



*Women* **WHO SHAPE THE** *State*  
2019



THURSDAY, NOVEMBER 14 at THE CLUB

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Dear Community Leader,

Join AL.com on Thursday, November 14, 2019 to recognize 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.

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.

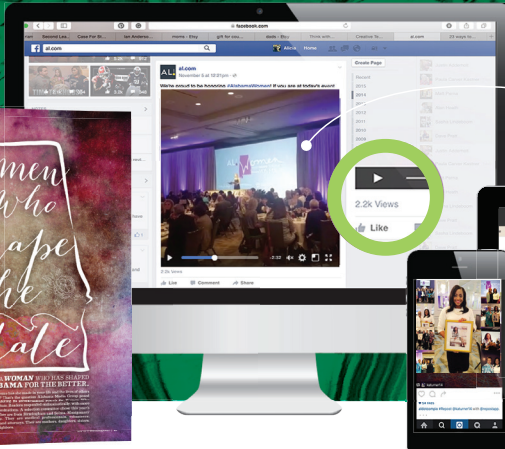
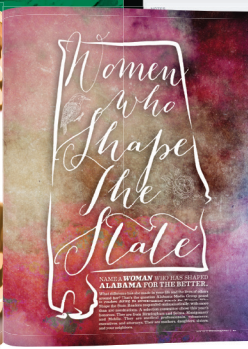
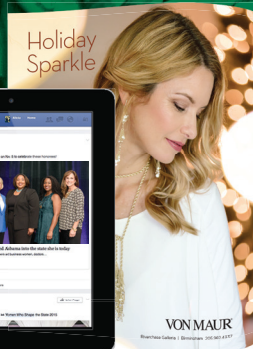
Sincerely,

*Natalie B. Pruitt*

Natalie Pruitt  
Chief Revenue Officer  
Alabama Media Group  
(205) 325-3339

# 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 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.

## 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”*

# SPONSORSHIP LEVELS:

## **DISTINGUISHED SPONSOR | \$15,000**

- 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
- Sponsor logo prominent on event webpage, media announcements and social media posts
- Opportunity to bring greetings and/or show :60 video during event
- Opportunity to provide guests with gift or leave behind
- One (1) 2-page spread, full color advertisement in Birmingham magazine
- One (1) corporate exhibit table at Honoree Reception
- Up to two (2) front row tables of eight
- Company logo placed on event signage and thank you ad in Birmingham magazine

## **SPEAKER SPONSOR | \$10,000**

- Sponsor Keynote Speaker  
Opportunity to introduce the speaker before captivated and highly-engaged audience
- Secondary logo prominence on event webpage, media announcements and social media posts from AL.com
- One (1) two page spread, color advertisement in Birmingham magazine
- One (1) Sponsored Content Article with 40,000 impressions on al.com
- One (1) corporate exhibit table at Honoree Reception
- One (1) front row table of eight
- Company logo placed on event signage and thank you ad in Birmingham magazine

## **SOCIAL SPONSOR | \$5,000**

- The social sponsor will have naming rights on Photo Booth, and attendees will receive a souvenir photo with your logo
- One (1) Full page, color advertisement in Birmingham magazine
- One (1) most prominent exhibit table at Honoree Reception
- One (1) table of eight
- Company logo placed on event signage and thank you ad in Birmingham magazine

## **AUTO SPONSOR | \$5,000**

- Display 2 vehicles on site at event – one indoor and one outdoor
- Event signage for your Dealership provided
- One (1) Full page, color advertisement in Birmingham magazine
- One (1) table of 8 (can be placed near indoor vehicle if requested)
- Company logo placed on event signage and thank you ad in Birmingham magazine

## **HONOREE RECEPTION SPONSOR | \$5,000**

- “Own” the pre-event with distinguished honorees and guests
- Speaking opportunity – Welcome or Greetings before a captivated audience
- Naming Rights: Honoree Reception Sponsored by Your Business
- Opportunity to provide guests with souvenir item from your business
- One (1) Full page, color advertisement in Birmingham magazine
- One (1) table of eight
- Company logo placed on event signage and thank you ad in Birmingham magazine



### **CHARITABLE PARTNER SPONSOR | \$3,000**

- Half page, color advertisement in Birmingham magazine
- Table of 8 for your Board Members, Volunteers and/or Staff
- Charity spotlighted during event
- Speaking Opportunity for your Executive Director in front of engaged audience
- Opportunity to place fundraising collateral at each table (cards/envelopes on table)
- Logo on event program
- Logo on post event Thank you ad in Birmingham magazine

### **LUNCHEON SPONSORS | \$3,000**

- One Full page, color advertisement in Birmingham magazine
- One (1) table of 8
- Logo on event program
- Logo on post event Thank you ad in Birmingham magazine

### **CORPORATE TABLE SPONSORS | \$1,000**

- One (1) table of eight
- Company name listed on program

# 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 **This is Alabama Women Who Shape the State** as a:**

- ☐ Distinguished Sponsor, with an investment of \$15,000
- ☐ Speaker Sponsor, with an investment of \$10,000
- ☐ Social Sponsor, with an investment of \$5,000
- ☐ Auto Sponsor, with an investment of \$5,000
- ☐ Honoree Reception Sponsor, with an investment of \$5,000
- ☐ Charitable Partner Sponsor, with an investment of \$3,000
- ☐ Luncheon Sponsor, with an investment of \$3,000
- ☐ 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](mailto:events@al.com).

*November issue of Birmingham magazine closes September 18, 2019.*

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