



“ Many thanks to you and Alabama Media Group! This has been a wonderful experience for me and there were so many wonderful people involved with the program. **ALL OF THE SPONSORS WERE TERRIFIC!** I appreciate being honored like a royal in my home state! ”

Lilly Ledbetter, Equal Pay Advocate



Dear Community Leader,

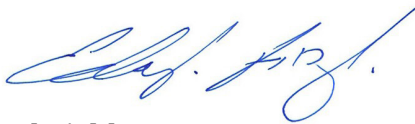
AL.com's Women Who Shape the State is Alabama's premiere recognition program for established and rising women driving initiatives, movements and organizations that are changing lives for the better.

2016 honorees will be celebrated during an awards luncheon on November 3rd at The Wynfrey Hotel-Hyatt. In addition, honorees will be featured on AL.com, The Birmingham News, The Huntsville Times and Press-Register as well as the November issue of Birmingham magazine.

Our mission is to provide innovative ways to inform, connect and empower the people of Alabama and the communities they serve. We invite you to join us by sponsoring the 2016 Women Who Shape the State celebration and luncheon.

Please explore the many opportunities and benefits available to our sponsors and do not hesitate to reach out to me with questions.

Sincerely,

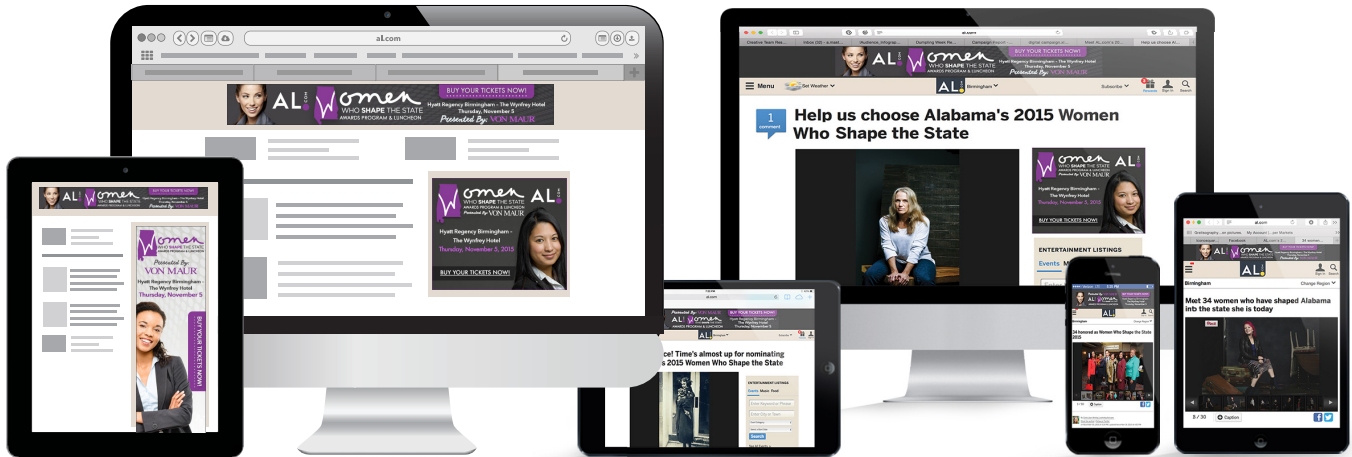


Ed Fields
Director of Community Engagement
Alabama Media Group
(205) 325-2199

“ THEY ARE PIONEERS, REVOLUTIONARIES, WOMEN WHO
HAVE FOUGHT FOR THEIR RIGHTS AND WOMEN WHO HAVE
CREATED SAFE ENVIRONMENTS FOR OTHERS. ”

- CARLA JEAN WHITNEY, AL.COM

PROMOTIONAL EXPOSURE



\$53,000+
PROMOTIONAL CAMPAIGN VALUE

262,540
PAGE VIEWS

- Targeted digital campaign on AL.com and extended network, 1 million impression minimum
- Display ads in The Birmingham News, The Huntsville Times, Press-Register and Birmingham magazine
- Special invitation distributed to AL.com members, an email database of 45,000
- Custom digital invitations provided to honorees to send to personal contacts
- Honoree and event announcements across social media channels

THE GUEST LIST:

Showcase your brand and share the room with an audience of influential female leaders.

