



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

SEPTEMBER 24, 2020  
5:30pm - 8:30pm  
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
  - » 1.5 Million digital display ads on AL.com
  - » Three (3) sponsored content articles on AL.com
  - » Mini roadblock with adhesion unit (AL.com homepage)
- Simultaneously reach live and virtual audiences with three (3) 30- or 60-second spots played during commercial breaks
- Logo featured on physical and virtual event signage and event program
- Verbal recognition at event
- A table for 5 at event + (5) virtual VIP tickets
- Ability to provide one item in swag bag

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

- Exclusive sponsor for digital "Meet the Nurses" Video
  - » "Meet The Nurses" video featuring the Top 10 Nurses
  - » Video promoted on This is Alabama social channels and AL.com with logo treatment
  - » 10 posts on the This is Alabama Facebook announcing the Top 10 Nurses
- Custom digital campaign for month of September
  - » 816K digital display ads on AL.com
- Logo featured on physical and virtual event signage and event program
- Verbal recognition at event
- A table for five at event + five virtual VIP tickets
- Ability to provide one item in swag bag

### ENTERTAINMENT SPONSOR | \$15,000

- Opportunity to introduce one event speaker
- Custom digital campaign for month of September
  - » 516K digital display ads on AL.com
  - » (1) sponsored content article
- Simultaneously reach live and virtual audiences with 3 - 30 or 60 second spots played during commercial breaks
- Logo featured on physical and virtual event signage and event program
- Verbal recognition at event
- A table for five at event + five virtual VIP tickets
- Ability to provide one item in swag bag

### CAREER ACHIEVEMENT SPONSOR | \$15,000

- Exclusive opportunity to hand out awards to three specialty award winners at 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 physical and virtual event signage and event program
- Verbal recognition at event
- A table for five at event + five virtual VIP tickets
- Ability to provide one 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 and 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

## **SOCIAL DISTANCING SPONSOR | \$10,000**

- Exclusive Sponsor of the Virtual Interaction Wall
- Sponsor of Interactive Poll launched during event
- Custom digital campaign for month of September
  - » 500K digital display ads on AL.com
- Logo featured on physical and virtual event signage and event program
- Verbal recognition at event
- A table for five at event + five virtual VIP tickets
- Ability to provide one 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** **SOLD**

- 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**

- Logo featured on physical and virtual event signage and event program
- Verbal recognition at event
- One Table for five at event + five Virtual VIP Tickets
- Ability to provide one item in swag bag