JEWELERS OF AMERICA PRESENTS THE
19TH ANNUAL
GEM Awards

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

07.16.21
CIPRIANI 42ND STREET | NEW YORK, NY
2020 GEM AWARDS

Highlights
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. 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.

2021 GEM AWARDS COMMITTEE

**CHAIR**
Randi Udell Alper
London Jewelers

**COMMITTEE**
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JCK & LUXURY
- Reed Jewelry Group

David Bonaparte
Jewelers of America

David Bouffard
Signet Jewelers, Ltd.

Gannon Brousseau
COUTURE

Tanya Dukes
Freelance

Dorit Engel
CHANEL

Marion Fasel
The Adventurine

Michelle Graff
National Jeweler

Will Kahn
Freelance

Matthew Rosenheim
Tiny Jewel Box

**CHAIRMAN EMERITUS**
Steven Kaiser
Kaiser Time Inc.
The jewelry industry will come together and join Jewelers of America in honoring the recipients of the 2021 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 July 16, 2021.*

**Join us IN CELEBRATING OUR 2021 GEM AWARD RECIPIENTS**

Let Your Brand Shine!

**BE A 19TH ANNUAL GEM AWARDS SPONSOR**

GEM Awards sponsorships deliver opportunities and benefits that are unparalleled.

- Show your support for the 2021 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 in 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
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.

2020-2021 JEWELERS OF AMERICA BOARD OF DIRECTORS

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Willowbrook, IL

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Padis Jewelry
San Francisco, CA

Stan Razny
Razny Jewelers
Chicago, IL

Tobey Ritchie
Harry Ritchie’s
Boston, MA

Steve Velasquez
Madison Jewelers
New York, NY

“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
CORNERSTONE SPONSOR • $40,000
- Two tables (20 seats) at GEM Awards with Cornerstone Sponsor positioning
- Journal ad: Two-page advertisement with video embed in the digital GEM Awards journal
- Logo on the step-and-repeat
- Verbal recognition at GEM Awards
- Company logo will appear: onscreen at GEM Awards, in the digital GEM Awards journal, and on the GEM Awards website

BENEFACTOR SPONSOR • $14,000
- One table (10 seats) for GEM Awards with Benefactor Sponsor positioning
- Journal ad: Full-page advertisement in the digital GEM Awards journal
- Company name will appear: onscreen at GEM Awards, in the digital GEM Awards journal, and on the GEM Awards website

WELCOME RECEPTION & DESSERT SPONSOR* • $30,000
- One table (10 seats) at GEM Awards with Welcome Reception Sponsor positioning
- Journal ad: Full-page advertisement with video embed in the digital GEM Awards journal
- Signage will be displayed in the welcome reception room; both printed signs and digital signs on monitors
- Opportunity for product display
- Verbal recognition at GEM Awards
- Company logo will appear: onscreen at GEM Awards, in the digital GEM Awards journal, and on the GEM Awards website

PARTNER SPONSOR • $6,000
- Two tickets to GEM Awards
- Journal ad: Full page advertisement in the digital GEM Awards journal
- Company name will appear: onscreen at GEM Awards, in the digital GEM Awards journal

PREMIER SPONSOR • $30,000
- Two tables (20 seats) at GEM Awards with Premier Sponsor positioning
- Journal ad: Two-page advertisement with video embed in the digital GEM Awards journal
- Verbal mention at GEM Awards
- Company logo will appear: onscreen at GEM Awards, in the digital GEM Awards journal, and on the GEM Awards website

TABLE PACKAGE • $8,000
- One table (10 seats) for GEM Awards with Table Package positioning
- Brand recognition on table

PATRON SPONSOR • $19,000
- One table (10 seats) at GEM Awards with Patron Sponsor positioning
- Journal ad: Full-page advertisement with video embed in the digital GEM Awards journal
- Company logo will appear: onscreen at GEM Awards, in the digital GEM Awards journal, and on the GEM Awards website

INDIVIDUAL TICKETS • $600

DIGITAL JOURNAL ADVERTISING RATES
- Two-page advertisement spread: $6,000
- Full-page advertisement: $3,200
- Half-page advertisement: $1,600
- Quarter-page advertisement: $800

Ad deadline June 30, 2021 | Journal Size 8.5" x 11"

*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.
- Sponsorships and tickets are available on a first-come, first-serve basis.
- Tickets are transferable but non-refundable.
- GEM Awards will follow CDC and state guidance surrounding Covid-19.

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

Note that sponsorships, tickets and ads can be purchased online at www.jewelers.org/gemawards, or complete and return this Order Form to Gen. Post Office, Box 29625, New York, NY 10087-9625

Sponsorship information: Regina Ciarleglio • (646) 658-5805 or rciarleglio@jewelers.org
Event information: Amanda Gizzi • (646) 658-5811 or agizzi@jewelers.org

SPONSORSHIPS & PACKAGES

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<tr>
<th>SPONSORSHIP</th>
<th>Amount</th>
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<td>CORNERSTONE SPONSOR</td>
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| Tickets x $600 = $ |

DIGITAL JOURNAL ADVERTISING RATES Ad deadline June 30, 2021

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- Full-Page advertisement $3,200 $
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TOTAL $ ___

DIGITAL AD SPECS

- 2-PG SPREAD 17” w x 11” h
- FULL-PAGE 8.5” w x 11” h
- HALF-PAGE 7.5” w x 4.75” h
- QUARTER-PAGE 3.5” w x 4.75” h

Ad materials due June 30, 2021.
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:
PDF compatible with Acrobat 7.0 or higher. File must be at least 300 dpi, RGB color and have all fonts embedded.
For ads that include a video embed, advertiser must provide YouTube video URL.

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- Tickets are transferable but non-refundable.
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CONTACT INFORMATION

Name
Company Name
Address
City State Zip
Phone Fax
Email

PAYMENT**

- Check Enclosed
- Visa
- MasterCard
- American Express

Please make all checks payable to Jewelers of America
Mail this form to: Gen. Post Office, Box 29625, New York, NY 10087-9625

Credit Card Payment:

Cardholder Name
Card Number Expiration Date CSV
Signature

PRESENTED BY 19TH ANNUAL GEM AWARDS | JULY 16, 2021
Jewelers of America
Cipriani 42nd Street | New York, NY
www.jewelers.org/gemawards