

31st LOUIE AWARDS—

Virtual LOUIE Presentation

July 30, 2020

5:00 - 7:30 p.m. ET



SPONSORSHIP & ADVERTISEMENT PROSPECTUS

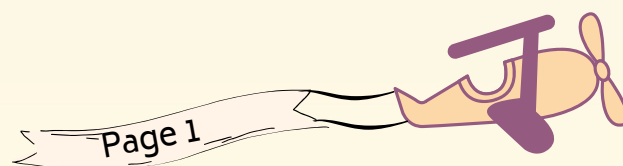
By sponsoring this year's Virtual LOUIE Awards or advertising with the LOUIE's, your company will benefit from exposure to thousands of industry professionals. You'll gain exposure online, as well as at the Atlanta Market and at the Virtual LOUIE Awards. In addition, your support underscores your recognition of the value of the written word and the importance of creating connections through personalized correspondence.

Sponsorship and advertising prices shown below are for GCA Members and Non-Members.

We welcome the opportunity to discuss these various sponsorship and advertising opportunities. Please contact Julie Elfand at julie@greetingcard.org or 202-216-9627 for more information.

SPONSORSHIP PACKAGES

We invite businesses with aligned interests in card and gift-giving occasions to consider the following sponsorship opportunities in support of the Greeting Card Association's Virtual LOUIE Awards.



PLATINUM SPONSOR – \$10,500 GCA MEMBER/\$13,000 NON-MEMBER

Platinum Sponsors receive:

- Logo placement in the Virtual LOUIE Awards video presentation
- Presenter during the virtual programming
- Two minute company commercial video
- Logo placement on the GCA website homepage, with a hyperlink to the sponsor's website
- Logo placement on the LOUIE Awards website, with a hyperlink to the sponsor's website
- Online Advertisement/Congratulatory Message on the GCA website, with a hyperlink to the sponsor's website
- Mention in press releases and related press material
- Logo and link included in all blast email communications
- Verbal recognition by Master of Ceremonies at Virtual LOUIE's
- Recognition as a LOUIE sponsor in the Atlanta Market Buyers Guide (if sponsorship is committed by 6/29)
- Logo placement on the Annual LOUIE Awards exhibit at the Atlanta Market, to be held in August in Atlanta, GA
- Recognition as a Sponsor in August issue of Card Talk
- Sponsor recognition during the educational session of the Virtual LOUIE's
- Mention via LOUIE Awards social media platforms
- Five registrations to the Virtual LOUIE Awards

GOLD SPONSOR – \$5,500 GCA MEMBER/\$6,500 NON-MEMBER

Gold Sponsors receive:

- Logo placement in the Virtual LOUIE Awards video presentation
- One minute company commercial video
- Logo placement on the GCA website homepage
- Logo placement on the LOUIE Awards website
- Online Advertisement/Congratulatory Message on GCA website, with a hyperlink to the sponsor's website
- Mention in press releases and related press material
- Logo included in all blast email communications
- Verbal recognition by Master of Ceremonies at Virtual LOUIE's
- Recognition as a LOUIE sponsor in the Atlanta Market Buyers Guide (if sponsorship is committed by 6/29)
- Logo placement on the Annual LOUIE Awards exhibit at the Atlanta Market, to be held in August in Atlanta, GA
- Recognition as a Sponsor in August issue of Card Talk
- Sponsor recognition during the educational session of the Virtual LOUIE's
- Three registration to the Virtual LOUIE Awards



SILVER SPONSOR – \$3,000 GCA MEMBER/\$3,500 NON-MEMBER

Silver Sponsors receive:

- Logo placement in the Virtual LOUIE Awards video presentation
- Listing on the GCA website
- Listing on the LOUIE Awards website
- Online Advertisement/Congratulatory Message on GCA website
- Logo included in all blast email communications
- Recognition as a LOUIE sponsor in the Atlanta Market Buyers Guide (if sponsorship is committed by 6/29)
- Logo placement on the Annual LOUIE Awards exhibit at the Atlanta Market, to be held in August in Atlanta, GA
- Recognition as a Sponsor in August issue of Card Talk
- Sponsor recognition during the educational session of the Virtual LOUIE's
- Two registrations to the Virtual LOUIE Awards

LOUIE SUPPORTER – \$750 GCA MEMBER/\$1,000 NON-MEMBER

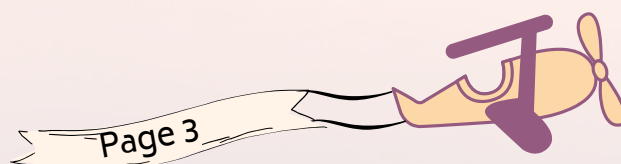
- Listing in the Virtual LOUIE Awards video presentation
- Listing on the GCA website
- Listing on the LOUIE Awards website
- Listing included in all blast email communications
- Recognition as a LOUIE sponsor in the Atlanta Market Buyers Guide (if sponsorship is committed by 6/29)
- Listing on the Annual LOUIE Awards exhibit at the Atlanta Market, to be held in August in Atlanta, GA
- Recognition as a Sponsor in August issue of Card Talk
- One registration to the Virtual LOUIE Awards

ONLINE ADVERTISING/CONGRATULATORY MESSAGE OPPORTUNITIES

- \$500 GCA Member/\$900 Non-Member-Congratulatory Message/Advertisement on GCA website with hyperlink to sponsor's website
- \$350 GCA Member/\$750 Non-Member-Congratulatory Message/Advertisement on GCA website

VIRTUAL LOUIE'S ADVERTISING OPPORTUNITIES

- We invite you to place a congratulatory PowerPoint advertisement at this year's Virtual LOUIE Awards.
- \$450 GCA Member/\$600 Non-Member-Congratulatory Message/presentation slide



POWERPOINT ARTWORK SUBMISSION GUIDELINES

Please submit artwork via a Dropbox , or send PowerPoint ads electronically to julie@greetingcard.org.

DEADLINE DATES

Sponsorship and advertising commitments and payments as well as a PowerPoint ad/artwork is due by:

FRIDAY, JULY 17, 2020

★ In order to be recognized in the Atlanta Market Buyers Guide, must be a committed sponsor by ★
June 29, 2020

Benefits of sponsorship are provided after payment is received.

THANK YOU!

