

WOMAN

TODAY'S



MOST ADMIRED WOMAN



June 13, 2023 - Mellwood Art Center



CELEBRATE THE ACHIEVEMENTS OF REMARKABLE WOMEN IN LOUISVILLE & SOUTHERN INDIANA

- ▶ THE 2022 MOST ADMIRABLE WOMAN AWARDS WERE THE MOST VOTED FOR IN THE EVENT'S HISTORY.
- ▶ THE 2023 MOST ADMIRABLE WOMAN AWARDS CEREMONY MARKS THE 21ST ANNIVERSARY OF THIS TIME-HONORED TRADITION!



HONORING EMPOWERED WOMEN

Recognition: Sixteen winners will be featured in individual profiles in the June issue of Today's Woman Magazine.

Reception: An in-person reception honoring these dynamic women will be held in June 2023. Winners will join family, friends, colleagues and community leaders to be recognized. Most Admired Woman nominees and Hall of Fame members are also invited. Typically, 250+ guests attend this inspiring, empowering evening.

WOMAN AT-A-GLANCE

TODAY'S



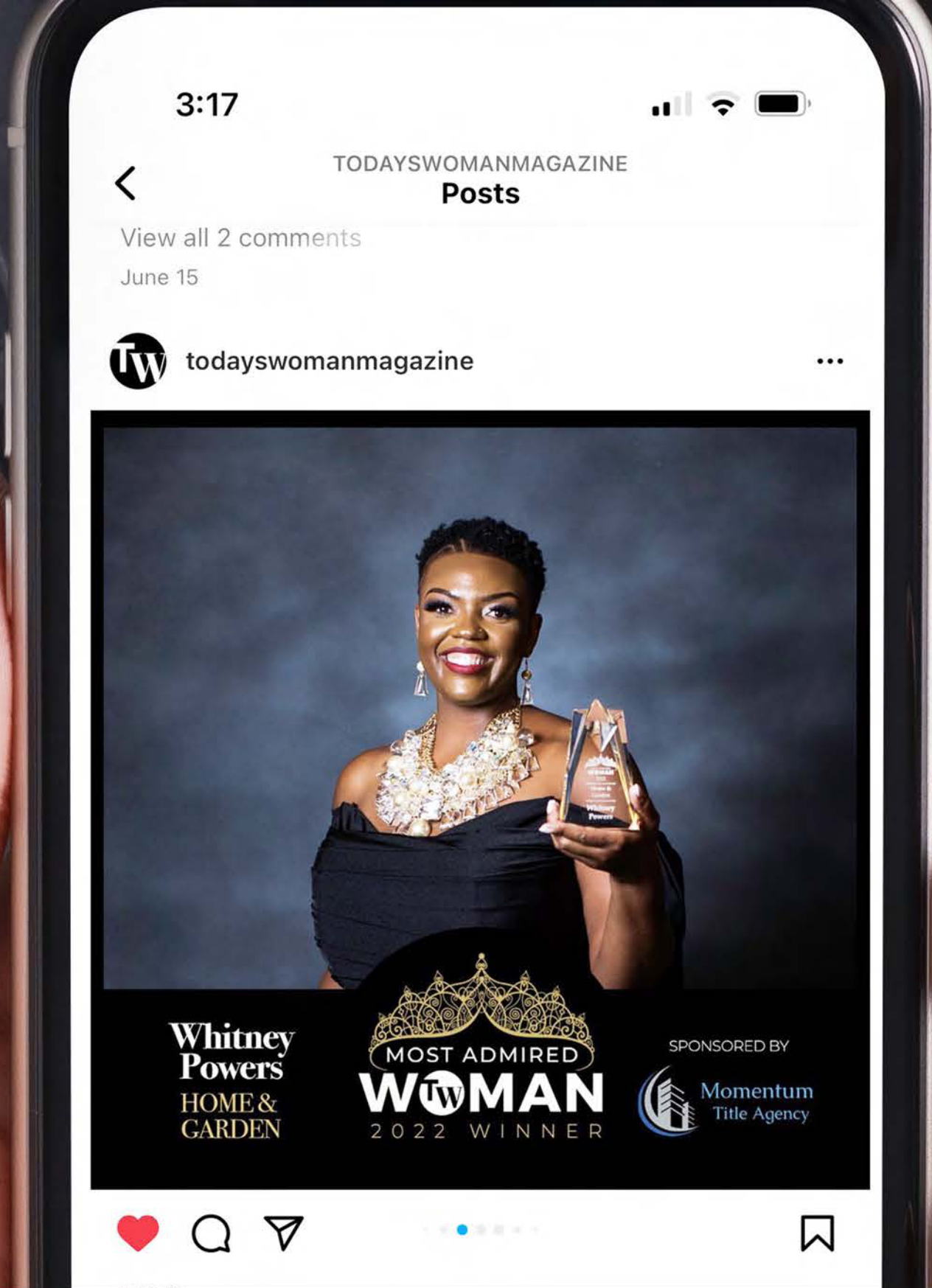
22,000+ NEWSLETTER SUBSCRIBERS

DEMOGRAPHICS: Women ages 35 to 64: 70% (48,300 readers)

HHI: \$100,000+: (33,120 readers) College: 59% (40,710 readers)



OUR 2022 AWARDS
SET A NEW RECORD
FOR DIGITAL
ENGAGEMENT
AND SISTERHOOD.



61,942 votes by 11,400 people ► 48,636 total page views/ 768.4% increase ► 65,204 unique users/ 704.9% increase
► 100,405 monthly sessions/ 938.6% increase ► Instagram and Facebook: voting by 48,000 non-followers



SPONSORSHIP OPPORTUNITY

PRESENTING SPONSORSHIP \$15,000

PRINT

- ▶ Full-page ad next to publisher's letter in June issue
- ▶ Half-page ad in event recap section in July issue
- ▶ Logo inclusion on Most Admired Woman event promotional ad in May issue of Today's Woman magazine, provided partnership is solidified in advance of production deadlines
- ▶ Logo inclusion on Most Admired Woman thank you ad in July issue of Today's Woman magazine

DIGITAL

- ▶ Logo inclusion in pre- and post-event digital coverage, including the e-newsletter, website and social media.
- ▶ Live link to sponsor website within post-event coverage in e-newsletter

EVENT BRANDING

