Brand yourself as a supporter of association media excellence!

Sponsors will benefit from more than 6 months of customer engagement. Benefits start with the highly anticipated nominations, punctuated with engagement opportunities through the judging process and conclude with the ceremony announcing the winners. Learn more at: [sii.net/excel](http://sii.net/excel)

## EXCEL/AMPLIFY OPENING RECEPTION SPONSORSHIP \$20,000

- Signature cocktail
- Branded napkins
- Logo in EXCEL promotions
- Full-page ad in *Signature's* AMPLIFY Show Issue (May/June)
- (2) tickets to the in-person Awards ceremony
- Acknowledgement in EXCEL Awards ceremony presentation
- Sponsor acknowledgment on EXCEL Awards website
- Invitation to a senior member of your team to join the 2022 Judging Panel, judging categories specifically relevant to their experience.

## CUSTOM SPONSORSHIPS (pricing varies)

- Exclusive virtual lunch for the volunteer jury (sponsor to provide gift cards to judges and may host a virtual content session exclusively for these editorial leaders)

- Dedicated content shared through AM&P Network channels based on a topic of public/business interest
- Custom gift boxes for the volunteer judges or winners
- Host the final day of in-person judging where the winning entries are selected by a panel of expert senior association editors and art directors
- Opportunity to promote a client/case study to SIIA members to highlight your service (e.g., sponsored webinar)

Learn more at: [siiia.net/excel](http://siiia.net/excel)

To secure your first-choice sponsorship or more information, contact: Ellie Dunn, [ellie@carldunn.com](mailto:ellie@carldunn.com) or (856) 582-0690 ext. 2

# EXCEL AWARDS SPONSORSHIP FORM

## AUTHORIZING REPRESENTATIVE

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Upon receipt of this Agreement, SIIA (parent company of AM&P Network) will issue an invoice for the total amount due. Payment can be issued to SIIA via credit card or wire transfer (ACH).

Neither party shall be liable for failure to perform their obligations under this Agreement as a result of acts of God, government regulations, disaster, strikes, civil orders, or other emergencies making it illegal or impossible to conduct this conference.

This Agreement is governed by the laws of the District of Columbia and the United States of America. Any disputes arising out of this Agreement will be resolved in Washington, DC.

This Sponsorship Agreement sets forth the entire agreement and understanding of the parties relating to the subject matter herein and merges and supersedes all prior agreements, discussions and understandings between them. No modification of or amendment to this Agreement, nor any waiver of any rights under this Agreement, shall be effective unless in writing signed by both parties.

Authorizing signature (e-signature accepted) \_\_\_\_\_

MARQUEE SPONSOR \$25,000 USD

CATEGORY SPONSORSHIP \$10,000

Category \_\_\_\_\_

AWARD CEREMONY SPONSORSHIP \$15,000

EXCEL/AMPLIFY OPENING RECEPTION SPONSORSHIP \$20,000

### Complete payment due by MAY 25, 2022

Total \_\_\_\_\_

Pay by wire transfer (ACH)

Pay by credit card

Our accounting department will contact you to receive the necessary payment information.

Please return this completed reservation form to Ellie Dunn at [ellie@carldunn.com](mailto:ellie@carldunn.com).

Questions? Contact Ellie at (856) 582-0690 ext. 2