ATLANTIC BUSINESS MAGAZINE

TOP 50 CEO AWARDS

25TH ANNIVERSARY

THURSDAY, MAY 11, 2023
HALIFAX CONVENTION CENTRE
HALIFAX, NOVA SCOTIA

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 Atlantic Canada's business magazine.

For more information:
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PRESENTING SPONSOR

$17,500

As one of FIVE 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.
- Ten tickets to *Atlantic Business Magazine's* Top 50 CEO awards gala.
- The opportunity to have a representative of your organization present 10 of the Top 50 CEO awards. Awards will be presented to honourees in alphabetical order.
- The opportunity to have a 30-second commercial shown on the IMAG screen during the award presentations (sponsor is responsible for creating their own commercial).
- The opportunity to have a representative of your organization join the other Presenting Sponsors for a charitable cheque presentation/photo on stage during the awards gala.
- Recognition as a Presenting Sponsor 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). 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 gala emcee as a Presenting Sponsor.
- Inclusion of your logo and corporate message (25 words or less) in the gala program.
- 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 July 25, 2022 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 a contract to June 2023. Your logo will be hyperlinked to your corporate website.
- Opportunity to submit a video testimonial (maximum length: 60 seconds) that will be shared on *Atlantic Business Magazine's* social media channels in advance of the gala. Note: sponsors are responsible for creating their own video.
- An embargoed list of the 2023 Top 50 CEO award winners (names and organizations only) approximately a month in advance of the gala.
- A copy of the 2023 Top 50 CEO mailing list, to be provided 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).
- Free website advertising on atlanticbusinessmagazine.ca from May 1-31, 2023. Specifically, a Large Box ad (700 x 680 pixels) on the homepage and a Large Box ad (700 x 680 pixels) on the awards overview page.
- You will be the only Presenting Sponsor representative of your particular industrial sector. **Note: if your business encompasses several sectors, you have to select one sector for exclusivity. Organizations from your industry may be represented in other sponsor categories.**

INNOVATION AWARD SPONSOR

$12,500

- The opportunity to send up to ten (10) representatives to a private networking reception with the Top 50 CEO award winners.
- Ten tickets to *Atlantic Business Magazine's* Top 50 CEO awards gala.
- The opportunity to have a representative of your organization introduce and present the Innovator of the Year award.
  - Award will be branded with your company name: the (Your Company) Innovator of the Year
  - The Innovator of the Year profile in the May issue of *Atlantic Business Magazine* will be branded with your company name: the (Your Company) Innovator of the Year
- Recognition as the Innovation Award sponsor 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). 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 gala emcee as the Innovation Sponsor.
- Inclusion of your corporate logo and corporate message (25 words or less) in the gala program.
- 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 July 25, 2022 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 2023. Your logo will be hyperlinked to your corporate website.
- Opportunity to submit a video testimonial (maximum length: 60 seconds) that will be shared on *Atlantic Business Magazine's* social media channels in advance of the gala. This testimonial should celebrate your organization alignment with the Top 50 CEOs and corporate leadership excellence. Note: sponsors are responsible for creating their own video.
- An embargoed list of the 2023 Top 50 CEO award winners (names and organizations only) approximately a month in advance of the gala.
- A copy of the 2023 Top 50 CEO mailing list, to be provided 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).
- Free website advertising on atlanticbusinessmagazine.ca from May 1-31, 2023. Specifically, a Medium Box ad (500 x 500 pixels) on the home page and a Content ad (600 x 300 pixels) in the Innovator of the Year profile.

SOLD

RECEPTION SPONSOR

$10,000

As a reception sponsor of both the pre-dinner networking reception and the dessert buffet reception, you will receive:

- The opportunity to send up to six (6) representatives to a private networking reception with the Top 50 CEO award winners.
- Six tickets to *Atlantic Business Magazine's* 2023 Top 50 CEO awards gala.
- The opportunity to host a branded activation event at the pre and post-awards dinner receptions (5:30 to 6:30 PM and 9:00 PM to close). We will work with you to arrange an activation event that is specific to you and your brand. Examples of appropriate activities include (limited to one of each):
  - Mixologist/spirit-tasting (wine, rum, tequila, etc...)
  - Live music
  - Magician
  - Virtual reality experience
  - Photo booth
- Recognition as a Reception Sponsor 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). 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 gala emcee as a Reception Sponsor.
- Inclusion of your corporate logo in the gala program.
- 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 July 25, 2022 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 2023. Your logo will be hyperlinked to your corporate website.
- An embargoed list of the 2023 Top 50 CEO award winners (names and organizations only) approximately a month in advance of the gala.
- A copy of the 2023 Top 50 CEO mailing list, to be provided 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).
- Free website advertising on atlanticbusinessmagazine.ca from May 1-31, 2023. Specifically, a Medium Box ad (500 x 500 pixels) on the current issue page and a Medium Box ad (500 x 500 pixels) in the Top 50 CEO article.

SUPPORTING SPONSOR

$5,000

As a supporting sponsor, you will receive:

- The opportunity to send up to four (4) representatives to a private networking reception with the Top 50 CEO award winners.
- Four tickets to *Atlantic Business Magazine's* 2023 Top 50 CEO awards gala.
- Recognition as a Supporting Sponsor in a PowerPoint presentation 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 gala emcee as a Supporting Sponsor.
- Inclusion of your corporate logo in the gala program.
- 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 July 27, 2022 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 2023. Your logo will be hyperlinked to your corporate website.
- An embargoed list of the 2023 Top 50 CEO award winners (names and organizations only) approximately a month in advance of the gala.
- A copy of the 2023 Top 50 CEO mailing list, to be provided 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).
- Free website advertising on atlanticbusinessmagazine.ca from May 1-31, 2023. Specifically, a Medium Box ad (500 x 500 pixels) on the current issue page and a Medium Box ad (500 x 500 pixels) on the awards overview page.

TAKE 5 VIDEO SPONSOR

$2,000 per video

Take 5 is a series of video interviews with the Top 50 CEO award winners. To view a previous Take 5 video, visit our YouTube channel: www.youtube.com/AtlanticBusiness

As a video sponsor, you will have the opportunity to:

- Select the CEOs you would like a representative of your organization to interview (subject to availability).
- You will conduct the video interview.
- The video will be branded as presented by your company/organization.
- We will embed a 30-second commercial for your company/organization at the beginning of the video (sponsor is responsible for providing their own commercial).
- *Atlantic Business Magazine* will provide professional video and editing services.
- *Atlantic Business Magazine* will provide the introductory script and questions.
- *Atlantic Business Magazine* will produce the finished video interview and publish it on our YouTube channel, sharing it with the CEO interviewed as well as on our website and social media channels.

For more information:
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