

SYRACUSE AREA MUSIC AWARDS



SYRACUSE AREA MUSIC AWARDS 2018 SPONSOR PACKAGES

Each year, hundreds of local musicians and members of the Syracuse music community attend the SAMMYS. Since the first SAMMY award show was held at the Landmark Theater in 1994, this annual celebration of the Syracuse music scene has become the number one local music event in Central New York. The Board of Directors invites you to join our team of underwriters by sponsoring this community focused event, which is produced by a dedicated group of volunteers and supported by grants as well as private and corporate donations.

The SAMMYS will promote your company at our awards show which takes place March 2, 2018 at the Palace Theater. Your exposure will include several months of television, radio, online and print recognition leading up to the event and direct public contact via an on-site presence at the show. Levels of support come in many shapes and sizes and may be tailored to meet your specific needs. Our goal is to provide you with the greatest amount of exposure possible leading up to, during, and after the SAMMYS.

Title Sponsor (Limit 1) \$2,500⁰⁰

- Business name included in title of event – “The Syracuse Area Music Awards presented by...”
- Name on marquee at the Palace Theatre
- Name and logo prominently featured on radio and TV advertising and in press kits
- Banner ad in email marketing campaign distributed to 7000+ email addresses
- Name and logo promoted on Facebook, Twitter and SAMMY website
- Name and logo in event program
- Logo on red carpet backdrop
- Logo displayed prominently on stage during the awards
- Acknowledgment at press conference
- Acknowledgment at award show
- Opportunity to present an award on stage
- Use of SAMMY name and logo in your own marketing activities
- 15 tickets to award show
- Opportunity to distribute material in swag bag at event (subject to committee approval)
- Right of first refusal for following year

Gold Sponsorship (Limit 2) \$1,500⁰⁰

- Name and logo on radio and TV advertising and in press kits
- Name and logo promoted on Facebook, Twitter and SAMMY website
- Name and logo in event program
- Logo on red carpet backdrop
- Logo displayed on stage during the awards
- Acknowledgment at award show
- Use of SAMMY name and logo in your own marketing activities
- 10 tickets to award show
- Opportunity to distribute material in swag bag at event (subject to committee approval)

Silver Sponsor (Limit 4) \$500⁰⁰

- Name and logo promoted on Facebook, Twitter and SAMMY website
- Name and logo in event program
- Logo on red carpet backdrop
- Logo displayed on stage during the awards
- Acknowledgment at award show
- Use of SAMMY name and logo in your own marketing activities
- 6 tickets to award show

Swag Bag \$150⁰⁰

- Add your company’s promotional item or coupon to the SAMMYS event swag bag (minimum 800 pieces)

Friend of the SAMMYS \$25⁰⁰

- Name in event program and on website