

# GREATER DALLAS BUSINESS ETHICS AWARD



## Sponsorship Opportunities

The Greater Dallas Business Ethics Award (GDBEA) honors Dallas-based companies that demonstrate a firm commitment to ethical business practices in everyday operations, management philosophies and responses to crises or challenges.

Your support of GDBEA positions your company as a champion of ethical business practices, and offers you visibility at the award event that showcases the pinnacle of ethics at work. And throughout the year, your support allows your employees, clients, stakeholders or guests to be part of GDBEA's informative and enriching programs.

# SPONSOR OPPORTUNITIES

# GREATER DALLAS BUSINESS ETHICS AWARD

## Principal Partner - \$10,000 (Only 1 sponsorship remaining)

Principal Partner is the premier level of category-exclusive support for the Greater Dallas Business Ethics Award program. This annual sponsorship provides marquee benefits for the award luncheon and all roundtable programs as well as lead positioning in all communications throughout the year. *Detailed benefits listed on page 3.*

## Roundtable Partner - \$5,000 (Only 2 sponsorships available)

Roundtable Partners provide educational opportunities in the form of underwriting for speakers, roundtable luncheons and panel discussions supporting business ethics. This annual sponsorship underwrites one event and provides prominent corporate positioning for all events year-round. *Detailed benefits listed on page 4.*

## Speaker and Judges VIP Networking Reception - \$2,500 (Exclusive sponsorship)

VIP Networking Reception sponsors will present and preside over a 20-minute pre-luncheon social event. Guests will receive coffee and soft drinks, light snacks while networking with the honorees, judges, keynote speaker and local business leaders. *Benefits listed on page 5.*

## Luncheon Table Sponsor - \$500

Luncheon Table Sponsors receive a reserved table for 8 guests; prominent sponsor signage and recognition in printed program and electronic presentation; space for marketing materials or display in reception area or on tables; inclusion in all press/media and online communications. (Must secure by April 14, 2017).

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The logo features a stylized blue arrow pointing upwards, positioned between the words 'ETHICS' and 'AWARD'.

## Principal Partner - \$10,000

Principal Partner is the premier level of category-exclusive support for the Greater Dallas Business Ethics Award program. This annual sponsorship provides marquee benefits for the award luncheon and all roundtable programs as well as lead positioning in all communications throughout the year. Only three Principal Partnerships will be sold in a given year. Many other benefits are included and detailed below.

### Sponsor benefits include:

- Designation as Principal Partner in all materials and communications
- Representative seat on sponsor-year Steering Committee
- Hosting opportunities for nominee entry preparation workshops
- Podium opportunity to address guests at 2017 award luncheon
- Host/co-host a private event with featured/keynote speaker and clients
- 3 preferred-seating tables of 8 (24 seats total) at event with signage (*value: \$2,400*)
- Full-page advertisement in printed programs
- Display location for promotional or marketing materials and placement of materials or gift items at tables for award luncheon and roundtables.
- Prominent name or logo placement on all related communications and collateral
  - press releases
  - [www.gdbea.org](http://www.gdbea.org)
  - Print and electronic advertisements and announcements  
(*Call for nominations, invitations, announcements, reminders, etc.*)
  - All award and roundtable event signage

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## Supporting Partner - \$5,000

Supporting Partner is the second-highest level of category-exclusive support for the Greater Dallas Business Ethics Award program. This sponsorship provides marquee benefits for the award luncheon and VIP Reception as well as prominent positioning in all communications. Only one Supporting Partnership will be sold. Many other benefits are included and detailed below.

### Sponsor benefits include:

- Designation as Supporting Partner in all materials and communications
- Representative seat on sponsor-year Steering Committee
- Hosting opportunities for nominee entry preparation workshops
- 2 preferred-seating tables of 8 (16 seats total) at event with signage (*value: \$1,400*)
- Full-page advertisement in printed program
- Display location for promotional or marketing materials and placement of materials or gift items at tables for award luncheon and/or VIP reception.
- Prominent name or logo placement on all related communications and collateral
  - press releases
  - [www.gdbea.org](http://www.gdbea.org)
  - Print and electronic advertisements and announcements  
(*Call for nominations, invitations, announcements, reminders, etc.*)
  - All award event signage

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### Speaker and Judges VIP Networking Reception - \$2,500

Networking Reception sponsors will present and preside over a 20-minute pre-luncheon social event. Guests will receive coffee and soft drinks, light snacks while networking with the honorees, judges, keynote speaker and local business leaders.

#### **Sponsor benefits include:**

- Award program luncheon seating: 8 seats/tickets or 1 table with signage (*value: \$1,600*)
- Specific signage at entrance to and within the VIP Networking Reception room.
- Display location for promotional or marketing materials and placement of materials or gift items at tables, and/or in the VIP Networking Reception room.
- Full page advertisement in printed program
- Logo placement in the following GDBEA promotional/collateral materials:
  - GDBEA website [www.gdbea.org](http://www.gdbea.org) (*including links*)
  - Email communications
  - Live event program (*electronic*)
  - Event signage