



JEWELERS OF AMERICA PRESENTS THE

18TH ANNUAL

GEM

Awards 



Be a part of

THE FINE JEWELRY AND WATCH
INDUSTRY'S PREMIER AWARDS GALA

JANUARY 10, 2020

CIPRIANI 42ND STREET | NEW YORK, NY



JEWELERS OF AMERICA

jewelers.org/gemawards



2019 GEM AWARDS *Highlights*





JANUARY 10, 2020

CIPRIANI 42ND STREET • NEW YORK, NY
6:30PM COCKTAILS
8:00PM DINNER & PROGRAM

ABOUT GEM AWARDS

GEM Awards, hosted by Jewelers of America, is the fine jewelry and watch industry's premier accolade gala that recognizes the outstanding achievements of individuals and companies whose work raises the visibility and status of fine jewelry and watches. Each January, GEM Awards are presented in several categories including the prestigious GEM Award for Lifetime Achievement. GEM Award nominees in additional categories are voted on by the GEM Awards Committee, whose votes are sent live to an independent firm to determine the winners. The winners will be announced live during the GEM Awards ceremony. GEM Awards, established in 2002, celebrates industry greats and those with an unmatched commitment to excellence. Proceeds from GEM Awards help Jewelers of America continue its efforts to enhance consumer confidence in the jewelry industry.

2020 GEM AWARDS COMMITTEE

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FOR MORE INFORMATION ABOUT GEM AWARDS, VISIT WWW.JEWELERS.ORG/GEMAWARDS.

Join us IN CELEBRATING OUR 2020 GEM AWARD RECIPIENTS



More than 500 jewelry and fashion industry professionals will join Jewelers of America in honoring the recipients of the 2020 GEM Awards at the legendary Cipriani 42nd Street in New York City. A highly-anticipated celebration, the GEM Awards delivers a magical evening with a diverse group of industry leaders, influencers, celebrities and design and media luminaries. It is an industry event like no other. *The GEM Awards is where everyone will want to be on January 10th.*

Let Your Brand Shine!

BE A 18TH ANNUAL GEM AWARDS SPONSOR

GEM Awards Sponsorships deliver opportunities and benefits that are unparalleled.

- Show your support for the 2020 GEM Award Honorees.
- Enhance your brand visibility to a captive, targeted audience.
- Be included in Jewelers of America event marketing, social media and public relations initiatives.
- Leverage your investment with the opportunity for new partnerships beyond the event.

“ Signet Jewelers has been a **sponsor and proud supporter** of GEM Awards since the inaugural GEM Awards in 2003. By supporting GEM Awards, we celebrate leading brands, programs and products as well as the positive awareness generated by consumer media. Importantly, the success of GEM Awards helps support a number of valuable member programs for Jewelers of America, which enables them to continue to work on behalf of the entire jewelry industry to ensure consumer confidence in the products we all sell. ”

DAVID BOUFFARD
Signet Jewelers





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ABOUT JEWELERS OF AMERICA

Jewelers of America (JA) is the national trade association for businesses serving the fine jewelry marketplace with the primary purpose of improving consumer confidence in the jewelry industry. Since 1906, JA has been advancing the fine jewelry industry through advocacy in public, government and industry affairs; and has been the leader in the development of high ethical, social and environmental standards among the jewelry trade. JA represents the largest network of jewelry retailers and suppliers in the U.S. JA Members are among the most professional and trustworthy jewelers in the U.S. and commit annually to JA's Code of Professional Practices.

2019-2020 JEWELERS OF AMERICA BOARD OF DIRECTORS

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“GEM Awards is a perfect way to celebrate and honor some of the best and brightest people in our industry. There is always a great diverse group of industry leaders in attendance. Reconnecting with friends and colleagues, downloading on the recent crucial holiday season and crafting a vision for the year to come are all things I look forward to doing at GEM Awards every year.”

MATTHEW ROSENHEIM

Tiny Jewel Box



SPONSORSHIP OPPORTUNITIES

Complete and return the Order Form, or contact Regina Ciarleglio at (646) 658-5805 or rciarleglio@jewelers.org.

