



AllieAwards.com

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Presenting Atlanta

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More than 20 years ago one of the most influential men in the events industry had the forethought to know that Atlanta was on the move with special events and needed an awards gala just for industry professionals much like the Oscars®, to honor and promote excellence in event design, planning and production.

As an active and trusted member of both the International Special Events Society (ILEA) and the National Association for Catering and Events (NACE), he, along with a committee of other industry visionaries, thought it prudent that the two organizations come together to produce the event – to be allies in promoting the best event and catering achievements held in and/or by Atlanta-based event and catering companies.

The inaugural event was held in 1991 during a broadcast of the Oscars® to a group of approximately 185 event professionals in the greater Atlanta area.

Today, this prestigious awards competition strives for the highest degree of excellence in event planning, design, cuisine, entertainment, technical production and enhancements, and in doing so, has raised the standards and quality of Atlanta's event industry. Events of nearly every type and size will have the opportunity to be recognized in more than 35 categories organized into six specialty areas.

The production of the Allie Awards is the quintessence of the standards and quality we ask for in the events entered to win. As a contributor in the production of the Allies, we ask your company to showcase its talents and creativity to be an outstanding example of how event producers can use innovation and creativity to achieve higher goals.



2017 Sponsorship Donation Opportunities

The Allie Awards is the premiere recognition event for the Greater Atlanta area and Southeastern United States special events industry. On March 5, 2016, the 27th Annual Allie Awards will be held at The Georgia Freight Depot and will present awards to the Southeast's leaders in the event industry. The finalists for these coveted awards represent some of the most talented suppliers, caterers and event professionals in the industry. We offer you the opportunity to support our industry on this very special night.

We anticipate hosting 350+ guests from the meetings, weddings, event and hospitality industry on this night with invitations being sent to approximately 1,200 people with memberships in one or more of the industry associations as well as other organizations. Over 40 coveted awards and honors encompassing more than 50 companies will be presented to some of the best in our industry at the annual gala event in the spring. Allie Awards Inc. is a 501(c)(3) not-for-profit corporation. A portion of the evening's profits will go towards scholarships established for Atlanta hospitality students.

2017 Sponsorship Opportunities

Presenting Sponsor: (\$10,000 cash) | Only 1 Sponsorship Available at this level

- **VIP Seating:** One (1) Reserved VIP section/table, to accommodate (10) guests at the Allie Awards Ceremony
- **Additional Tickets:** Option to purchase additional attendee tickets at a 25% discounted value.
- **Awards Program:** One full-page ad and logo within first three pages of the awards program
- **Recognition:** Prominent verbal and visual recognition of your company during the Allie Awards Ceremony
- **Allie Awards Website:** Company logo and link on home page and company logo, link and profile on the sponsor page, including products and services, contact name, phone number and email address
- **Social Media:** Sponsorship acknowledgments in broadcasts on all social media channels
- **Awards Ceremony Video/Slide:** Company logo featured as solo logo
- **Event Sponsor Signage:** Company logo presented on general event sponsor signage/monitors
- **Attendee List:** Company will receive an electronic version of the 2016 Allie Awards attendee list
- **Party Name:** Cocktail Reception OR After Party to be named after company
- **Presenter:** Opportunity to present/co-present an award category



Silver Sponsor: (\$1,000 cash)

- **Awards Program:** One quarter-page ad and logo in the awards program
- **Recognition:** Recognition of your company during the Allie Awards Ceremony
- **Allie Awards Website:** Company logo and link on sponsor page
- **Social Media:** Sponsorship acknowledgments in broadcasts on all social media channels
- **Awards Ceremony Video/Slide Presentation:** Company logo featured in sponsor level group
- **Event Sponsor Signage:** Company name presented on general event sponsor signage/monitors

Bronze Sponsor: (\$500 cash)

- **Awards Program:** Company logo listed in the awards program in sponsor level group
- **Allie Awards Website:** Company logo and link on sponsor page
- **Social Media:** Sponsorship acknowledgments in broadcasts on all social media channels
- **Awards Ceremony Video/Slide Presentation:** Company logo featured in sponsor level group
- **Event Sponsor Signage:** Company name presented on general event sponsor signage/monitors

Business partner: (\$250 cash)

- **Awards Program:** Company name listed in the awards program in sponsor level group
- **Allie Awards Website:** Company name on sponsor page
- **Social Media:** Sponsorship acknowledgments in broadcasts on all social media channels
- **Awards Ceremony Video/Slide Presentation:** Company name featured in sponsor level group

Friend of the Allies (\$50 cash)

- **Awards Ceremony Video/Slide Presentation:** Individuals name featured in sponsor level group



2017 Allie Awards Sponsor and Donor Contract

Please return completed paperwork to:

Natalie Fields

2017 Chair

E: allieawards@gmail.com

C: 470-548-9817

Contact Information	
Company	
Contact	
Address	
City State Zip	
Phone	
E-mail	
Website	
Facebook	
Twitter	

Cash Sponsorship Level (Please check the level that applies)

- Presenting Sponsor - \$10,000
- Platinum Sponsor - \$5000
- Gold Sponsor - \$2500
- Silver Sponsor - \$1000
- Bronze Sponsor - \$500
- Business Partner - \$250
- Friends of the Allies - \$50

Payment Method

- Check (please mail to Allison Schultz at 155 West Paces Ferry Road NW, Atlanta, GA 30305)
- Credit Card (please complete attached credit card authorization form)