



THE HOTEL EXCELLENCE AWARDS
MONDAY, JANUARY 31, 2011
 Cipriani Wall Street

SPONSORSHIP OPPORTUNITIES

WHAT YOU GIVE (Sponsorship Levels): →

WHAT YOU GET (Marketing value as high as): →

BRONZE \$7,500	SILVER \$12,500	GOLD \$20,000	PLATINUM \$50,000	DIAMOND \$100,000	ELITE \$125,000	TITLE \$150,000
\$24,945	\$57,120	\$84,105	\$128,970	\$266,270	\$306,270	\$334,605

	BRONZE \$7,500	SILVER \$12,500	GOLD \$20,000	PLATINUM \$50,000	DIAMOND \$100,000	ELITE \$125,000	TITLE \$150,000
EXCLUSIVITY, ACKNOWLEDGMENT AND GALA EVENT EXPOSURE	Exclusive Partner Status and Acknowledgment						●
	Named Sponsor of Web Broadcast						●
	"Sponsored By" Billboards for Web Broadcast					●	●
	Stand-Alone Promotional Display					●	●
	Special Award in Sponsor's Name					●	●
	Concierge Table Sponsor				●	●	●
	Category Exclusivity (for entire Sponsorship Level)				●	●	●
	"Red Carpet" Video Interview for Web Broadcast		●	●	●	●	●
	Award Presentation Opportunity		●	●	●	●	●
	Sponsorship Acknowledgment with Company Logo	●	●	●	●	●	●
	Silent Auction Inclusion	●	●	●	●	●	●
	COMPLIMENTARY ADVERTISING SUPPORT (AT PUBLISHER'S DISCRETION)	Four Full-Page Color Ads (in <i>IN New York</i> and/or <i>WHERE</i> ®)					●
Three Full-Page Color Ads (in <i>IN New York</i> and/or <i>WHERE</i> ®)					●		
Four Ad Upgrades or One Free Full-Page Ad (in <i>IN New York</i> and/or <i>WHERE</i> ®)					●		
Three Ad Upgrades or One Free 1/3 Page Ad (in <i>IN New York</i> and/or <i>WHERE</i> ®)				●			
Two Ad Upgrades or One Free 1/6 Page Ad (in <i>IN New York</i> and/or <i>WHERE</i> ®)			●				
One Ad Upgrade or One Free 1/6 Page Ad (in <i>IN New York</i> and/or <i>WHERE</i> ®)		●					
One Cover Image Placement in <i>QG: NYC's Official QuickGuide</i>							●
Full-Page Ad in Event Program					●	●	●
Half-Page Ad in Event Program		●	●				
MAILING LIST RIGHTS	Four-Time Usage of Sweepstakes and Consumer Lists					●	●
	Two-Time Usage of Sweepstakes and Consumer Lists				●		
	One-Time Usage of Sweepstakes and Consumer Lists				●		
ONLINE EXPOSURE	MVP/NY Web Site Promotion Package (Ranging from 2 to 7 Online Exposure Opportunities)	2	3	4	5	6	7
GALA EVENT TICKETS	One Table for Ten					●	●
	Six Tickets to Gala			●	●		
	Four Tickets to Gala		●				
	Two Tickets to Gala	●					
BONUS EXPOSURE	Spotlight on NYC Internet Travel Program			●	●	●	●
	One YouHere Web Video						●
	Personalized Sign on New York Water Taxi Ikea Run						●
	E-Newsletter Sponsorship for Six Months (Concierge and Consumer E-Newsletters)						●
	E-Newsletter Editorial Coverage (Concierge and Consumer E-Newsletters) (Ranging from 1 to 4 Editorial Exposure Opportunities)	1	1	2	2	3	4
	Editorial Consideration						●