

JEWELERS OF AMERICA PRESENTS THE  
19TH ANNUAL

# GEM *Awards*

*Be a part of*

THE FINE JEWELRY AND WATCH  
INDUSTRY'S PREMIER AWARDS GALA

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07.15.21

VIRTUAL AWARDS CEREMONY



JEWELERS OF AMERICA

[jewelers.org/gemawards](https://jewelers.org/gemawards)

19TH ANNUAL  
**GEM**  
*Awards*

**07.15.21**  
**VIRTUAL AWARDS CEREMONY**

## 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. This year, the GEM Awards program will be presented virtually on July 15, 2021 offering the jewelry industry a front-row experience from stores, offices and homes across the country.

Established in 2002, the GEM Awards celebrate 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

**Sarin Bachmann**  
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- Reed Jewelry Group

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**Dorit Engel**  
CHANEL

**Marion Fasel**  
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**Michelle Graff**  
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**Will Kahn**  
Freelance

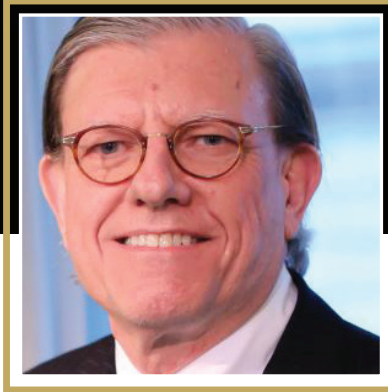
**Matthew Rosenheim**  
Tiny Jewel Box

**CHAIRMAN EMERITUS**  
**Steven Kaiser**  
Kaiser Time Inc.



FOR MORE INFORMATION ABOUT GEM AWARDS, VISIT [WWW.JEWELERS.ORG/GEMAWARDS](http://WWW.JEWELERS.ORG/GEMAWARDS).

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



*John Kennedy*  
PRESIDENT, JEWELERS' SECURITY ALLIANCE

**JOHN J. KENNEDY** is the President of the Jewelers' Security Alliance, a non-profit trade association with 20,000 member locations that was founded in 1883. The JSA, which works closely with the FBI and police departments throughout the U.S., is dedicated to helping its members from the diamond, jewelry and watch industry avoid burglary, robbery and theft.

Mr. Kennedy is an attorney who joined the JSA full-time in January 1992. Prior to joining the JSA, Mr. Kennedy served as Assistant Commissioner and Deputy General Counsel of the New York City Department of Investigation, and as Assistant Counsel of the New York State Commission of Investigation. He also previously served as Chairperson of a college Department of Criminal Justice and Vice President for a non-profit organization. He holds a B.A. degree from Fordham University and a J.D. from St. John's University School of Law.

He is the co-author of JSA's *Manual of Jewelry Security*, the only published book in the world on this subject. Mr. Kennedy has been interviewed numerous times on network and cable news shows regarding jewelry crimes, and has been quoted in most leading newspapers in the U.S.

Mr. Kennedy has also served as Secretary of the 24 Karat Club of New York since 2002, which is a fraternal organization for leaders of the diamond, jewelry and watch industry.

He was named "Person of the Year" by JCK Magazine in 2001; and was given the Lifetime Achievement Award by the American Gem Society in 2008, which has also named an annual law enforcement award in his honor. In 2021 he received the Stanley Schechter Award from the Jewelers Vigilance Committee.



2020 GEM AWARDS  
*Highlights*



# Join us IN CELEBRATING OUR 2021 GEM AWARD RECIPIENTS

This year the jewelry industry will come together and join Jewelers of America in honoring the recipients of the 2021 GEM Awards in an interactive, virtual platform. 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 15, 2021.*

## 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

### CHAIR

#### **Holly Wesche**

Wesche Jewelers  
Melbourne, FL

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R.F. Moeller Jeweler  
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Borsheims  
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BC Clark Jewelers  
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Long's Jewelers  
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Tiny Jewel Box  
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Henne Jewelers  
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Jewelers Mutual  
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Bachendorf's  
Dallas, TX

#### **Caryl Capeci**

Chow Tai Fook North America  
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#### **Ronda Daily**

Bremer Jewelry  
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Greenberg's Jewelers  
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St. Louis, MO

#### **Lenny Kramer**

Leo Schachter  
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#### **Chuck Kuba**

Iowa Diamond  
West Des Moines, IA

#### **Robert Marks**

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Modesto, CA

#### **Joseph Molfese**

Bella Cosa Jewelers  
Willowbrook, IL

#### **Steve Padis**

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





## VIRTUAL AWARDS CEREMONY SPONSORSHIP OPPORTUNITIES

**Note that sponsorships and ads can be purchased online at [www.jewelers.org/gemawards](http://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](mailto:rciarleglio@jewelers.org)  
Event information: Amanda Gizzi • (646) 658-5811 or [agizzi@jewelers.org](mailto:agizzi@jewelers.org)

