



# BE A CHANGEMAKER

Your involvement in the SIIA IMPACT Awards reinforces your organization's commitment to both nurturing rising talent as well as championing a more equitable and inclusive media industry.

These awards are a part of SIIA's continuing commitment to help the media industry achieve better outcomes in diversity, equity and inclusion and spotlight and develop outstanding young professionals across our industry.

## Marquee Sponsor

*Maximum brand exposure and leadership presence*

Exclusive billing as partner to the SIIA IMPACT Awards, allowing your company to most directly align with deeply held values of diversity, equity, inclusion and professional development in the media industry.

This sponsorship includes:

- Company executive featured in video content included in SIIA marketing efforts for Impact Awards program (email, online, social)
- Digital display ad space on AM&P Network website
- Promotion as IMPACT Award partner on SIIA social channels (Twitter, LinkedIn)
- Q&A with company executive in AM&P Network's widely read AMPlify e-newsletter
- Sponsor involvement in 1 relevant webinar in 2022 or early 2023
- Company executive to host 1 virtual roundtable discussion around DEI and emerging talent efforts, open to all AM&P Network members and nonmembers.
- Profile in a Signature magazine feature covering the SIIA IMPACT Awards
- Presence at the SIIA IMPACT Awards ceremony that includes:
  - On-stage presence during in-person awards ceremony (introduce keynote speaker or other on-stage opportunity)
  - Award finalists' registrations to award ceremony gifted on behalf of your company
  - Option to provide gift bag to all awards ceremony attendees (additional expenses would apply depending on your gift selections)
  - Option to provide appreciation gift to all awards judges (additional expenses would apply depending on your gift selection)
  - IMPACT Awards ceremony registration for 2 company executives



## Awards Sponsor

*Featured brand exposure and presence (limited to 3 organizations)*

Featured exposure as partner to the SIIA IMPACT Awards, allowing your company to most directly align with deeply held values of diversity, equity, inclusion and professional development in the media industry.

This sponsorship includes:

- Company executive featured in video content included in SIIA marketing efforts for IMPACT Awards program (email, online, social)
- Digital display ad space on AM&P Network website
- Promotion as IMPACT Award partner on SIIA social channels (Twitter, LinkedIn)
- Q&A with company executive in AM&P Network's widely read AMPLify e-newsletter
- Presence at the SIIA IMPACT Awards ceremony that includes:
  - Appreciation mentions from the podium
  - Award finalists registrations to award ceremony gifted on behalf of your company
- Option to contribute to gift bag to all awards ceremony attendees (additional expenses would apply depending on your gift selection)
- Option to contribute to appreciation gift to all awards judges (additional expenses would apply depending on your gift selection)
- IMPACT Awards Ceremony registration for 2 company executives

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## Advocate Partners

*Open to media brands or nonprofit organizations*

Support your community and align your media brand or nonprofit with the values celebrated by the SIIA IMPACT Awards. This opportunity is open only to (for-profit) media brands or nonprofit associations.

This sponsorship includes:

- Recognition as a founding Advocate Partner of the SIIA IMPACT Awards, via digital and print communications from AM&P Network and SIIA
- Digital badge to identify organization as an Advocate Partner
- Inclusion in all marketing efforts for SIIA IMPACT Awards
- Appreciation and mentions from the podium during the in-person Awards Ceremony