

SPONSORSHIP PACKAGES

THE 55TH ANNUAL CABLE TV PIONEERS BANQUET

ATLANTA, GA | MONDAY, OCTOBER 11, 2021

2021

FOR SPONSORSHIPS OR CUSTOM PACKAGES, CONTACT:
LOUISE RICHARDSON BOWEN | LOUISE.RICHARDSON@COMCAST.NET | 303-748-2231

JOIN OUR GROWING SPONSOR SUPPORTERS



Contact Louise Bowen | 303-748-2231 | Louise.Richardson@comcast.net

ALL SPONSORSHIPS INCLUDE:

- Tickets to the banquet
- Inclusion in all digital and collateral sponsor signage (trade ads, press releases, eblasts, web site)
- Inclusion in presentation video, invitations, and program book

GOLD COAT PIONEER SPONSOR

\$25,000

The Gold Coat Sponsor is the highest-level sponsor during the Cable TV Pioneer Dinner. The Gold Coat Pioneer Sponsor receives two front and center tables for 20 guests plus:

- Company representative is given two minutes on stage to open the ceremony, welcome the audience and introduce the Pioneer Chair
- Prominent signage at the event as The Gold Coat Pioneer Sponsor and recognition on every table during the dinner and awards ceremony
- Recognition on the main agenda page of the event program including company logo
- Company name/logo on sponsor signage at the event
- Inclusion in email announcements to approximately 1,000 recipients
- Recognition in the Cable TV Pioneers Program on the sponsor page
- Logo / Company name on the event page website
- Ad in both the printed program and on screen at the event

Sponsorship may be shared between 2 sponsors - \$30,000 / \$15,000 each

CLASS OF 2021 VIDEO SPONSOR

\$25,000

The Sponsor receives two PREMIER location sponsor tables for 20 guests to the dinner and cocktail reception plus be an integral part of the banquet celebration and extend your association with this outstanding class throughout the entire year as the exclusive sponsor of the Class of 2021 presentation videos shown at the banquet and featured on the Cable TV Pioneers Class website page. Your company name/logo included with:

- Show Open, Title and Segment sponsorship of video production
- Script mention and description of your company
- Class of 2021 web site page videos
- All promotional pre and post emails
- Banquet Event signage
- Event Program sponsor page recognition
- Logo/Company name on the event page website
- Trade ad inclusion

Sponsorship may be shared between 2 sponsors - \$30,000 / \$15,000 each

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CABLE HISTORY SPONSOR

\$25,000

The Cable History Sponsor receives two PRIME location sponsor tables for 20 guests to guests to the dinner and cocktail reception plus:

- A 3-4 minute sponsor supplied video on the History of the sponsor's company to run within the induction ceremony.
- A page in the Program Book dedicated to your company's history and photos that you submit.
- Company name/logo on congratulatory slide as introduction to the past photos
- Company name/logo on sponsorship signage at the event
- Inclusion in email announcements to approximately 1,000 recipients
- Recognition in the Cable TV Pioneers Program on the sponsor page
- Logo / Company name on the event page website

Sponsorship may be shared between 2 sponsors - \$30,000 / \$15,000 each

RECEPTION SPONSOR

\$15,000

The Cocktail Reception Sponsor receives one PREMIER location table for 10 guests plus:

- Your Specialty Drink will be offered during the Cocktail Reception and banquet
- Prominent signage on the cocktail tables and bars at the cocktail reception
- Company logo on the cocktail napkins during the reception
- Company name/logo on sponsorship signage at the event
- Inclusion in email announcements to approximately 1,000 recipients
- Recognition in the Cable TV Pioneers Program on the sponsor page
- Logo / Company name on the event page website

BANQUET BEVERAGE SPONSOR

\$15,000

The Banquet Beverage Sponsor receives a PREMIER location sponsor table for 10 guests plus:

