



## SPONSORSHIP OPPORTUNITIES

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

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

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### 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

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### 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

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### 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

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### 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

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### 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

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### 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

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### TABLE PACKAGE • \$8,000

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

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### INDIVIDUAL TICKETS • \$600

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### 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.*

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PRESENTED BY



JEWELERS OF AMERICA

**18TH ANNUAL GEM AWARDS | JANUARY 10, 2020**

Cipriani 42nd Street | New York, NY

[www.jewelers.org/gemawards](http://www.jewelers.org/gemawards)





# ORDER FORM & AD SPECS

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## 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	\$
<b>TOTAL</b>		\$ _____

## CONTACT INFORMATION

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**PAYMENT\*\***     Check     Visa     MasterCard     American Express

Cardholder Name \_\_\_\_\_

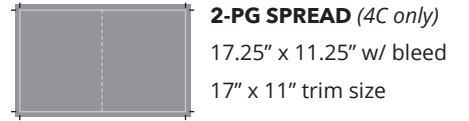
Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CSV \_\_\_\_\_

Signature \_\_\_\_\_

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

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\*\*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

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