



# 31<sup>st</sup> Annual Marketing And Merchandising Excellence Awards

Celebrating the Best of 2017

Friday, May 11, 2018

The Hilton Easton

Presented by the Sales and Marketing Council (SMC) of the Building Industry Association of Central Ohio (BIA), the Marketing And Merchandising Excellence (MAME) Awards program is dedicated to honoring the top achievers in new home sales and marketing from the previous year. Sales awards are presented to both builder sales representatives and Realtors. Marketing awards are presented to associate members as well as builders and Realtors. Typically more than 300 people attend this gala event – many of the attendees are builders who are there to support members of their sales staff receiving awards that evening. Promote your company to these members with a sponsorship and/or program advertising.

## Sponsorship Opportunities

### Spotlight Sponsor (Limit 1) . . . . . \$4,000

- Table for 10 (value \$950)
- Podium signage
- Full page color outside back cover ad in program
- Logo on awards registration/website
- Prominent social media recognition
- Opportunity to introduce emcee Stacy McKay of Sunny 95
- Prominent event signage
- Optional gift bag (provided by sponsor)

### Emerald Sponsor (Limit 2) . . . . . \$3,000

- Table for 10 (value \$950)
- Full page color inside front or inside back cover ad in program
- Logo on awards registration/website
- Prominent social media recognition
- Prominent event signage
- Logo on wine bottle on each table

### Platinum Sponsor (Limit 4) . . . . . \$2,000

- Four tickets (value \$400)
- Half page color ad in program
- Logo on awards registration/website
- Social media recognition
- Event signage
- Your logo on bar napkins with platinum sponsors

### Gold Sponsor (Limit 8) . . . . . \$1,000

- Two tickets (value \$200)
- Quarter page color ad in program
- Website/social media recognition
- Event signage

### Silver Sponsor . . . . . \$500

- Listing in program/website/social

#### AD SPECIFICATIONS

All ads are full color. You must supply camera-ready artwork by **April 23, 2018**. If design work is needed (there is a \$60 charge for this service), copy is due by **April 11, 2018**.

#### AD SPECIFICATIONS

Cover Ads:  
7" wide by 8.5" high, bleed 0.125"

Inside Half Page Ads:  
6.25" wide by 3.75" high

Inside Quarter Page Ads:  
3" wide by 3.75" high

#### CONTACT

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#### TO REGISTER

www.biahomebuilders.com/mame