- Signs on all tables identifying you as the Banquet Beverage Sponsor
- Beverage signage at bars in banquet area
- Company name/logo on sponsorship signage at the event
- Inclusion in email announcements to approximately 1,000 recipients
- Recognition in the Cable TV Pioneers Program on the sponsor page
- Logo / Company name on the event page website

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IT'S YOUR CALL SPONSOR

\$15,000

Looking to make a big splash among the most celebrated people in the cable industry? Let the Cable TV Pioneers custom design a sponsorship that is bound to make an impact. From cocktail area takeovers to premium samples, to special mini-entertainment, give us your ideas, and we will work with you to create a special and memorable sponsorship plus:

- Table for 10
- Logo/Company name on the event page website
- All promotional pre and post email
- Banquet Event signage
- Event Program sponsor page recognition
- Trade ad sponsor inclusion



AFTER PARTY SPONSOR

\$15,000

The After Party takes place immediately following the ceremony. The After-Party Sponsor receives a PREMIER location table for 10 guests plus:

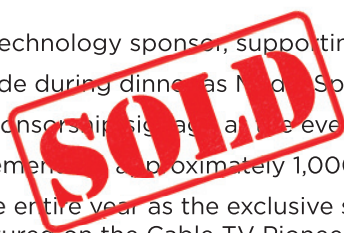
- Prominent signage in the lounge, seating areas, dessert stations and main bar
- Signage at the main door: "The After Party Sponsored by _____"
- Company logo on the cocktail napkins during the reception
- Company name/logo on sponsorship signage at the event
- Inclusion in email announcements to approximately 1,000 recipients
- Recognition in the Cable TV Pioneers Program on the sponsor page
- Logo / Company name on the event page website

TECHNOLOGY SPONSOR

\$15,000

The Technology Sponsor receives a sponsor table for 10 guests to the dinner and cocktail reception plus:

- Prominent signage as the Technology sponsor, supporting the event production streaming
- Company name/logo on slide during dinner as Media Sponsor
- Company name/logo on sponsorship signage at the event
- Inclusion in email announcements to approximately 1,000 recipients
- Recognition throughout the entire year as the exclusive sponsor of the Class of 2020 presentation streaming sponsor and featured on the Cable TV Pioneers 2021 Class website page.
- Logo / Company name on the event page website



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SELFIE SPONSORS

\$12,000

The Selfie Sponsor receives a PREMIER location sponsor table for 10 guests to the dinner and cocktail reception as well as top brand association in all photos when your company name/logo is included in the design backdrop of the Cable TV Pioneer's step and repeat photo banner. Guests, as well as professional photographers, use this backdrop for personal, business and news pictures throughout the night. Your company name/logo included with:

- Step and repeat photo backdrop
- All promotional pre and post emails
- Banquet Event signage
- Event Program sponsor page recognition
- Logo/Company name on the event page website
- Logo / Company name on the event page website

Selfie sponsorship available for up to 2 sponsors

BALLROOM SPONSOR

\$12,000

The Ballroom Sponsor receives a PRIME location sponsor table for 10 to the dinner and cocktail reception plus:

- Signage as Ballroom Sponsor Company name/logo on a thank you slide at the beginning and end of the Induction ceremony.
- Company name/logo on sponsorship signage at the event
- Inclusion in email announcements to approximately 1,000 recipients
- Recognition in the Cable TV Pioneers Program on the sponsor page

CHAMPAGNE PARTY BOX SPONSOR

\$10,000

The Champagne Box Sponsor receives sponsor table for 10 guests to the dinner and cocktail reception plus:

- Specially curated celebration box sent to all inductees and VIP's
- Company logo on the champagne flutes and keepsake delivery box
- Inclusion in email announcements to approximately 1,000 recipients
- Recognition in the Cable TV Pioneers Program on the sponsor page
- Logo / Company name on the event page website

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CENTERPIECE SPONSOR

\$7,500

The Centerpiece Sponsor receives PRIME location sponsor table for 5 guests to the dinner and cocktail reception plus:

- Table signs on all tables with centerpieces recognizing your contribution as the Centerpiece Sponsor.
- Company name/logo on sponsorship signage at the event
- Inclusion in email announcements to approximately 1,000 recipients
- Recognition in the Cable TV Pioneers Program on the sponsor page
- Logo / Company name on the event page website

INVITATION SPONSOR

\$7,500

The Invitation Sponsor receives sponsor table for 10 guests to the dinner and cocktail reception plus:

- Company name/logo on the 55th Annual Celebration Invitations sent to over 600
- Inclusion in email announcements to approximately 1,000 recipients
- Recognition in the Cable TV Pioneers Program on the sponsor page
- Logo / Company name on the event page website

PREMIER PROGRAM BOOK SPONSOR

\$7,500

The Program Sponsor receives sponsor table for 5 guests to the dinner and cocktail reception plus:

- Front or Back Inside Cover Ads
- Company name/logo on sponsorship signage at the event
- Inclusion in email announcements to approximately 1,000 recipients
- Logo / Company name on the event page website

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PHOTOGRAPHY SPONSOR

\$7,000

The Photography Sponsor receives a sponsor table for 4 guests to the dinner and cocktail reception plus:

- Company name/logo on a folio given to each Inductee
- Company name/logo on sponsorship signage at the event
- Inclusion in email announcement to approximately 1,000 recipients
- Recognition in the Cable TV Pioneers Program on the sponsor page
- Logo / Company name on the event page website

PROGRAM & DIGITAL AD COMBO

\$4,500

These Advertising Sponsors receive 2 banquet tickets plus recognition in the banquet's digital billboards and a full page, four-color ad in this year's banquet program:

- Full-page, four-color ad in the Induction Celebration Program
- Digital billboards in all display areas
- Inclusion in email announcements to approximately 1,000 recipients
- Recognition in the Cable TV Pioneers Program on the sponsor page
- Logo / Company name on the event page website

FRIENDS OF THE PIONEERS SPONSOR

\$3,000

The Friends of the Pioneers receives 2 tickets to the dinner and cocktail reception plus:

- Company name/logo on sponsorship signage at the event
- Inclusion in email announcements to approximately 1,000 recipients
- Recognition in the Cable TV Pioneers Program on the sponsor page
- Logo / Company name on the event page website

Only 4 available



2021 SPONSORSHIP AGREEMENT

55TH Annual Cable TV Pioneers Induction Ceremony

Atlanta, GA - Monday, October 11, 2021

Contact Louise Bowen | 303-748-2231 | Louise.Richardson@comcast.net

Company Name: _____ Company Contact: _____

Address: _____ City/State/Zip: _____

Email: _____ Phone: _____

Please select level of participation: NEW RENEWAL

Please indicate your level of sponsorship participation:

Gold Coat Pioneer Sponsor - \$25,000: SOLD

Ballroom Sponsor - \$12,000

Class of 2021 Video Sponsor - \$25,000

Champagne Box Sponsor - \$10,000

Cable History Sponsor - \$25,000

Centerpiece Sponsor - \$7,500: SOLD

Reception Sponsor - \$15,000

Invitation Sponsor - \$7,500: SOLD

Banquet Beverage Sponsor - \$15,000

Premier Program Book Sponsor - \$7,500: SOLD

It's Your Call Sponsor - \$15,000: SOLD

Photography Sponsor - \$7,000: SOLD

After Party Sponsor - \$15,000

Program & Digital Ad Combo - \$4,500

Technology Sponsor - \$15,000: SOLD

Friends of the Pioneers Sponsor - \$3,000

Selfie Sponsor - \$12,000

Please make check payable to:

Cable TV Pioneers

9961 E. Sabino
Springs Place
Tucson, AZ 85749

Credit Card Payments:

VISA

Mastercard

American Express

Number: _____ Expiration: _____

CVC: _____ Billing Zip Code: _____

Thank you for your support of the Cable TV Pioneers Banquet!
Please contact Louise Bowen at Louise.Richardson@comcast.net with any questions.