

# SPONSORSHIP PACKAGES

## THE 56<sup>TH</sup> ANNUAL CABLE TV PIONEERS BANQUET



# CABLE TV PIONEERS

THE UNION LEAGUE OF PHILADELPHIA  
MONDAY, SEPTEMBER 19, 2022

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

Contact Louise Bowen | 303-748-2231 | [Louise.Richardson@comcast.net](mailto: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 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
- 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 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 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 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

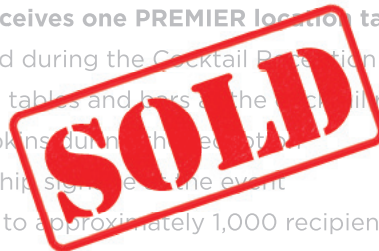
**Sponsorship may be shared between 2 sponsors - \$30,000 / \$15,000 each**

### RECEPTION SPONSOR

\$15,000

**The Cocktail Reception Sponsor receives one PREMIER location sponsor 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 cocktail 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 emails
- 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

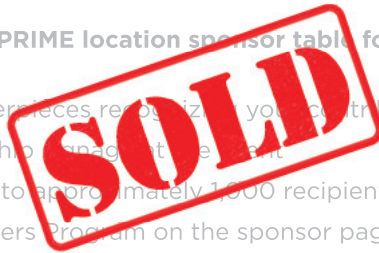
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### CENTERPIECE SPONSOR

\$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 Celebratic 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 & 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 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

### 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



# 2022 SPONSORSHIP AGREEMENT

**56<sup>TH</sup> Annual Cable TV Pioneers Induction Ceremony**

Philadelphia, PA - Monday, September 19, 2022

Contact Louise Bowen | 303-748-2231 | [Louise.Richardson@comcast.net](mailto: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

Ballroom Sponsor - \$12,000

Class Video Sponsor - \$25,000

Champagne Box Sponsor - \$10,000

Cable History Sponsor - \$25,000

**Centerpiece Sponsor - \$7,500: SOLD**

**Reception Sponsor - \$15,000: SOLD**

**Invitation Sponsor - \$7,500: SOLD**

Banquet Beverage Sponsor - \$15,000

Premier Program Book Sponsor - \$7,500

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

Photography Sponsor - \$7,000

After Party Sponsor - \$15,000

Program & Digital Ad Combo - \$4,500

Technology Sponsor - \$15,000

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](mailto:Louise.Richardson@comcast.net) with any questions.