

JEWELERS OF AMERICA PRESENTS THE

22ND ANNUAL

GEM *Awards*

Be a part of
THE FINE JEWELRY AND WATCH INDUSTRY'S
PREMIER AWARDS GALA

MARCH 8, 2024

CIPRIANI 42ND STREET | NEW YORK, NY



JEWELERS
OF AMERICA

jewelers.org/gemawards





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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 year, 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 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.

2024 GEM AWARDS COMMITTEE

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The Adventurine

IMMEDIATE PAST CHAIR

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London Jewelers

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JCK & LUXURY

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Harwell Godfrey

Jennifer Gandia
Greenwich St. Jewelers

Michelle Graff
National Jeweler

Will Kahn
Freelance

Sally Morrison
De Beers Group

Matthew Rosenheim
Tiny Jewel Box

SCENES FROM LAST YEAR





SPONSORSHIP OPPORTUNITIES

Visit jewelers.org/gemawards to purchase sponsorships, tickets or ads.

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

Join us IN CELEBRATING OUR 2024 GEM AWARD RECIPIENTS

The leading jewelry, gem and watch industry professionals will join Jewelers of America in honoring the recipients of the 2024 GEM Awards at the legendary Cipriani 42nd Street in New York City. A highly-anticipated celebration, GEM Awards delivers a magical evening with a diverse group of industry leaders, influencers, celebrities, designers and media luminaries. It is an industry event like no other. The GEM Awards is where everyone will want to be on March 8, 2024.

Let Your Brand Shine! BE A 22ND ANNUAL GEM AWARDS SPONSOR

GEM Awards sponsorships deliver opportunities and benefits that are unparalleled.

- Show your support for the 2024 GEM Awards 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.



“Synchrony is honored to participate in the GEM Awards, one of the most anticipated events of the jewelry and watch industry. As a Cornerstone Sponsor, we’re delighted to help celebrate the lifetime achievement, jewelry design, media excellence, and retail contributions of our many talented luminaries across the jewelry industry. Our sponsorship has enabled Synchrony to establish itself as a leading provider of consumer financing solutions to jewelers who exemplify the passion and ingenuity that powers our economy.”

MAGGIE KASSEBAUM • Synchrony



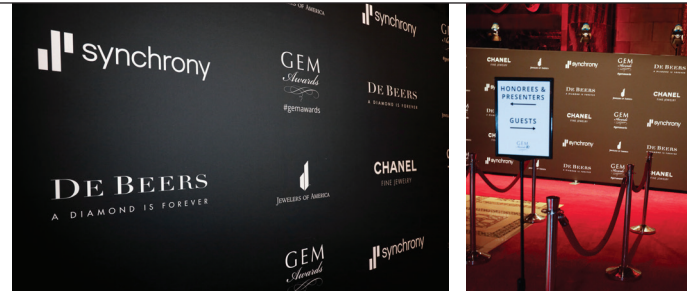
SPONSORSHIP OPPORTUNITIES

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CORNERSTONE SPONSOR

\$40,000

- Two tables (20 seats) at GEM Awards gala with Cornerstone premium table positioning
- Journal ad: Two-page, 4-color advertisement 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



COCKTAIL RECEPTION SPONSOR*

\$35,000

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



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



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PREMIER SPONSOR

\$33,000

- 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
- Verbal mention 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

\$20,000

- 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, and on GEM Awards digital platforms

BENEFACTOR SPONSOR

\$16,000

- 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 name will appear: onscreen at GEM Awards, in GEM Awards gala journal as Benefactor Sponsor, and on GEM Awards digital platforms



All sponsors receive an ad in the GEM Awards Journal!

In addition to the printed journal distributed to attendees at the gala, you'll receive maximum exposure with the digital version displayed on-screen at cocktail hour and during dinner – plus a QR code card placed on the cocktail bars and at every guest's seat. Not to mention additional distribution before and after the event through Jewelers of America's email and social channels.



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

PARTNER SPONSOR

\$7,500

- 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

TABLE PACKAGE

\$10,000

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

INDIVIDUAL TICKETS

\$900

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: January 26, 2024 | Journal Size 8.5" x 11"

- Sponsorships or purchases for GEM Awards are not tax deductible as charitable contributions.
- Tickets are transferable but non-refundable.



