SPONSOR & AD OPPORTUNITIES

Visit jewelers.org/gemawards to purchase individual tickets online.
To order sponsorships or ads, *complete this form and return by email or in the mail to:*
Email: events@jewelers.org
Mail: Gen. Post Office, Box 29625, New York, NY 10087-9625

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

CORNERSTONE SPONSOR • $44,000

- Two tables (20 seats) at GEM Awards gala with Cornerstone premium table positioning
- Journal ad: two-page, 4-color advertisement spread in the GEM Awards gala journal
- Logo on the GEM Awards step-and-repeat
- Verbal recognition at the GEM Awards gala
- Printed recognition in the GEM Awards gala journal

AFTER PARTY SPONSOR* • $40,000

- One table (10 seats) at GEM Awards gala with premium table positioning
- Journal Ad: one-page, 4-color advertisement in the GEM Awards gala journal
- Verbal recognition at the GEM Awards gala
- Company logo will appear: onscreen at GEM Awards, in GEM Awards gala journal as After Party Sponsor, on site at the After Party, and on GEM Awards digital platforms
- Social media posts: three After Party posts with sponsor logo included
- Email blast: one targeted email blast to the GEM Awards mailing list

RED CARPET SPONSOR* • $38,000

- One table (10 seats) at GEM Awards gala with premium table positioning
- Journal ad: one-page, 4-color advertisement in the GEM Awards gala journal
- Company logo will appear: on the step-and-repeat, on signage around the Red Carpet area, and onscreen at the GEM Awards
- Verbal recognition at the GEM Awards gala
- Printed recognition in the GEM Awards gala journal

COCKTAIL RECEPTION SPONSOR* • $38,000

- One table (10 seats) at GEM Awards gala with premium table positioning
- Journal ad: one-page, 4-color advertisement in the GEM Awards gala journal
- Company logo will appear: on signage at the bar and around the cocktail area, and onscreen at the GEM Awards
- Opportunity for product displays or branded photo booth experience
- Verbal recognition at the GEM Awards gala
- Printed recognition in the GEM Awards gala journal

PREMIER SPONSOR • $36,000

- Two tables (20 seats) at GEM Awards gala with Premier Package table positioning
- Journal Ad: two-page, 4-color advertisement in the GEM Awards gala journal
- Verbal recognition at the GEM Awards gala
- Company logo will appear: onscreen at GEM Awards, in GEM Awards gala journal as Premier Sponsor, and on GEM Awards digital platforms

PATRON SPONSOR • $23,000

- One table (10 seats) at GEM Awards gala with Patron Package table positioning
- Journal Ad: one-page, 4-color advertisement in the GEM Awards gala journal
- Company logo will appear: onscreen at GEM Awards, in GEM Awards gala journal as Patron Sponsor, and on GEM Awards digital platforms

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

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

- Tickets are transferable but non-refundable.

PRESENTED BY

JEWELERS OF AMERICA

25TH ANNUAL GEM AWARDS | MARCH 12TH, 2027

Cipriani 42nd Street | New York, NY

www.jewelers.org/gemawards

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BENEFACTOR SPONSOR • $19,000

- One table (10 seats) for GEM Awards gala with Benefactor Package table positioning
- Journal Ad: one-page, black/white advertisement in the GEM Awards gala journal
- Company name will appear: onscreen at GEM Awards, in GEM Awards gala journal as Benefactor Sponsor, and on GEM Awards digital platforms

GIFT SPONSOR* • $20,000

- Journal ad: one-page, 4-color advertisement in the GEM Awards gala journal
- Gift acknowledgment at each seat
- Company to provide a gift to each attendee or an interactive giveaway (gifts/giveaways to be approved by GEM Awards and at additional expense of sponsor)
- Verbal recognition at the GEM Awards gala
- Printed recognition in the GEM Awards gala journal

Note: This sponsorship does not include tickets to the GEM Awards gala.

HONOREE & NOMINEE COCKTAIL PARTY SPONSOR* • $15,000

- On-site signage at Nominee, Honoree and Committee Cocktail Party (location TBD) on Thursday, March 11, 2027
- Verbal recognition at the event
- Two non-transferable tickets to the Nominee, Honoree and Committee Cocktail Party

Note: This sponsorship does not include tickets to the GEM Awards gala.

PARTNER SPONSOR • $9,500

- Two tickets to GEM Awards gala
- Journal Ad: one-page, 4-color advertisement in the GEM Awards gala journal
- Company name will appear: onscreen at GEM Awards, in GEM Awards gala journal as Partner Sponsor

WI-FI SPONSOR* • $7,000

- Two tickets to GEM Awards gala
- Company name will appear: in GEM Awards gala journal, on site during cocktail hour and at each seat
- Branded Wi-Fi connection at GEM Awards

TABLE PACKAGE • $12,000

- One table (10 seats) for GEM Awards gala with Table Package table positioning
- Brand recognition on table
- Company name will appear: onscreen at GEM Awards

INDIVIDUAL TICKETS • $1,000

JOURNAL ADVERTISING RATES

- Two-page, 4-color advertisement spread: $6,500
- Full-page, 4-color advertisement: $3,800
- Full-page, black-and-white advertisement: $1,700
- Half-page, black-and-white advertisement: $800

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SPONSORSHIPS & PACKAGES

CORNERSTONE SPONSOR	$44,000	$
AFTER PARTY SPONSOR*	$40,000	$
RED CARPET SPONSOR*	$38,000	$
COCKTAIL RECEPTION SPONSOR*	$38,000	$
PREMIER SPONSOR	$36,000	$
PATRON SPONSOR	$23,000	$
BENEFACTOR SPONSOR	$19,000	$
GIFT SPONSOR	$20,000	$
HONOREE & NOMINEE COCKTAIL PARTY SPONSOR	$15,000	$
PARTNER SPONSOR	$9,500	$
WI-FI SPONSOR	$7,000	$
TABLE PACKAGE	$12,000	$

INDIVIDUAL TICKETS • $900 EA.

_____ tickets x $1,000 = $ _____

JOURNAL ADVERTISING RATES

Two-page, 4-color advertisement spread	$6,500	$
Full-Page, 4-color advertisement	$3,800	$
Full-page, black-and-white advertisement	$1,600	$
Half-page, black-and-white advertisement	$800	$
	TOTAL	$

CONTACT INFORMATION

Name

Company Name

Address

City State Zip

Phone Fax

Email

JOURNAL AD SPECS

2-PAGE SPREAD

- 17.25" w x 11.25" h with .125' bleed and crop marks
- 17" w x 11" h trim size

FULL-PAGE

- 8.75" w x 11.25" h with .125' bleed and crop marks
- 8.5" w x 11" h trim size

HALF-PAGE

- 7.5" w x 4.75" h, no bleed

Ad space commitments due Jan. 26, 2027
Ad materials due Feb. 5, 2027

Advertisers should submit ad files via:
Ad materials under 5MB can be emailed to events@jewelers.org. For files over 5MB, email a link to download using a file-sharing service like Dropbox, Hightail or WeTransfer.

File specs:
Hi-Rez, PDF (Acrobat 7.0 or higher) files accepted. FileS must be at least 300 dpi, CMYK (NO spot colors or RGB) and have all fonts embedded. All 2-Page Spread and Full Page ads MUST have 1/8" bleed on all sides and crop marks.

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