- ▶ Banner in main lobby entrance
- ▶ 11x17 poster placement around venue
- ▶ Logo on red carpet Step & Repeat
- ▶ Verbal thank you from the stage by emcee, at beginning and end of event
- ▶ Logo inclusion(s) in event video
- ▶ Option to include swag bag item
- ▶ Logo on back of award program
- ▶ Additional logo inclusion on front cover of event program
- ▶ Opportunity to place collateral in guest vehicles at pick-up, if valet service is offered

EVENT TICKETS

- ▶ Table of eight (8) at the event, including access to VIP Lounge



SPONSORSHIP OPPORTUNITY

FRIEND OF TODAY'S WOMAN \$7,500 (2 AVAILABLE)

PRINT

- ▶ Full-page ad in June issue
- ▶ Logo inclusion on Most Admired Woman event promotional ad in May issue of Today's Woman magazine, provided partnership is solidified in advance of production deadlines
- ▶ Logo inclusion on Most Admired Woman thank you ad in July issue of Today's Woman magazine

DIGITAL

- ▶ Logo inclusion in pre- and post-event digital coverage, including the e-newsletter, website and social media.
- ▶ Live link to sponsor website within post-event coverage in e-newsletter

EVENT BRANDING

- ▶ 1 1x17 poster placement around venue
- ▶ Logo on red carpet Step & Repeat
- ▶ Verbal thank you from the stage by emcee, at beginning and end of event
- ▶ Logo inclusion(s) in event video
- ▶ Option to include swag bag item
- ▶ Logo on back of award program
- ▶ Additional logo inclusion on inside table of contents within event program
- ▶ Opportunity to place collateral in guest vehicles at pick-up, if valet service is offered

EVENT TICKETS

- ▶ Table of eight (8) at the event, including access to VIP Lounge



SPONSORSHIP OPPORTUNITY

VIP LOUNGE SPONSORSHIP \$7,500

PRINT

- ▶ Full-page ad in June issue
- ▶ Logo inclusion on Most Admired Woman event promotional ad in May issue of Today's Woman magazine, provided partnership is solidified in advance of production deadlines
- ▶ Logo inclusion on Most Admired Woman thank you ad in July issue of Today's Woman magazine

