



2017 Advertiser & Sponsor Information

ADVERTISER INFORMATION

Feature your business or show your support in our 2017 program booklet! Supporting WorkBaltimore: Empowerment to Employment by representing your business in our event guide evidences your commitment to creating a bigger, brighter, working Baltimore City community! With anticipated attendance in the thousands, your company's message has the potential to be viewed by:

- ◆ Participating Businesses & Employers
- ◆ Baltimore City Residents
- ◆ Attendees from surrounding counties and neighborhoods

Quarter page and business card size ad space available in color and black & white. Half page ads available in black & white only. See Advertiser Information Page for more information.

ALL SPONSORS RECEIVE

- ◆ Public Recognition
- ◆ Full-color ad in program booklet
- ◆ Event Day Booth Space
- ◆ Hospitality Suite Access
- ◆ Invitation to 2018 Leadership Symposium
- ◆ VIP Reception Tickets
- ◆ And more!



2017 Sponsorship Levels

Ambassador \$20,000

- ◆ Publicly recognized as Ambassador Sponsor
- ◆ Company Banner prominently displayed on main stage
- ◆ Name and logo prominently displayed on collateral materials associated with 2017 event
- ◆ Name and logo prominently displayed on print advertisement for 2017 event
- ◆ Company name acknowledged during television, radio and other 2017 event multimedia advertising.
- ◆ Logo on signage and brochures throughout 30-day preconference and event day displays
- ◆ 1 page full-color ad in program booklet
- ◆ Logo on DHR Website
- ◆ Logo included on back cover of program booklet
- ◆ Premium booth space on event day (20 x 20)
- ◆ Hospitality Suite Access
- ◆ 5 Tickets to the City of Baltimore 2018 Leadership Symposium
- ◆ 2 Leadership or teambuilding workshop sessions at company's (Maryland) worksite of your choice.
- ◆ 10 VIP Reception Tickets
- ◆ VIP Reception signage

Champion \$15,000

- ◆ Publicly recognized as Champion Sponsor
- ◆ Name and logo prominently displayed on collateral materials associated with 2017 event
- ◆ Name and logo prominently displayed on print advertisement for 2017 event
- ◆ Logo on signage and brochures throughout 30-day preconference and event day displays
- ◆ 1 page full-color ad in program booklet
- ◆ Logo on DHR Website
- ◆ Select booth space on event day (20 x 10)
- ◆ Hospitality Suite Access
- ◆ 3 Tickets to the City of Baltimore 2018 Leadership Symposium
- ◆ 1 Leadership or teambuilding workshop sessions at company's (Maryland) worksite of your choice.
- ◆ 6 VIP Reception Tickets
- ◆ VIP Reception signage



2017 Sponsorship Levels

Advocate \$10,000

- ◆ Publicly recognized as Advocate Sponsor
- ◆ Logo on Event Day signage and displays
- ◆ Acknowledgement on DHR website and Facebook Page
- ◆ 1/2 page full-color ad in program booklet
- ◆ Choice Booth placement on event day (10 x 10) Premium Placement
- ◆ Hospitality Suite Access
- ◆ 2 Tickets to the City of Baltimore 2018 Leadership Symposium
- ◆ 4 VIP Reception Tickets
- ◆ Acknowledgement on VIP Reception signage

Believer \$5,000

- ◆ Publicly recognized as Believer Sponsor
- ◆ Logo on Event Day Entrance Signage
- ◆ Acknowledgement on DHR website and Facebook page
- ◆ 1/2 page full-color ad in program booklet
- ◆ Booth placement on event day (10 x 10)
- ◆ Hospitality Suite Access
- ◆ 1 Tickets to the City of Baltimore 2018 Leadership Symposium
- ◆ 2 VIP Reception Tickets
- ◆ Acknowledgement on VIP Reception signage



