

# 2021 SPONSORSHIP OPPORTUNITIES

BUSINESS INSURANCE

## WOMEN TO WATCH | VIRTUAL EVENT DECEMBER 9



### EXCEPTIONAL CONTENT

*Business Insurance's* 16th Annual **Women to Watch Awards & Leadership Conference** is a virtual professional development conference whose objective is to help accelerate women's career advancement in the commercial insurance industry. The program includes an awards ceremony that recognizes honorees from commercial insurance, risk management, employee benefits and related fields such as consulting and law.

### QUALITY AUDIENCE

600+ attendees including Women to Watch honorees, their industry peers and other industry professionals.

### GOLD SPONSOR - \$22,500

- Sponsor logo recognition on W2W promotional marketing including: BI social platforms, promo emails, print ads and other mentions on *BusinessInsurance.com*. *Please send both horizontal and vertical PNG logo files as soon as possible.*
- One (1) 15-second video commercial placement during award ceremony.  
**VIDEO SPECS: 1080p and H264 format. Material deadline November 25.**
- Verbal recognition as Gold Sponsor during virtual event.
- Logo recognition on the live virtual awards event presentation landing page.
- One (1) clickable banner ad on the live event presentation page.  
**BANNER SPECS: 300x250; 300x50. Material deadline November 17.**
- 4 Social (LinkedIn, Twitter) placements December - January with sponsor branding & content. Posts will be scheduled at optimal times with communication about when you will see your posts. *Material deadline: 1 week before post dates.*
- Incremental Run-of-Site placements on *BusinessInsurance.com*, 35,000 guaranteed impressions starting in December.  
**ONLINE SPECS: 970x90; 728x90; 300x600; 300x50; 300x250.**  
*Please include a click-thru URL. Material deadline November 17.*
- Two (2) dedicated eBlast to 10,000 targeted contacts each. Targets chosen by sponsor utilizing *Business Insurance* database. Deployment scheduled during December or January. Dates subject to availability.
- One (1) full page four-color print advertisement in the in the December 2021 "Women to Watch" issue of *Business Insurance*.

#### FULL PAGE SPECS:

**Trim Area: 10" x 13" Live Area: 9.25" x 12.25" Bleed: 10.25" x 13.25"**

*Material deadline November 8.*

## BUSINESS INSURANCE CONTACTS

### FOR EVENT SPONSORSHIPS KEITH KENNER

Publisher  
(312) 833-4099 direct  
kkenner@businessinsurance.com

### SUSAN STILWILL

Head of Sales-Events  
(312) 636-7222 direct  
sstilwill@businessinsurance.com

### FOR SPONSORSHIP FULFILLMENT BETH WOJDYLA

Marketing & Events Specialist  
(708) 320-1266 direct  
bwojdyla@businessinsurance.com

### BI EVENTS TEAM

events@businessinsurance.com



## 2021 SPONSORSHIP OPPORTUNITIES

### SILVER SPONSOR - \$12,500

- Sponsor logo recognition on W2W promotional marketing including: BI social platforms, promo emails, print ads and other mentions on BusinessInsurance.com. *Please send both horizontal and vertical PNG logo files as soon as possible.*
- Logo recognition on the live virtual awards event presentation landing page.
- Two (2) Social placement (LinkedIn, Twitter) December-January with sponsor branding & content. Posts will be scheduled at optimal times with communication about when you will see your posts. *Material deadline: 1 week before post dates.*
- Incremental Run-of-Site placements on BusinessInsurance.com, 25,000 guaranteed impressions starting in December.

**ONLINE SPECS: 970x90; 728x90; 300x600; 300x50; 300x250**

*Please include a click-thru URL. Material deadline November 17.*

- One (1) dedicated eBlast to 10,000 targeted contacts each. Targets chosen by sponsor utilizing Business Insurance database. Deployment scheduled during December or January 2021 on a mutually agreed upon date. *Dates subject to availability.*
- One (1) Half page four-color print advertisement in the issue of December 2021 "Women to Watch" issue of *Business Insurance*.

**1/2 PAGE HORIZONTAL SPECS: Trim Area: 10" x 6.375" Live Area: 9.25" x 6" Bleed: 10.25" x 6.625."**

*Material deadline November 8.*

### PROGRAM SPONSOR - \$8,500

- Sponsor logo recognition on W2W promotional marketing including: BI social platforms, promo emails, print ads and other mentions on BusinessInsurance.com. *Please send both horizontal and vertical PNG logo files as soon as possible.*
- Logo recognition on the live virtual awards event presentation landing page.
- Incremental Run-of-Site placements on BusinessInsurance.com, 20,000 guaranteed impressions starting in December.

**ONLINE SPECS: 970x90; 728x90; 300x600; 300x50; 300x250**

*Please include a click-thru URL. Material deadline November 17.*

- One (1) Social placement (LinkedIn, Twitter) December with sponsor branding & content. Posts will be scheduled at optimal times with communication about when you will see your posts. *Material deadline: 1 week before post dates.*
- One (1) Half page four-color print advertisement in the issue of December 2021 "Women to Watch" issue of *Business Insurance*.

**1/2 PAGE HORIZONTAL SPECS:**

**Trim Area: 10" x 6.375" Live Area: 9.25" x 6" Bleed: 10.25"**

*Material deadline November 8.*

## BUSINESS INSURANCE CONTACTS

### FOR EVENT SPONSORSHIPS KEITH KENNER

Publisher  
(312) 833-4099 direct  
[kkenner@businessinsurance.com](mailto:kkenner@businessinsurance.com)

### SUSAN STILWILL

Head of Sales-Events  
(312) 636-7222 direct  
[sstilwill@businessinsurance.com](mailto:ssstilwill@businessinsurance.com)

### FOR SPONSORSHIP FULFILLMENT

### BETH WOJDYLA

Marketing & Events Specialist  
(708) 320-1266 direct  
[bwojdyla@businessinsurance.com](mailto:bwojdyla@businessinsurance.com)

### BI EVENTS TEAM

[events@businessinsurance.com](mailto:events@businessinsurance.com)