



2008 Sponsorship Opportunities

April 25-26, 2008 • Pensacola Junior College • WSRE

Sponsors will benefit from Unprecedented Media Coverage:

- Television (Platinum, Diamond only)
- Radio (Platinum, Diamond only)
- PJC (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, 4/20/08)
- Gulf Breeze/Navarre Pelican
- Milton/Pace Pelican
- Bella magazine (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
- BellaMagazine.com
- PensacolaBusinessJournal.com
- PensacolaHG.com
- PcolaMoms.com
- Gannett Suncoast Group of newspapers online promotion

Total Media Coverage Value

Pearl Sponsor: **\$10,000 +**

To become a Women's Expo Sponsor, contact Nadja Silvey at 850-469-4702.

Pearl Sponsors

(unlimited opportunities)

Total Value to Sponsor: \$20,760

Total Investment: \$5,000

- **Name and logo recognition** on promotional collateral
- **Premium exhibition space** 8' x 20' booth space at the Gulf Coast Women's Expo (value \$1,790)
- **Gulf Coast Woman's Expo Program Guide:**
 - Logo recognition on the index page and one full-page, full-color ad space in the Gulf Coast Women's Expo Program Guide, inserted in the Sunday, 4/20/08, Pensacola News Journal (with a readership of 202,600*) as a special tabloid section. (value \$1800)
- **Pensacola News Journal promotional ads:** Equivalent of one full-page ad in the Pensacola News Journal during the months of March and April promoting the Gulf Coast Women's Expo featuring Sponsor's message. Ads must be on Women's Expo provided template and at least 1/4 page in size. (value \$6500)
- **Online Promotions:** Video profile and banner ad that will be featured on the Gulf Coast Women'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 Four customization. Online value \$500)
- **4 tickets** to the special, ticketed speaker event. (approximate value \$100)
- **10 single-day general admission event passes** for distribution to family, friends, customers or employees (value \$70)
- **VIP Parking & Exhibitor Benefits Package** – "Meet & Greet" with celebrity speakers

* Source: Scarborough Research, Release 2 2007 for Pensacola CBSA (Escambia & Santa Rosa counties)

