



VIRTUAL AWARD CEREMONY SPONSORSHIP OPPORTUNITIES

Note that sponsorships 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

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 attendee experience kits
- 15 attendee 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 attendee experience kits
- 12 attendee 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 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 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 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 GEM Awards Spirit Boxes mailed to guests

TABLE PACKAGE • \$3,000

- 8 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.

PRESENTED BY



JEWELERS OF AMERICA

19TH ANNUAL GEM AWARDS | JULY 15, 2021

Virtual Awards Ceremony

www.jewelers.org/gemawards





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

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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 & 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. 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.*

• 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.

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