

## 2019 Sponsorship Packages



“

*Best of Birmingham has proven to be a mark of distinction for us. It highlights great work by our employees, while attracting new customers who can trust us with their business.*

”

**Allie Farlow**

Marketing & Merchandising Manager  
Diamonds Direct - Birmingham

ABOUT

# Birmingham magazine



Named a Best Publication by the Alabama Press Association, Birmingham magazine has served as the definitive guide of the city. Entering its 57<sup>th</sup> year, Birmingham magazine is also the longest running lifestyle publication in the state.

From cultural events to the food scene to style, travel and businesses, we tell the story of greater-Birmingham's seven-county area.

- 119,000 readers
- 78% more likely to have graduated from college
- 41% have a net worth of over \$1 million
- 47% are ages 18-49
- Majority women

**Birmingham**  
magazine

## ABOUT

# Best of Birmingham



- Best of Birmingham is an online Readers Choice poll conducted by Birmingham magazine annually. The 2019 poll was open from April 1 – May 17.
- **Over 60,000 votes cast!** 1 Winner and 4 finalists = Top 5 Honorees
- Ideal opportunity to boost services & brand
- The original Best of Birmingham with the largest reach!
- The September issue is the ideal issue to launch a consistent presence in Birmingham magazine. Multiple issues are recommended for Best of honorees.
- Readers vote in 140 categories divided into 6 sections:
  - Eat & Drink
  - People & Places
  - Places to Work
  - See & Do
  - Shop & Splurge
  - Family

ABOUT

# The main event



## September 18, 2019 at The Club

- One of Birmingham magazine's premier events, Best of Birmingham guests will enjoy a "taste" of the Best of Birmingham from local restaurants as well as interactive elements onsite from our sponsors, winners and finalists.
- Great food, beverages and live music will be provided to an audience of 500 of Birmingham's leaders, business owners and your potential customers!
- Our **2019 Charitable Partner** is the Alabama Institute for the Deaf & Blind. Please consider making a gift towards the Silent Auction.
- Ongoing event promotion (500,000 brand impressions)
  - Birmingham magazine
  - The Birmingham News
  - AL.com
  - Social Media



**EVENT  
SPONSORSHIP**

**Winner or Finalist Sponsor**

Ad + Table



- 1. Full | \$3,275**
  - Full Page ad in Birmingham magazine
  - 1 Corporate VIP table (8 seats) + 8 Swag Bags
  
- 2. Half | \$1,975**
  - Half Page ad in Birmingham magazine
  - Half Table (4 seats) + 4 Swag Bags

**EVENT  
SPONSORSHIP**

## Platinum Sponsor

\$10,000 net investment | only 3 Available | Category Exclusive sponsor



- 2-Page Spread in September issue of Birmingham magazine
- (2) Corporate VIP Tables of 8 (includes drink tickets & swag bags)
- Prominent Company Logo on Event signage
- Custom onsite engagement to amplify your brand
- Logo inclusion on post event Thank you ad in Birmingham magazine

## EVENT SPONSORSHIP

### Gold Sponsor

\$5,000 net investment | 6+ Available | Category Exclusive



- Naming Opportunity on one item below:
  1. Swag Bags
  2. Pre-event Reception
  3. Photo Booth
  4. Acrylic Award
  5. Custom Drinking Glasses
  6. Poster
  7. Other (must be pre-approved)
- Full Page ad in the September issue of Birmingham Magazine
- 1 Corporate VIP Table of 8 (includes drink tickets + Swag Bags)
- Company Logo on Event signage
- Acknowledgement from podium during event
- Exhibit table/booth during event (optional)
- Logo inclusion on post event Thank you ad in Birmingham magazine

# “Spread the Word” Post-event Splash



- Ad Packages
  - **Birmingham magazine**
    - 12x           \$1490 Full Page
    - 6x             \$1865 Full Page
  - Any **winner** or **finalist** of BEST OF receives a special full page, full color ad in *The Birmingham News* to announce they won for \$1,000 – up to 5 full pages through the end of the year. The majority of the ad’s content must be focused on promoting they are a finalist or winner in the Best of Birmingham.
  - Any **winner** of BEST OF receives special AL.com pricing through end of year: \$500 for every 100,000 monthly impressions – unlimited through the end of the year. The majority of the ad’s content must be focused on promoting they are a finalist or winner in the Best of Birmingham.
- Business Signage
  - 20-inch x 20-inch window cling, \$95