



SPONSORSHIP OPPORTUNITIES

January 8, 2016 • Cipriani 42nd Street • New York, NY

PRESENTED BY JEWELERS OF AMERICA

Complete and return this form, or contact Matthew Tratner at (646) 658-5805 or mtratner@jewelers.org.

LIVE STREAM SPONSOR* • \$40,000

- One GEM Awards gala table (10 seats)
- Journal Ad: One-page, 4-color advertisement on the back cover of the GEM Awards gala journal
- Company advertisements or videos to air during the gala dinner break on the live stream
- Logo on the step-and-repeat
- Company logo and banner ad on the GEM Awards live stream webpage for three months
- Verbal recognition at the GEM Awards gala
- Printed recognition in the GEM Awards gala journal

COCKTAIL HOUR RECEPTION SPONSOR* • \$30,000

- One GEM Awards gala table (10 seats)
- Journal Ad: One-page, 4-color advertisement in the GEM Awards gala journal
- Underwriter of the GEM Awards gala cocktail hour
- Signage will be on the bar, screen, and around the cocktail area
- Opportunity for product display in the cocktail area
- Verbal recognition at the GEM Awards gala
- Printed recognition in the GEM Awards gala journal

RED CARPET SPONSOR* • \$30,000

- One GEM Awards gala table (10 seats)
- Journal Ad: One-page, 4-color advertisement in the GEM Awards gala journal
- Logo on the step-and-repeat
- Verbal & printed recognition during the live stream of the red carpet
- Verbal recognition at the GEM Awards gala
- Printed recognition in the GEM Awards gala journal

SPONSORED GEM AWARD MOMENT** • \$5,000

- Company name will be verbally mentioned and logo will appear at the end of the clip
- 30 second commercial to air during the live stream

PREMIER GEM PACKAGE • \$30,000

- Two Tables (20 seats) at GEM Awards gala with Premier Package table positioning
- Journal Ad: Two-page, 4-color advertisement in GEM Awards gala journal
- Banner Ad on www.jewelers.org for one month
- Company logo will appear: onscreen at GEM Awards; in GEM Awards gala journal as Premier Sponsor; on GEM Awards page of JA's website, www.jewelers.org, for one year; in "The JA Report," JA's monthly member e-newsletter (one time)

PATRON GEM PACKAGE • \$17,000

- One table (10 seats) at GEM Awards gala with Patron Package table positioning
- Journal Ad: Full-page, 4-color advertisement in GEM Awards gala journal
- Company logo will appear: onscreen at GEM Awards; in GEM Awards gala journal as Patron Sponsor; on GEM Awards page of JA's website, www.jewelers.org, for one year; in "The JA Report," JA's monthly member e-newsletter (one time)

BENEFACTOR GEM PACKAGE • \$12,000

- One table (10 seats) for GEM Awards gala with Benefactor Package table positioning
- Journal Ad: Full-page, black/white advertisement in GEM Awards gala journal
- Company logo will appear: onscreen at GEM Awards; in GEM Awards gala journal as Benefactor Sponsor; on GEM Awards page of JA's website, www.jewelers.org, for one year; in "The JA Report," JA's monthly member e-newsletter (one time)

TABLE GEM PACKAGE • \$7,500

- One table (10 seats) for GEM Awards gala with Table Package table positioning

INDIVIDUAL TICKETS • \$600

For event information, visit www.jewelers.org/gemawards or contact Amanda Gizzi at (646) 658-5811 or agizzi@jewelers.org.

Sponsorships or purchases for GEM Awards are not tax deductible as charitable contributions.

*Specialty sponsorships are one-of-a-kind and available on a first-come, first-serve basis.

**Limited number available on a first-come, first-serve basis.



JEWELERS OF AMERICA

www.jewelers.org/gemawards



ORDER FORM & AD SPECS

January 8, 2016 • Cipriani 42nd Street • New York, NY

PRESENTED BY JEWELERS OF AMERICA

Complete and return this form, or contact Matthew Tratner
at (646) 658-5805 or mtratner@jewelers.org.

SPONSORSHIPS & PACKAGES

LIVE STREAM SPONSOR*	\$40,000	\$
COCKTAIL HOUR RECEPTION SPONSOR*	\$30,000	\$
RED CARPET SPONSOR*	\$30,000	\$
PREMIER GEM PACKAGE	\$30,000	\$
PATRON GEM PACKAGE	\$17,000	\$
BENEFACTOR GEM PACKAGE	\$12,000	\$
TABLE GEM PACKAGE	\$7,500	\$
SPONSORED GEM AWARD MOMENT**	\$5,000	\$

INDIVIDUAL TICKETS • \$600 EA.

_____ tickets x \$600 = \$ _____

JOURNAL ADVERTISING RATES (Journal size 8.5"x11")

Two-Page, 4-color advertisement spread	\$6,500	\$
Full-Page, 4-color advertisement	\$3,500	\$
Full-Page, black-and-white advertisement	\$1,500	\$
Half-Page, black-and-white advertisement	\$750	\$
Quarter-Page, black-and-white advertisement	\$375	\$

Ads due December 4, 2015.

TOTAL \$ _____

CONTACT INFORMATION

Name

Company Name

Address

City State Zip

Phone Fax

Email

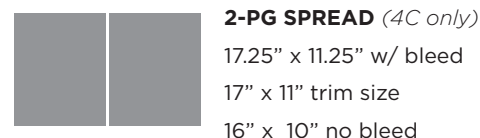
PAYMENT Check Visa MasterCard American Express

Cardholder Name

Card Number Expiration Date CSV

Signature

AD SPECS



2-PG SPREAD (4C only)

17.25" x 11.25" w/ bleed

17" x 11" trim size

16" x 10" no bleed



FULL-PAGE (4C or b&w)

8.75" x 11.25" with bleed

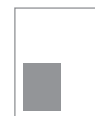
8.5" x 11" trim size

7.5" x 10" no bleed



HALF-PAGE (b&w)

7.5" x 4" no bleed



QUARTER-PAGE (b&w)

3.5" x 4.75" no bleed

Advertisers should submit ad files via:

Mail (CD-ROM or DVD): Jewelers of America, Attn: Amanda Gizzi, 120 Broadway, Suite 2820, New York, NY 10271
or Email (under 3MB): agizzi@jewelers.org

File format accepted:

PDF compatible with Acrobat 7.0 or higher

Other Specs:

- At least 300 dpi
- Color ads saved as CMYK color
- Black & white ads saved as grayscale or black only
- All fonts embedded
- Include crop marks on ads with bleed
- Include with disc or in body of email: name of advertiser, contact name & phone number
- Color proofs can be mailed to address above for color ads

For event information, visit www.jewelers.org/gemawards or contact Amanda Gizzi at (646) 658-5811 or agizzi@jewelers.org.

Sponsorships or purchases for GEM Awards are not tax deductible as charitable contributions.

*Specialty sponsorships are one-of-a-kind and available on a first-come, first-serve basis.

**Limited number available on a first-come, first-serve basis.



JEWELERS OF AMERICA

www.jewelers.org/gemawards