



THIS IS  
**ALABAMA'S TOP**  
**NURSES**

SEPTEMBER 18, 2020  
9:30am - 11:30am  
THE WYNFREY HOTEL  
BIRMINGHAM, ALABAMA

POWERED BY



## SPONSORSHIP PACKAGES

### PRESENTING SPONSOR | \$25,000

- Opportunity to speak and provide opening remarks at event (3 minutes)
- Custom digital campaign for months May-August
  - » 1.5 Million Digital Display Ads on AL.com
  - » (3) Sponsored Content Articles
  - » Mini Roadblock with Adhesion Unit (AL.com homepage - 1st day of Nurses Week) Wednesday, May 6th
- Opportunity to play a client provided 30 or 60 second video at event
- Logo featured on event signage and printed event program
- Verbal recognition at event
- (1) Table at event
- Ability to provide (1) item in swag bag

### MEET THE NURSES SPONSOR | \$20,000

- Exclusive sponsor for digital "Meet the Nurses"
- "Ode to Nurses" Video
  - » Sponsorship of a video highlighting the honorees
  - » Video launched on This is Alabama and promoted on AMG social channels
- Custom digital campaign for month of September
  - » 816K Digital Display Ads on AL.com
- Logo featured on event signage and printed event program
- Verbal recognition at event
- (1) Table at event
- Ability to provide (1) item in swag bag

### KEYNOTE SPONSOR | \$15,000

- Opportunity to introduce Keynote Speaker
- Custom digital campaign for month of September
  - » 516K Digital Display Ads on AL.com
  - » (1) Sponsored Content Article
- Opportunity to play a client provided 30 or 60 second video at event
- Logo featured on event signage and printed event program
- Verbal recognition at event
- (1) Table at event
- Ability to provide (1) item in swag bag

### TISSUE SPONSOR | \$15,000

#### Specialty Awards & Reveal

- Exclusive opportunity to hand out awards to (3) specialty award winners at event and create a viral-worthy moment at the event
  - » Custom digital campaign for month of October that includes
  - » 357K Digital Display Ads on AL.com
  - » Sponsorship of digital promotion for the award presentation video
- Logo featured on event signage and printed event program
- Verbal recognition at event
- (1) Table at event
- Ability to provide (1) item in swag bag

**More information: [alabamamediagroup.com/top-nurses](http://alabamamediagroup.com/top-nurses)**

## **NOMINATION SPONSOR | \$10,000** **SOLD**

- Exclusive Sponsor of Nomination Poll Launch May 6th in alignment with Nurses Week
  - » Logo featured on poll page and all nomination promotion ads including AL.com Display, AMG Social Channels & Print Ads.
- Logo featured on event signage and printed event program
- Verbal recognition at event
- (1) Table at event
- Ability to provide (1) item in swag bag

## **BUBBLY BAR SPONSOR | \$15,000**

- Custom Logo Ice Sculpture as centerpiece of the prominently placed Champagne Bar
- Custom digital campaign for month of September
  - » 833K Digital Display Ads on AL.com
  - » 60K Prominent Billboard Ads on AL.com (Runs day before event)
- Logo featured on event signage and printed event program
- Verbal recognition at event
- (1) Table at event
- Ability to provide (1) item in swag bag

## **PRE-EVENT RECEPTION SPONSOR | \$15,000**

### **2 Available**

- Opportunity to address attendees at pre event reception (3 minutes) and provide branded party favor
- Custom digital campaign for month of September
  - » 816 Digital Display Ads on AL.com
- Logo featured on event signage and printed event program
- Verbal recognition at event
- (1) Table at event
- Ability to provide (1) item in swag bag

## **SOCIAL BUZZ SPONSOR | \$10,000** **SOLD**

- Exclusive Sponsor of social buzz leading up to event (Runs June - August)
  - » Nurses Poll Questions / Meme Contest
  - » Distributed on AMG social channels and AL.com Digital Ads
- Photobooth sponsor at event with company logo on backdrop and printed pictures
- Logo featured on event signage and printed event program
- Logo on event signage
- (1) Table at event
- Ability to provide (1) item for swag bag

## **SWAG BAG SPONSOR | \$8,000**

- Logo exclusively featured on event swag bags
- Logo featured on event signage and printed event program
- Verbal recognition at event
- (1) Table at event
- Ability to provide (2) items in swag bag

## **SUPPORT A NURSE SPONSOR | \$5,000**

- Verbal recognition at event
- Logo on event signage
- (1) Table at event
- Ability to provide (1) item in swag bag