

ATLANTIC BUSINESS MAGAZINE  
2017  
**TOP  
50  
CEO**

WEDNESDAY  
**MAY 17** 2017 **ST. JOHN'S  
NEWFOUNDLAND**

St. John's Convention Centre



## Sponsorship opportunities

Partner your corporate brand with *Atlantic Business Magazine's* Top 50 CEOs – the most accomplished, forward-thinking and community-minded executives in Atlantic Canada. Brought to you exclusively by the region's leading business magazine.

# Presenting Sponsor (\$15,000)

As one of six Presenting Sponsors, you will receive:

- The opportunity to send up to ten (10) representatives to a private networking reception with the Top 50 CEO award winners. Reception to be held from 4:30 to 5:30 pm on the day of the gala.
- A corporate table (seats 10) at Atlantic Business Magazine's Top 50 CEO awards gala; corporate table to be identified by appropriate signage.
- The opportunity to have a representative of your organization present some of the Top 50 CEO awards (each Presenting Sponsor will present an equal number of awards).
- Inclusion of your corporate logo in five full-page Top 50 CEO advertisements. The five advertisements will appear in Atlantic Business Magazine over a 10-month period. (Note: contract must be signed and returned no later than Friday, September 30, 2016 to receive logo recognition in all five issues.)
- Inclusion of your corporate logo on the Top 50 CEO awards section of the Atlantic Business Magazine website, starting on the date you sign this contract to June 2017. Your logo will be directly linked to your corporate website.
- Inclusion of a video (maximum length: 60 seconds) OR textual testimonial on the Atlantic Business Magazine website during May and June, 2017. This testimonial will detail why your organization believes it's important to sponsor this awards program and/or recognize Atlantic Canadian leadership excellence. Note: sponsors are responsible for creating their own video or text testimonial.
- Mention in a minimum of 10 social media call-outs (includes Facebook, Twitter, LinkedIn).
- An embargoed list of the 2017 Top 50 CEO award winners (names and organizations only) approximately a month in advance of the gala.
- A copy of the 2017 Top 50 CEO mailing list, providing you with the opportunity to distribute individual congratulations and marketing creative to the award winners. List to be made available one week prior to the Top 50 CEO awards gala.
- Logo inclusion in all Top 50 CEO-associated promotional materials (e.g. gala tickets and print and electronic advertisements).
- Inclusion in a PowerPoint presentation (stand-alone slide) to be displayed during the gala dinner. This can be your own slide design/content (does NOT have to fit a sponsor template). For example, this can be your logo plus 25-word corporate descriptor, OR logo plus testimonial for your corporate support of leadership recognition OR logo plus executive photo plus congratulatory message for the award winners. Note: slide must be image and text only, no audio or video.
- Logo inclusion on promotional signage displayed throughout the Top 50 CEO awards gala venue.
- Formal acknowledgement by the emcee as a Presenting Sponsor during the awards gala.
- Inclusion of your corporate logo and 25-word corporate description in the gala program.
- Total category exclusivity; you will be the only Sponsor representative of your particular industrial sector.
- 50% off website advertising for remainder of 2016 and 2017.
- 20% off specialty print products in Atlantic Business Magazine for the remainder of 2016 and 2017 (includes Reverse Gatefold Cover, French Door Cover, Belly Band, Blow-ins, Stitch-ins, Tip-ons and Tab Inserts). Note: cover products are limited to one per issue and will be reserved on a first-come, first-served basis.
- Right of first refusal for next year's event.

## Supporting sponsor (\$5,000)

- The opportunity to send up to four (4) representatives to a private networking reception with the 2017 Top 50 CEO award winners. Reception to be held from 4:30 to 5:30 pm on the day of the gala.
- Four tickets to the Top 50 CEO awards gala.
- Inclusion of your corporate logo on the Top 50 CEO awards section of the Atlantic Business Magazine website. This logo will be linked to your website.
- Logo inclusion in five Top 50 CEO advertisements appearing in Atlantic Business Magazine over a 10-month period. (Note: contract must be signed by Friday, September 30, 2016 to receive logo recognition in all five issues.)
- Mention in a minimum of 4 social media call-outs (includes Facebook, Twitter, LinkedIn).
- Logo inclusion in all associated promotional materials such as gala tickets and print and electronic advertisements.
- Logo inclusion in a Supporting Sponsor PowerPoint slide to be displayed during the gala dinner.
- Logo inclusion on promotional signage displayed throughout the Top 50 CEO awards gala venue.
- Formal acknowledgement by the emcee as a Supporting Sponsor during the awards gala.
- Inclusion (corporate name and logo) in the gala program.
- 50% off website advertising for remainder of 2016 and 2017.
- 20% off specialty print products in Atlantic Business Magazine for the remainder of 2016 and 2017 (includes Reverse Gatefold Cover, French Door Cover, Belly Band, Blow-ins, Stitch-ins, Tip-ons and Tab Inserts). Note: cover products are limited to one per issue and will be reserved on a first-come, first-served basis.



# C.E.O.

## Celebrating Economic Opportunity

Since launching the Top 50 CEO awards in 1999, *Atlantic Business Magazine's* Top 50 CEOs have generated \$1.58 trillion in revenue and 980,695 jobs. In 2016 alone, they produced \$8.7 billion in annual revenue, employed 33,627 Atlantic Canadians, gave \$15 million to charity and volunteered with 358 community-based organizations.

*Now that's worth celebrating!*

### For more information:

Dawn Chafe, Executive Editor  
Atlantic Business Magazine  
Tel: 709-726-9300, ext. 224  
[dchafeatlanticbusinessmagazine.com](http://dchafeatlanticbusinessmagazine.com)