Connect with women ages 30 – 55 who are socially engaged, high net worth opinion leaders in the community.

THE REWARDS:

Viral-based traffic that influences the loyalist and first-timers to engage with your brand.

Cultivate professional and social awareness that will become your next decade of loyal customers.

Strengthen goodwill with business decision-makers, with live and post event brand exposure.



[Live tweet  at event]

“Being surrounded by all of these accomplished #AlabamaWomen makes me feel like I need to DO a lot more”

SPONSORSHIP LEVELS:

PRESENTING SPONSOR | \$15,000

- AL.com's Women Who Shape The State presented by *Your Company*
- Category exclusive sponsor -- your industry competitors cannot sponsor at this level
- Your company logo embedded in print and digital promotional advertisements in AL.com, Birmingham magazine and The Birmingham News
- Presenting sponsor logo prominent on event webpage, media announcements and social media posts from AL.com
- One (1) full page, color advertisement in Birmingham magazine, November issue
- 200,000 digital impressions on AL.com
- One (1) corporate exhibit table at Honoree Reception
- Two (2) front row complimentary tables of eight
- Company logo placed on event signage
- Opportunity to provide guests with gift or leave behind
- Complimentary valet parking

GOLD SPONSOR | \$10,000

- Secondary logo prominence on event webpage, media announcements and social media posts from AL.com
- One (1) full page, color advertisement in Birmingham magazine, November issue
- 100,000 digital impressions on AL.com
- One (1) corporate exhibit table at Honoree Reception
- One (1) front row complimentary table of eight
- Company logo placed on event signage

HONOREE RECEPTION SPONSOR | \$5,000

More than 300 attendees will gather for an hour prior to the start of the awards program. This is your opportunity to put your company brand, materials and team members directly in front of this captive audience.

- One (1) half-page, color advertisement in Birmingham magazine, November issue
- One (1) most prominent exhibit table at Honoree Reception
- One (1) complimentary table of eight
- Company logo placed on event signage

MARKETING & REGISTRATION PACKAGE | \$2,500

Designed for the company seeking a no-fuss opportunity to secure a good table and to be sure your team members and customers know you were there!

- One (1) half-page, color advertisement in Birmingham magazine, Nov. issue
- One (1) exhibit table at Honoree Reception
- One (1) complimentary table of eight

RECRUITMENT & REGISTRATION PACKAGES (Up to 10) | \$2,500

- 75,000 digital impressions on AL.com/Jobs site
- One (1) exhibit table at Honoree Reception
- One (1) complimentary table of eight

CORPORATE TABLE SPONSORSHIP | \$1,000

- One (1) complimentary table of eight



ARE YOU READY TO COMMIT NOW?

Commitment Form

First & Last Name _____

Job Title _____

Company Name _____

Email Address _____

Mobile Number _____

Work Number _____

Office Address _____

Address _____

City _____, Alabama Zip _____

I would like to commit my company/organization to being a part of the [AL.com](#)

Women Who Shape the State as a:

- Presenting Sponsor, with an investment of \$15,000 **SOLD**
- Gold Sponsor, with an investment of \$10,000
- Honoree Reception Sponsor, with an investment of \$5,000 **SOLD**
- Marketing & Registration Package, with an investment of \$2,500
- Recruitment & Registration Package, with an investment of \$2,500
- Corporate Table Sponsor, with an investment of \$1,000

Signature _____ Date _____

Thank you for your support. Please send this completed form to efields@al.com.

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