



11th Annual

MEDIA INNOVATION AWARDS 2010

NOVEMBER 18, 2010

ALLSTREAM CENTRE, TORONTO, ONT.





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NOVEMBER 18 | ALLSTREAM CENTRE | TORONTO, ONT.

PLATINUM SPONSORSHIP \$36,700

(1 sponsorship available)

PRE-EVENT

- Announcement ad in *Marketing* magazine providing exclusive recognition as Platinum Sponsor
- Prominent position as lead sponsor in Pre-Event Promotion Campaign and event collateral
- Logo on marketingmag.ca, Awards page

DURING-EVENT

- Opportunity to provide award show host (s) (to be approved by *Marketing*)
- Customized sponsorship presence (approved by *Marketing* magazine)
- A one-minute (or 2x30-second) and one 10-second visual during the Awards show
- On-screen and verbal recognition during the Awards show, including a prominent position during the opening acknowledgement
- A welcome statement by a key spokesperson at the Awards show and presentation of the 'Best of Show' award
- Logo/corporate identification on in-venue signage produced by *Marketing* magazine
- Ten complimentary gala tickets to the Awards evening

POST-EVENT

- Full page ad in the Awards book
- Logo/corporate identification in *Marketing* magazine's 1/2 page Sponsor Thank-you ad



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GOLD SPONSORSHIP \$19,100

(4 sponsorships available)

PRE-EVENT

- Recognition in Pre-Event Promotion Campaign and event collateral
- Logo on marketingmag.ca, Awards page

DURING-EVENT

- Customized sponsorship presence (approved by *Marketing* magazine)
 - opportunity to sponsor an award category
- A 30-second and one 5-second visual presentation during the Awards show
- Verbal recognition during the Awards show
- Logo/corporate identification on in-venue signage produced by *Marketing* magazine
- Six complimentary gala tickets to the Awards evening

POST-EVENT

- 1/2 page horizontal ad in the Awards book
- Logo/corporate identification in *Marketing* magazine's 1/2 page Sponsor Thank-you ad



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SILVER SPONSORSHIP \$9,500

(5 sponsorships available)

PRE-EVENT

- Recognition in the Pre-Event Promotion Campaign and event collateral
- Logo on marketingmag.ca, Awards page

DURING-EVENT

- Customized sponsorship presence (approved by *Marketing* magazine)
- One 10-second and one 5-second visual presentation during the Awards show
- Verbal recognition during the Awards show
- Logo/corporate identification on in-venue signage produced by *Marketing* magazine
- Four complimentary gala tickets to the Awards evening

POST-EVENT

- 1/3 page horizontal ad in the Awards book
- Logo/corporate identification in *Marketing* magazine's 1/2 page Sponsor Thank-you ad



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BRONZE SPONSORSHIP \$5,600

(10 sponsorships available)

PRE-EVENT

- Recognition in the Pre-Event Promotion Campaign and event collateral
- Logo on marketingmag.ca, Awards page

DURING-EVENT

- Customized sponsorship presence (approved by *Marketing* magazine)
- One 5-second visual presentation during the Awards show
- Verbal recognition during the Awards show
- Logo/corporate identification on in-venue signage produced by *Marketing* magazine
- Two complimentary gala tickets to the Awards evening

POST-EVENT

- 1/4 page ad in the Awards book
- Logo/corporate identification in *Marketing* magazine's 1/2 page Sponsor Thank-you ad



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How successful would advertising be without effective media buying and planning?

At the Media Innovation Awards, we honour those responsible for the selection, deployment and implementation of winning media programs. Join your industry peers as we recognize and award excellence in media innovation.

Make an impact, join us as a sponsor

As a sponsor, you'll have the opportunity to make an impact on the proud winners and nominees, as well as those who look to them for inspiration. You'll gain recognition, an opportunity to meet new prospects and develop lasting client relationships with this crowd of professionals:

68% senior marketing and advertising executives

32% client service professionals including creative directors, media directors, marketing consultants and public relations professionals

COMPANIES THAT ATTENDED IN 2009 INCLUDED:

- | | | | |
|-------------------------------------|-----------------------------------|-----------------------------|-------------------------------|
| 70 Main Street | Hestyreps | Noise Digital | Trapeze |
| Adbeast | Honda | One Stop Media | TSN |
| AmoebaCorp | Indigo Books & Music Inc. | Organic Inc. | Twist Image |
| Armstrong Partnership | Interactive & St. Denis Studios | Proximity Canada | Twist Image And Six Pixels of |
| BAM Strategy | Interactive Advertising Bureau | Publicis Toronto | Separation Blog |
| BBDO Montreal | Ipsos Reid | Quizative Inc. | Web2mobile |
| Canadian Marketing Association | Jam Direct | Random House of Canada Ltd. | Yield Digital |
| Canadian Tire Corporation | John St. | Ressac MEdia | ZenithOptimedia |
| Canwest | Klokwerks | Rogers Consumer Publishing | |
| Decode | Kraft Canada | Rogers Media | |
| Delvinia Group of Companies | Ig2 | Rogers Media Radio | |
| Due North Communications | Lollipop | Rogers Publishing Ltd. | |
| Eden Advertising & Interactive Inc. | Mandrake | Saatchi & Saatchi | |
| Eidentity Web Systems Inc. | Microsoft Advertising | Sasha the Mensch | |
| Engine Digital | MIJO Corporation | Search Engine People | |
| GestureTek | National Advertising & Benevolent | Starcom Mediavest Group | |
| Google Canada | Society | Sympatico | |
| Heavy Canada | National Post | TAXI Canada | |
| Henderson Bas | National PR | Thindata | |

For sponsorship information please contact Lucy Collin at 416-764-1582 or lucy.collin@marketingmag.rogers.com