DIGITAL

- ▶ Logo inclusion in pre- and post-event digital coverage, including the e-newsletter, website and social media.
- ▶ Live link to sponsor website within post-event coverage in e-newsletter

EVENT BRANDING

- ▶ 11 x 17 poster placement at entrance to VIP Reception
- ▶ Logo on cocktail napkins at VIP Reception
- ▶ Opportunity to make welcome remarks to the VIP Reception guests
- ▶ Opportunity to provide and present commemorative gift to winners (has been engraved necklace in the past)
- ▶ Verbal thank you from the stage by emcee, at beginning and end of event
- ▶ Logo inclusion(s) in event video
- ▶ Option to include swag bag item
- ▶ Logo on back of award program

EVENT TICKETS

- ▶ Table of eight (8) at the event, including access to VIP Lounge



SPONSORSHIP OPPORTUNITY

CATEGORY SPONSORSHIPS \$4,500 (PER CATEGORY)

PRINT

- ▶ Full-page ad in June issue
- ▶ Logo inclusion on Most Admired Woman event promotional ad in May issue of Today's Woman magazine, provided partnership is solidified in advance of production deadlines
- ▶ Logo inclusion on Most Admired Woman thank you ad in July issue of Today's Woman magazine

DIGITAL

- ▶ Online logo exposure on category nominee area of website during voting process
- ▶ Company name on winner announcement graphic for distribution on social media
- ▶ Logo inclusion in pre- and post-event digital coverage, including the e-newsletter, website and social media.
- ▶ Photo with winner for use in Sponsor's social channels post-event

EVENT BRANDING

- ▶ Signage at tables/seats for winner and guests in sponsored category
- ▶ Verbal thank you from the stage by emcee, at beginning and end of event
- ▶ Additional stage mention during specific category award presentation
- ▶ Logo inclusion(s) in event video
- ▶ Option to include swag bag item
- ▶ Logo on back of award program
- ▶ Additional logo recognition within event program near respective category awardee

EVENT TICKETS

- ▶ Table of eight (8) at the event, including access to VIP Lounge

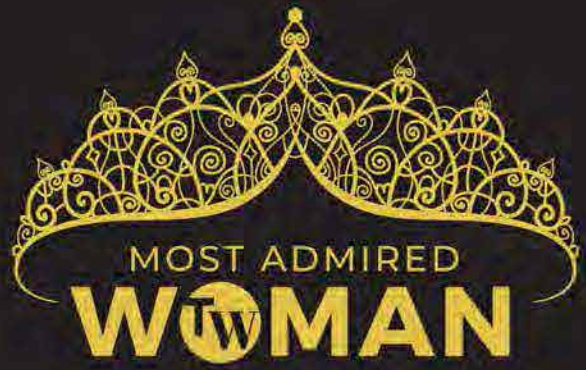


SPONSORSHIP OPPORTUNITY

MOST ADMIRED WOMAN AWARD CATEGORIES

- ▶ Arts
- ▶ Community & Sisterhood
- ▶ Corporate Leadership
- ▶ Education
- ▶ Entrepreneurship
- ▶ Equity Champion
- ▶ Fitness
- ▶ Home & Garden
- ▶ Health & Wellness
- ▶ Hospitality
- ▶ Life & Style
- ▶ Media
- ▶ Nonprofit Leadership
- ▶ Public Service
- ▶ Tomorrow's Leaders
- ▶ Young Woman Executives





SPONSORSHIP OPPORTUNITY

CONTRIBUTING SPONSORS \$2,000

PRINT

- ▶ 30% off Open Rate on Rate Card for any size print ad placed in June and/or July
- ▶ Logo inclusion on Most Admired Woman event promotional ad in May issue of Today's Woman magazine, provided partnership is solidified in advance of production deadlines
- ▶ Logo inclusion on Most Admired Woman thank you ad in July issue of Today's Woman magazine

DIGITAL

- ▶ Logo inclusion in pre- and post-event digital coverage, including the e-newsletter, website and social media.