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

CORNERSTONE SPONSOR • \$40,000

- Two tables (20 seats) at GEM Awards with Cornerstone Sponsor positioning
- Journal ad: two-page, 4-color advertisement in the GEM Awards journal
- Logo on the step-and-repeat
- Verbal recognition at GEM Awards
- Company logo will appear: onscreen at GEM Awards, in the GEM Awards journal, and on GEM Awards digital platforms

COCKTAIL RECEPTION SPONSOR* • \$30,000

- One table (10 seats) at GEM Awards with Cocktail Reception Sponsor positioning
- Journal ad: one-page, 4-color advertisement in the GEM Awards journal
- Signage will be on the bar, screen, and around the cocktail reception area
- Opportunity for product display in the cocktail area
- Verbal recognition at GEM Awards
- Company logo will appear: onscreen at GEM Awards, in the GEM Awards journal, and on GEM Awards digital platforms

PREMIER SPONSOR • \$30,000

- Two tables (20 seats) at GEM Awards with Premier Sponsor positioning
- Journal ad: Two-page, 4-color advertisement in the GEM Awards journal
- Verbal mention at GEM Awards
- Company logo will appear: onscreen at GEM Awards, in the GEM Awards journal, and on GEM Awards digital platforms

PATRON SPONSOR • \$19,000

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

BENEFACTOR SPONSOR • \$14,000

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

PARTNER SPONSOR • \$6,000

- Two tickets to GEM Awards
- Journal ad: One-page, 4-color advertisement in the GEM Awards journal
- Company name will appear: onscreen at GEM Awards, in the GEM Awards journal

TABLE PACKAGE • \$8,000

- One table (10 seats) for GEM Awards with Table Package positioning
- Brand recognition on table

INDIVIDUAL TICKETS • \$600

JOURNAL ADVERTISING RATES

- Two-page, 4-color advertisement spread: \$6,500
- Full-page, 4-color advertisement: \$3,700
- Full-page, black-and-white advertisement: \$1,600
- Half-page, black-and-white advertisement: \$800

Ad deadline December 6, 2019 | Journal Size 8.5" x 11"

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.*

“ We love seeing our friends and colleagues— all together – at this festive event! The evening of the GEM Awards is a wonderful opportunity to celebrate our passionate, multi-faceted community. Wouldn't miss it for the world. ”

TEMPLE ST. CLAIR





ORDER FORM & AD SPECS

Complete and return the Order Form, or contact Regina Ciarleglio at (646) 658-5805 or rciarleglio@jewelers.org.

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

SPONSORSHIPS & PACKAGES

CORNERSTONE SPONSOR	\$40,000	\$
COCKTAIL RECEPTION SPONSOR*	\$30,000	\$
PREMIER SPONSOR	\$30,000	\$
PATRON SPONSOR	\$19,000	\$
BENEFACTOR SPONSOR	\$14,000	\$
PARTNER SPONSOR	\$6,000	\$
TABLE PACKAGE	\$8,000	\$

INDIVIDUAL TICKETS • \$600 EA.

_____ tickets x \$600 = \$ _____

JOURNAL ADVERTISING RATES Ad deadline December 6, 2019.

Two-Page, 4-color advertisement spread	\$6,500	\$
Full-Page, 4-color advertisement	\$3,700	\$
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 _____

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PAYMENT** ☐ Check ☐ Visa ☐ MasterCard ☐ American Express

Cardholder Name _____

Card Number _____ Expiration Date _____ CSV _____

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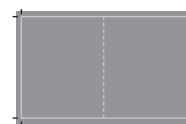
Please make all checks payable to Jewelers of America

Mail payment to: Jewelers of America, Attn: GEM Awards, 120 Broadway, Suite 2820 • New York, NY 10271

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

**Sponsorships or purchases for GEM Awards are non-refundable and are not tax deductible as charitable contributions.

AD SPECS



2-PG SPREAD (4C only)

17.25" x 11.25" w/ bleed

17" x 11" trim size



FULL-PAGE (4C or b&w)

8.75" x 11.25" with bleed

8.5" x 11" trim size



HALF-PAGE (b&w only)

7.5" x 4" no bleed

Ad materials due December 6, 2019.

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 5MB): 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

PRESENTED BY



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