2017 Sponsor Comparison Chart

| Sponsorship Benefits | Ambassador \$20,000 | Champion \$15,000 | Advocate \$10,000 | Believer \$5000 |
|--|--------------------------------------|--------------------------------------|-------------------------------------|-------------------------------------|
| Public Sponsorship Recognition | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Hospitality Suite Access | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Logo on Banners & Signage | 30-Day PreEvent & Hall Signage | 30-Day PreEvent & Hall Signage | All Exhibit Hall Signage | Exhibit Hall Entrance |
| Program Booklet Full Color Ad | 1 Page | 1 Page | ½ Page | ½ Page |
| 2018 Leadership Symposium Tickets | 5 | 3 | 2 | 1 |
| Event Day Booth Space | Premium | Select | Choice | Standard |
| VIP Reception Tickets | 10 | 6 | 4 | 2 |
| DHR Web & Facebook Page Acknowledgement | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| VIP Reception Signage | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |
| Leadership or Teambuilding Sessions | 2 | 1 | | |
| Name/logo prominently displayed on collateral materials associated with 2017 event | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | | |
| Name/logo prominently displayed on print advertising & brochures | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | | |
| Acknowledgement or logo placement in television, radio and/or static billboard WorkBaltimore Event advertising | <input checked="" type="checkbox"/> | | | |
| Company Banner/Video/Speaker on Event Stage | <input checked="" type="checkbox"/> | | | |
| Logo Included Program Booklet Back Cover | <input checked="" type="checkbox"/> | | | |



Sponsor Confirmation

2017

The City of Baltimore reserves the right to reject any/all offers of sponsorship, partnership or advertisement deemed, in its sole discretion, to be inappropriate to the event. Sponsor benefits may be curtailed or suspended if payment is not received by indicated date. Sponsors subject to terms of separate Sponsorship Agreement.

Sponsor Registration Form

Please answer the questions below. Payment/Check may be made payable and mailed to: City of Baltimore – WorkBaltimore, Department of Human Resources, 201 E. Baltimore St, Suite 300, Baltimore, MD 21201

Please Indicate Your Desired Sponsorship Level

- ☐ We are interested in paying a premium, as event **Signature Sponsor**, for additional *exclusive* benefits, including digital billboard logo & center spread placement. Please contact us.*
- ☐ Ambassador—\$20,000*
- ☐ Champion—\$15,000*

- ☐ Advocate—\$10,000
- ☐ Believer—\$5000

** For maximum benefit, these sponsor levels must be received by: June 30, 2017.*

Method of Payment:

- ☐ Check/M.O. Enclosed. *Make Checks payable to "Baltimore City Foundation, indicating the WorkBaltimore ID# 216-00"*
- ☐ Please Bill/Invoice Me
- ☐ Pay Online: <http://baltimorecityfoundation.org/Donate.html>

Print-ready Company Logo/Artwork must be submitted to: Workbaltimore@baltimorecity.gov, in any of the following formats. A hard copy should accompany the sponsor registration form.

- ☐ PNG ☐ EPS
- ☐ JPG
- ☐ PDF

Please Indicate below, any/all relevant contact persons for artwork, graphics, content and/or questions.

Contact Name:

Contact Alternate:

Address

Email Address

Phone 1

Phone 2

WorkBaltimore: Empowerment to Employment Convention

September 27, 2017

Baltimore Convention Center

EMAIL: Workbaltimore@baltimorecity.gov

WEBSITE: WorkBaltimore.Baltimorecity.gov





Advertiser Confirmation

2017 WorkBaltimore Program Booklet

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ADVERTISER RESPONSE FORM

Please indicate desired option below:

Ad Size

- ☐ 1/8 Page (Business Card) - color
☐ 1/4 Page Color
☐

Ad Size

- ☐ 1/8 Page (Business Card) - black & white
☐ 1/4 Page Black & White
☐ 1/2 Page Black & White

Camera-ready logos/artwork must be sent to: Workbaltimore@baltimorecity.gov in the following formats. Please indicate the format for your company's artwork:

- ☐ JPEG
☐ PNG
☐ PDF
☐ EPS

☐ Check/M.O. Enclosed. *Make Checks payable to "Baltimore City Foundation, indicating the WorkBaltimore ID# 216-00"*

Ad Sizes & Pricing

| | | | | |
|------------------------|----------------|--------|----------------|-------|
| 1/2 Page b/w \$2000 | 1/4 Page Color | \$1000 | 1/8 Page Color | \$500 |
| | | | | |
| | 1/4 Page b/w | \$700 | 1/8 Page b/w | \$350 |
| | | | | |

Contact Name

Address

Email:

Phone

WorkBaltimore: Empowerment to Employment Convention

September 27, 2017

Baltimore Convention Center

EMAIL: Workbaltimore@baltimorecity.gov

WEBSITE: WorkBaltimore.Baltimorecity.gov