EVENT BRANDING

- ▶ Verbal thank you from the stage by emcee, at beginning and end of event
- ▶ Logo inclusion(s) in event video
- ▶ Option to include swag bag item
- ▶ Logo on back of award program

EVENT TICKETS

- ▶ Two (2) tickets to the event, including access to VIP Lounge



SPONSORSHIP OPPORTUNITY

MOST ADMIRED WOMEN OF TOMORROW SPONSORSHIP \$4,500

PRINT

- ▶ Full page ad in June issue
- ▶ Logo inclusion on Most Admired Woman event promotional ad in May issue of Today's Woman magazine, provided partnership is solidified in advance of production deadline.
- ▶ Logo inclusion on Most Admired Woman thank you ad in July issue of Today's Woman magazine
- ▶ Photo with logo with the youth organization to appear in July post-event photo gallery

DIGITAL

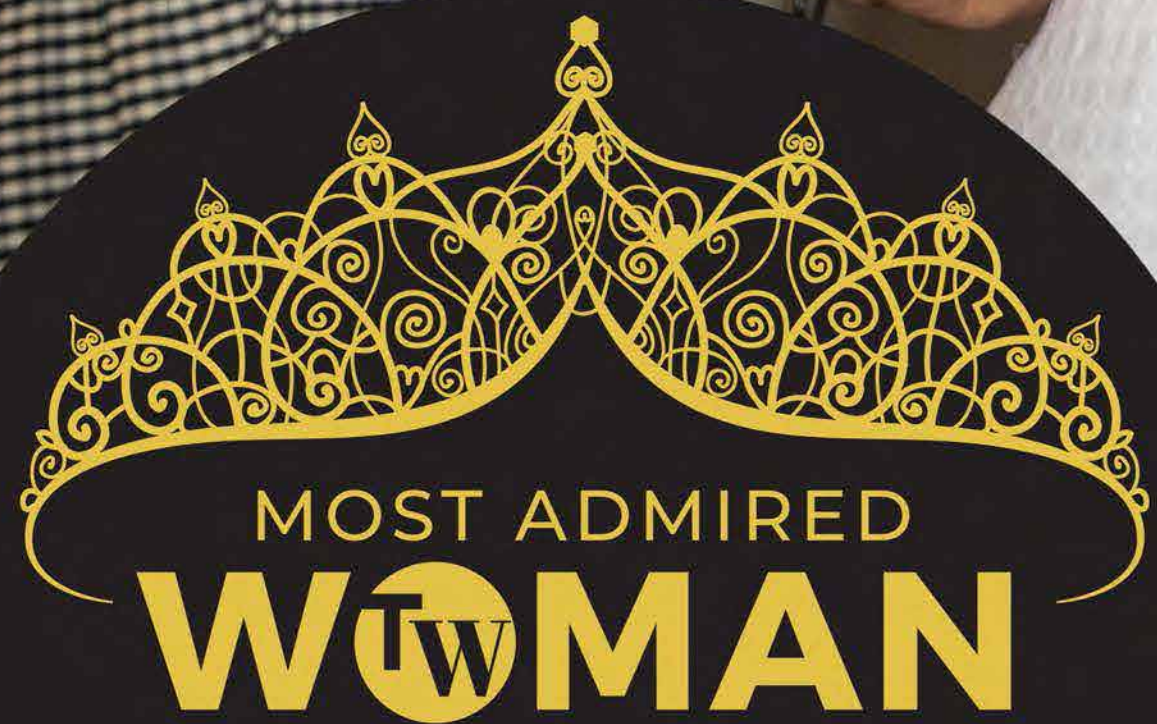
- ▶ Live link to sponsor website within post-event coverage in e-newsletter
- ▶ Photo with logo with the youth organization for use in sponsor's social channels
- ▶ Photo with logo with the youth organization to appear in Todayswomannow.com post-event gallery
- ▶ Story about sponsorship in newsletter that goes out to 18,000+ subscribers

EVENT BRANDING

- ▶ Signage at table for youth organization
- ▶ Verbal introduction of youth organization and thank you for sponsor from the stage, at beginning and end of program
- ▶ Option to include swag bag item
- ▶ Logo on back of award program

EVENT TICKETS

- ▶ Table of eight (8) at the event and four tickets to VIP Lounge



THANK YOU FOR REVIEWING SPONSORSHIP OPPORTUNITIES FOR OUR 21ST ANNUAL MOST ADMIRED WOMAN AWARDS. WE LOOK FORWARD TO WORKING WITH YOU!