Specialty packages available!

Contact us for more information!



“ I love attending the GEM Awards because of the connection it creates within our community. For me, designing and creating jewelry is a very solitary practice and I don't often take the time to reflect on the work. The GEM Awards has become the time to do that and they always make it so special, from the room, to the food and drink to the presentations. It's a wonderful night. ”

LAUREN HARWELL GODFREY
Harwell Godfrey

Join us TO HONOR THE RECIPIENT
OF THE GEM AWARD FOR
LIFETIME ACHIEVEMENT



Susan Jacques

GEMOLOGICAL INSTITUTE OF AMERICA

SUSAN M. JACQUES was appointed GIA's president and CEO in January 2014. With exemplary gemological credentials, she is an experienced business leader with deep knowledge of the global gem and jewelry industry. Ms. Jacques joined the GIA Board of Governors in 1996 and served as chair from 2008 to 2013. She served as interim president and CEO of GIA from June 2013 to January 2014. As president and CEO, she continues as a member of the Board of Governors.

Before joining GIA, Ms. Jacques served as president and CEO of Borsheim's Fine Jewelry and Gifts in Omaha, Nebraska. She joined the company in 1982 as an appraiser and sales associate, and in 1994, was appointed president and CEO by Warren Buffett, chairman of Berkshire Hathaway, Inc. During her tenure, she guided Borsheim's to substantial growth and increased prominence.

Ms. Jacques is honorary chair of the Friends of the Diamond Development Initiative, is a trustee of the Jewelers of Ethical Alliance, a member of the board of advisors to the Black in Jewelry Coalition and is on the boards of Jewelers for Children, Jewelers Vigilance Committee and the Omaha Chamber of Commerce. She is also a member of the 24 Karat Club of New York and Jewelers of America.

She received her Graduate Gemologist diploma from GIA in Santa Monica in 1980. Ms. Jacques is also a fellow of the Gemmological Association of Great Britain, having graduated in 1982 with distinction, and was awarded the Rayner Diploma prize.

In 2023, Ms. Jacques received the Robert M. Shipley Award from the American Gem Society for her industry service and leadership. She also received the Jewelers' Security Alliance's annual Industry Service Award for her support of GIA's program that provides training in gemology and the jewelry industry to law enforcement officers. Ms. Jacques received the 2020 Stanley Schechter Award from the Jewelers Vigilance Committee for her tireless dedication, ethics and integrity in the industry. She was also awarded the Lifetime Achievement Award from the Women's Jewelry Association (WJA) in 2010 and was inducted into National Jeweler's Retailer Hall of Fame in 1997. She was the recipient of the 1999 Annual Award for Excellence in Retail, presented by the WJA. She also was honored by Jewelers for Children at their 2004 Facet of Hope dinner. Ms. Jacques was inducted into the Omaha Business Hall of Fame in April 2013.



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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.

2023-2024 JEWELERS OF AMERICA BOARD OF DIRECTORS

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The Edge Retail Academy

Tonia Ulsh
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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



ORDER FORM & AD SPECS

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: cmiller@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.

SPONSORSHIPS & PACKAGES

CORNERSTONE SPONSOR	\$40,000	\$
COCKTAIL RECEPTION SPONSOR*	\$35,000	\$
PREMIER SPONSOR	\$33,000	\$
PATRON SPONSOR	\$20,000	\$
BENEFACTOR SPONSOR	\$16,000	\$
PARTNER SPONSOR	\$7,500	\$
TABLE PACKAGE	\$10,000	\$

INDIVIDUAL TICKETS • \$900 EA.

_____ tickets x \$900 = \$ _____

JOURNAL ADVERTISING RATES *Ad deadline January 26, 2024*

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

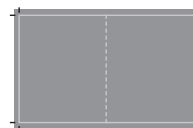
Name _____
Company Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____

Complete this form and return by email or in the mail.
A Jewelers of America representative will be in touch to collect
payment information to complete the order.

Email: cmiller@jewelers.org
Mail: Gen. Post Office, Box 29625, New York, NY 10087-9625

**Individual tickets can be purchased online
at jewelers.org/gemawards.**

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 materials due January 26, 2024

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-Res, 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 two-page spread and full-page ads MUST have 1/8" bleed on all sides and crop marks.

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