



Sponsorship Opportunities

Sponsors will benefit from Unprecedented Media Coverage:

- Television (Platinum, Diamond only)
- Radio (Platinum, Diamond only)
- Civic Center Marquee (Platinum, Diamond only)
- Digital Billboards
- Name & logo recognition on printed materials

Print Promotion

- Pensacola News Journal
 - editorial coverage
 - Woman's Expo Program Guide (inserted full run Sunday, 4/8/07)
 - Santa Rosa Extra
- Bella magazine, print and online (including front page April issue)
- Pensacola Business Journal
- Pensacola Home & Garden
- Pelican
- Gosport
- Regional newspapers:
 - Tallahassee Democrat, Jackson Clarion Ledger, Montgomery Advertiser in paper promotion

Online Promotions:

- PNJ.com
- PensacolaBella.com
- PensacolaBusinessJournal.com
- PensacolaHG.com
- Gannett Suncoast Group of newspapers online promotion

Total Media Coverage Value

Diamond Sponsor: **\$50,000 or more**

Diamond Sponsors

(only three available, from different industries)

Total Value to Sponsor: \$58,370

Total Investment: \$20,000

- **Name and logo recognition** on promotional collateral
- **Exhibition space:** 8'x20' booth space at the Gulf Coast Woman's Expo. (value \$1,790)
- **Gulf Coast Woman's Expo Program Guide:** Logo recognition on index page; one full-page, full-color ad space and a full-page advertorial in the Gulf Coast Woman's Expo Program Guide, inserted in the Sunday, 4/8/07, Pensacola News Journal (with a readership of 192,900*) as a special tabloid section. (value \$3,500)
- **Pensacola News Journal promotional ads:** Equivalent of three full-page ads in the Pensacola News Journal during the months of March and April promoting the Gulf Coast Woman's Expo featuring Sponsor's message
- **Online Promotions:** Video profile and banner ad that will be featured on the Gulf Coast Woman's Expo Web site that can also be linked to the sponsor's individual website. Link to sponsor's Web page on all online promotions. (Level Two customization. Online value \$2,000)
- **Ticket outlet** authorization for sponsor to sell discounted advance tickets
- **Expo center stage** & 10 ft projection screens to present topic of value to Expo consumers – one 30-minute presentation per day. (\$500)
- **12 tickets** to the special, ticketed speaker event. (value \$300)
- **40 single-day event passes** for distribution to family, friends, customers or employees. (value \$280)
- **VIP Parking & Exhibitor Benefits Package** – "Meet & Greet" with celebrity speakers before Friday night speaker event

* Source: Scarborough Research, Release 1 2006 for Pensacola CBSA (Escambia & Santa Rosa counties)

To become a Women's Expo Sponsor, contact Donna Covas at 850-435-8631 or Patricia Anderson-Colip at 850-469-4723.