### CORNERSTONE SPONSOR • CALL FOR PRICING

- Premier placement of two-page advertisement with video embed in the digital GEM Awards journal
- Verbal mention at GEM Awards
- 30 second commercial to air during GEM Awards
- Company logo will appear: onscreen at GEM Awards, on the virtual step-and-repeat, in the digital GEM Awards journal, on GEM Awards Social Media, and on the GEM Awards website
- Company recognition in 150 GEM Awards Spirit Boxes
- 15 attendee GEM Awards Spirit Boxes mailed to guests
- Virtual cocktail room for guests during cocktail hour

### PREMIER SPONSOR • \$15,000

- 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, on GEM Awards Social Media, and on the GEM Awards website
- Company recognition in 150 GEM Awards Spirit Boxes
- 12 attendee GEM Awards Spirit Boxes mailed to guests
- Virtual cocktail room for guests during cocktail hour

### SPIRIT BOX SPONSOR • \$15,000

- Full-page advertisement with video embed in the digital GEM Awards journal
- Verbal recognition at GEM Awards
- Company logo will appear: onscreen at GEM Awards, in the digital GEM Awards journal, on GEM Awards Social Media, and on the GEM Awards website
- Company recognition in 150 GEM Awards Spirit Boxes
- 12 attendee GEM Awards Spirit Boxes mailed to guests
- Virtual cocktail room for guests during cocktail hour

### PATRON SPONSOR • \$8,000

- Full-page advertisement with video embed in the digital GEM Awards journal
- Company logo will appear: onscreen at GEM Awards, in the GEM Awards journal, and on the GEM Awards website
- 8 attendee GEM Awards Spirit Boxes mailed to guests
- Virtual cocktail room for guests during cocktail hour

### BENEFACTOR SPONSOR • \$5,000

- 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
- 6 attendee GEM Awards Spirit Boxes mailed to guests
- Virtual cocktail room for guests during cocktail hour

### PARTNER SPONSOR • \$3,000

- Half-page advertisement in the digital GEM Awards journal
- Company name will appear: onscreen at GEM Awards, in the digital GEM Awards journal
- 5 attendee GEM Awards Spirit Boxes mailed to guests

### VIRTUAL TABLE PACKAGE • \$3,000

- 8 attendee GEM Awards Spirit Boxes mailed to guests
- Virtual cocktail room for table during cocktail hour

### DIGITAL JOURNAL ADVERTISING RATES

- Two-page advertisement spread: \$3,000
- Full-page advertisement: \$1,500
- Half-page advertisement: \$750
- Quarter-page advertisement: \$325
- Video embed upgrade: \$500 (Available on two-page and full-page ads only. Advertiser must provide YouTube video URL for embed.)

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

- Sponsorships or purchases for GEM Awards are not tax deductible as charitable contributions.
- Sponsorships are available on a first-come, first-serve basis.
- Spirit Boxes can only be mailed to US residents, 21 & older.

“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](http://www.jewelers.org/gemawards), or complete and return this Order Form to Gen. Post Office, Box 29625, New York, NY 10087-9625**

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Event information: Amanda Gizzi • (646) 658-5811 or [agizzi@jewelers.org](mailto:agizzi@jewelers.org)

### SPONSORSHIPS & PACKAGES

CORNERSTONE SPONSOR	CALL FOR PRICING	\$
PREMIER SPONSOR	\$15,000	\$
SPIRIT BOX SPONSOR	\$15,000	\$
PATRON SPONSOR	\$8,000	\$
BENEFACTOR SPONSOR	\$5,000	\$
PARTNER SPONSOR	\$3,000	\$
VIRTUAL TABLE SPONSOR	\$3,000	\$

### DIGITAL JOURNAL ADVERTISING RATES *Ad deadline June 30, 2021*

Two-Page advertisement spread	\$3,000	\$
Full-Page advertisement	\$1,500	\$
Half-Page advertisement	\$750	\$
Quarter-Page advertisement	\$325	\$
Video Embed Upgrade <i>(with two-page &amp; full-page only)</i>	\$500	\$

**TOTAL** \$ \_\_\_\_\_

### 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 \_\_\_\_\_

### 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 [agizzi@jewelers.org](mailto:agizzi@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.

*\* 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.*







JEWELERS OF AMERICA

[jewelers.org/gemawards](https://jewelers.org/gemawards)

