



# Sponsorship & Advertisement Prospectus

By sponsoring this year's LOUIE Awards or advertising in the LOUIE Awards Gala Program Book, your company will benefit from exposure to thousands of industry professionals via online as well as individuals attending the National Stationery Show and the Annual LOUIE Awards Gala. In addition, your support underscores your recognition of the value of the written word, the importance of creating connections through personalized correspondence.

**Sponsorship and advertising prices shown below are for GCA Members and LOUIE Award Finalists.** We welcome the opportunity to discuss these various sponsorship and advertising opportunities. Please contact Julie Elfand at [julie@greetingcard.org](mailto:julie@greetingcard.org) or 202-216-9627 for more information.

## SPONSORSHIP PACKAGES

We invite businesses with aligned interests in card- and gift-giving occasions to consider the following sponsorship opportunities in support of the Greeting Card Association's 28th LOUIE Awards.

### Platinum Sponsor – \$10,000 GCA Member/\$12,500 Non Member

Platinum Sponsors receive:

- Logo placement in the LOUIE Awards Gala video presentation
- Logo placement in the LOUIE Awards Gala program
- Logo placement on the GCA website homepage, with a hyperlink to the sponsor's website
- Logo placement on the LOUIE Awards website, with a hyperlink to the sponsor's website
- Online Advertisement/Congratulatory Message on the GCA website, with a hyperlink to the sponsor's website
- Online Advertisement/Congratulatory Message on LOUIE Awards website, with a hyperlink to the sponsor's website
- Mention in press releases and related press material
- Logo and link included in all blast email communications
- Verbal recognition by Master of Ceremonies at the LOUIE Awards Gala
- Logo placement on the Annual LOUIE Awards exhibit at the 2017 National Stationery Show, to be held in May at the Javits Center in New York City
- Mention via LOUIE Awards social media platforms
- Four (4) tickets to the Annual LOUIE Awards Gala, to be held on May 21, 2017, in New York City

### Gold Sponsor – \$5,000 GCA Member/\$6,000 Non Member

Gold Sponsors receive:

- Logo placement in the LOUIE Awards Gala video presentation
- Logo placement in the LOUIE Awards Gala program
- Logo placement on the GCA website homepage
- Logo placement on the LOUIE Awards website
- Online Advertisement/Congratulatory Message on LOUIE Awards website, with a hyperlink to the sponsor's website
- Mention in press releases and related press material
- Logo included in all blast email communications
- Verbal recognition by Master of Ceremonies at the LOUIE Awards Gala
- Logo placement on the LOUIE Awards exhibit at the 2017 National Stationery Show, to be held in May at the Javits Center, in New York City
- Two (2) tickets to the LOUIE Awards Gala, to be held on May 21, 2017, in New York City

### Silver Sponsor – \$2,500 GCA Member/\$3,500 Non Member

Silver Sponsors receive:

- Logo placement in the LOUIE Awards Gala video presentation
- Logo placement in the LOUIE Awards Gala program
- Listing on the GCA website
- Listing on the LOUIE Awards website



- Online Advertisement/Congratulatory Message on LOUIE Awards website
- Logo included in all blast email communications
- Listing on the LOUIE Awards exhibit at the 2017 National Stationery Show to be held in May at the Javits Center in New York City
- One (1) ticket to the LOUIE Awards Gala, to be held on May 21, 2017, in New York City

#### **Category Champion – \$1,500 GCA Member/\$2,500 Non Member**

Category Champions receive:

- Logo placement in the LOUIE Awards Gala video presentation
- Logo placement in the LOUIE Awards Gala program
- Listing on the GCA website
- Listing on the LOUIE Awards website
- Logo included in all blast email communications
- 10% discount on online advertisement and congratulatory message on LOUIE website
- Listing on the LOUIE Awards exhibit at the 2017 National Stationery Show to be held in May at the Javits Center in New York City

#### **LOUIE Supporter – \$500 GCA Member/\$1,500 Non Member**

- Listing in the LOUIE Awards Gala video presentation
- Listing in the LOUIE Awards Gala program
- Listing on the GCA website
- Listing on the LOUIE Awards website
- Listing included in all blast email communications
- Listing on the LOUIE Awards exhibit at the 2016 National Stationery Show to be held in May at the Javits Center in New York City

#### **ONLINE ADVERTISING/CONGRATULATORY MESSAGE OPPORTUNITIES**

- \$500 GCA Member/\$900 Non Member-Congratulatory Message/ Advertisement on LOUIE website with hyperlink to sponsor's website
- \$350 GCA Member/\$750 Non Member-Congratulatory Message/ Advertisement on LOUIE website

#### **PROGRAM BOOK ADVERTISING OPPORTUNITIES**

We invite you to place a congratulatory message/advertisement in this year's LOUIE Awards Program Book. Ad sizes and corresponding prices include:

<p><b>Full Page</b> 11" x 7" \$1,500 GCA Member/\$1,800 Non Member</p> <p><b>Full Page Back Inside Cover</b> 11" x 7" \$2,000 GCA Member/ \$2,500 Non Member</p> <p><b>Full Page First Page Program Guide</b> 11" x 7" \$2,000 GCA Member/ \$2,500 Non Member</p>	<p><b>Half-Page Vertical</b> 5.5" x 7" \$800 GCA Member \$1,000 Non Member</p>	<p><b>Quarter Page</b> 5.5" x 3.5" \$450 GCA Member \$600 Non Member</p> <p><b>Half-Page Horizontal</b> 11" x 3.5" \$800 GCA Member \$1,000 Non Member</p>
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### **Artwork Specifications**

Please follow the following specifications for advertisement:

- The trim size of the program is 12" x 8" (horizontal format)
- No bleeds, 4-color, black-and-white, or gray scale
- Resolution of at least 300 dpi
- All copy must be high-resolution, print-ready PDF, JPG, or EPS files are preferred; all art and fonts used in the file must be embedded or converted to outlines.
- Mac files are preferred if submitting native files on disk
- Native files can be supplied in the following programs: InDesign, Photoshop, or Illustrator. Microsoft Office (Word, PowerPoint, Excel, or Publisher) files cannot be used.
- Substitutions at the printer could cause design errors and re-flow problems

### **Artwork Submission Guidelines**

Please submit artwork on a CD or via a Dropbox with color proof to the GCA, 1444 I Street NW, Suite 700, Washington, DC 20005, or send ads electronically to [maggie@greetingcard.org](mailto:maggie@greetingcard.org). A full color, hard-copy proof is recommended with your submission. Without a color hard-copy proof, we will not be responsible for incorrect output of your advertisement.

### **Submission Deadlines**

**April 5, 2017**

Deadline for sponsorship and advertising commitments and payments

**April 12, 2017**

Deadline for artwork submission for inclusion in the Program Book