

2024 LOEB AWARDS BANQUET & CELEBRATION

OCTOBER 10 \ 6 PM EDT @ RAINBOW ROOM \ NYC

Master of Ceremonies: Tyler Mathisen, CNBC

Reception · Awards Show · Celebration

Business Attire · Miso Cod or Glazed Short Rib · Open Bar All Night

EST. 1957

THE GERALD
LOEB
AWARDS

Distinguished Business
& Financial Journalism

THE G & R LOEB FOUNDATION, INC.

SPONSORSHIP LEVELS & TABLE RESERVATIONS

» 20% DISCOUNT: All media outlets and journalists on sponsorship levels

Sponsorships, tables, tickets, tribute ads & discount information: Kristen Kirkpatrick · 419-350-4963 · kristen.kirkpatrick@anderson.ucla.edu

		BRONZE	SILVER	GOLD	PLATINUM	DIAMOND
	NON-MEDIA	\$8,000	\$12,500	\$15,000	\$25,000	\$50,000
	20% MEDIA DISCOUNT	\$6,400	\$10,000	\$12,000	\$20,000	\$40,000
	501(c)(3) Tax Benefit*	✓	✓	✓	✓	✓
TABLE	Size	Partial	Full	Full	Full	Full
	Seats	6 Seats	10 Seats	10 Seats	10 Seats	12 Seats
WEBSITE/EMAILS	Logo <i>(in order by level)</i>	Text (no logo)	Small Logo	Medium Logo	Large Logo	Extra Large Logo
	Sponsor Listing	Text (no logo)	Small Logo	Medium Logo	Large Logo	Extra Large Logo
LOEB NEWSPAPER <i>(official event tribute publication)</i>	Ad Size		Quarter Page	Half Page	Full Page	Full Page <i>(choice: inside front or outside back)</i>
	MOTION GRAPHICS	Sponsor Loop	Grouped Logos (four per frame)	Grouped Logos (three per frame)	Grouped Logos (two per frame)	Individual Logo
DURING SHOW <i>(from the stage by Master of Ceremony)</i>	Announcement		✓	✓	✓	✓
PRESS RELEASE <i>(Post-event winners announcement national wire distribution by PR Newswire)</i>	Listing <i>(in order by level)</i>		✓	✓	✓	✓
TEXT (SMS) BLAST <i>(to all members of the Loeb Awards Newsroom SMS service)</i>	Post-Event <i>("Thank You" text message)</i>		✓	✓	✓	✓
CLINGS/LED PANELS/GOBOS <i>(display method dependent on venue regulations)</i>	Registration <i>(lower floor)</i>		Grouped Logos: All tiers hierarchy	Grouped Logos: All tiers hierarchy	Grouped Logos: All tiers hierarchy	Grouped Logos: All tiers hierarchy
	Arrival <i>(Rainbow Room floor)</i>			Grouped Logos: Gold	Grouped Logos: Platinum	Individual Logo
	Reception <i>(Rainbow Room floor)</i>			Grouped Logos: Gold	Grouped Logos: Platinum	Individual Logo
	Ballroom Entrance <i>(Rainbow Room floor)</i>					Individual Logo
COCKTAIL NAPKINS <i>(distributed by Rainbow Room staff throughout the event)</i>	Logo				Grouped logos	Single logo
DINNER MENU CARDS <i>(placed at each table setting)</i>	Logo					Exclusive
SOCIAL MENTIONS <i>(~30 million reach)</i>	Pre-Event					✓
	During Event			✓	✓	✓
	Post-Event		✓		✓	✓

*The G. and R. Loeb Foundation (EIN: 13-6121546) is a 501(c)(3) non-profit organization. Portions of the cost of sponsorships/tickets to events by organizations under section 501(c)(3) of the IRS Code may be tax deductible. Please consult your tax advisor.

Winners are announced LIVE only on this night!

Your support is vital to help continue our mission to encourage and recognize reporting on business and finance that informs and protects the private investor and the general public.

The G. and R. Loeb Foundation is a 501(c)(3) non-profit organization, and our most significant source of support is from banquet table, ticket and sponsorship sales. The only other source of support is competition entry fees.

The foundation has no employees, and the funds received go directly into the operation and administration of the Loeb Awards – the highest honors in business journalism in the United States.

TICKETS & ADS: Individual Options

» INDIVIDUAL ITEM DISCOUNTS:
20% Off - All media outlets & journalists. · 25% Off - All 2024 finalists & judges.

INDIVIDUAL TICKET - \$500

TRIBUTE JOURNAL ADS OR ACKNOWLEDGMENTS

- Full Page (10" x 21"): \$2,500
- Half Page (10" x 10"): \$1,250
- Quarter Page (4.85" x 10"): \$625

All Ads: Non-bleed and sizes (above) are the live area.
File Format: High Quality PDF or PDFx1a, Grayscale, 300dpi or higher.

Deadline for sponsor listing and ad inclusion in Tribute Journal is September 20.