



AL.COM



Women
WHO SHAPE THE STATE



“

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, Alabama Trailblazer

ALABAMA
MEDIA GROUP

Dear Community Leader,

Join AL.com on Thursday, November 9, 2017 to recognize 30 women impacting the state of Alabama through local, regional and national efforts in philanthropy, commerce, public service, nonprofit, small business and advocacy. Women Who Shape the State is an unmatched networking among the most significant influencers in Alabama.

Our pre-luncheon event, Modern Trailblazers, features fascinating, diverse leading women who are moving Alabama forward with their courage, ingenuity and smarts. Be inspired by their personal stories and inspiring messages.

We hope you will join us in celebrating the achievements of this year's class at this special event.

Please explore the opportunities and benefits available and do not hesitate to contact me with questions.

Sincerely,

Natalie B. Pruitt

Natalie Pruitt
VP of Sales
Alabama Media Group
(205) 325-3339

“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

138
LIKES

2.2k
VIEWS



\$53,000+

PROMOTIONAL EVENT EXPOSURE

- 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
- 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.

[Live tweet  at event]

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

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.



SPONSORSHIP LEVELS:

PRESENTING SPONSOR | \$15,000

*AL.com's Women Who Shape The State presented by **Your Company***

- Your company logo embedded in print and digital promotional advertisements in AL.com, Birmingham magazine, The Birmingham News, The Huntsville Times and the Press-Register
- Presenting sponsor logo prominent on event webpage, media announcements and social media posts
- 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 tables of eight
- Company logo placed on event signage
- Opportunity to provide guests with gift or leave behind

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
- One (1) corporate exhibit table at Honoree Reception
- One (1) front row table of eight
- Company logo placed on event signage
- Complimentary valet parking

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) table of eight
- Company logo placed on event signage
- Complimentary valet parking

MODERN TRAILBLAZERS SPONSOR | \$5,000

Your company will be positioned as presenting sponsor of this special pre-luncheon event highlighting the inspired stories of past, present and future Alabama trailblazers.

- 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
- Complimentary valet parking

BRONZE SPONSOR | \$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 support the event.

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

CORPORATE TABLE SPONSORSHIP | \$1,000

- One (1) complimentary table of eight

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
- ☐ Gold Sponsor, with an investment of \$10,000
- ☐ Honoree Reception Sponsor, with an investment of \$5,000
- ☐ Modern Trailblazer Sponsor, with an investment of \$5,000
- ☐ Bronze Sponsor, 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 events@al.com.

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