



2024 Sponsorship Opportunities

Sponsorship Levels

PRESENTING \$15,000 & Above

- Upgrade to premiere signage at both events
- Upgrade to two e-blasts
- Upgrade to featured name and logo on VIP's website
- Spotlight on VIP's blog
- All below

DIAMOND \$10,000 & Above

- Sponsorship of Summer Pro Bono Program (SPBP)
- 5 tickets for summer associates for SPBP *
- Verbal recognition at Awards Night
- Upgrade to full-page ad in program
- Name and logo on VIP's website
- All below

PLATINUM \$7,500 & Above

- Signage placement at Awards Night
- Dedicated recognition social media post
- All below

GOLD \$5,000 & Above

- Half-page ad in Awards Night program
- Digital banner in e-blast + all below

SILVER \$2,500 & Above

- Listing on VIP's website
- Recognition in VIP's 2024 Annual Report

Awards Night info:
phillyvip.org/awards/

Summer Pro Bono info:
phillyvip.org/summer/

To guarantee an ad in VIP's communications material, sponsorships must be confirmed by April 12, 2024.

Please submit ads, logos, social media handles, and direct all questions to Jennifer Hwang at jhwang@phillyvip.org

Audience Reach

Awards Night Attendance:
125+ people

Summer Pro Bono Program Attendance:
90+ people

Invitation Circulation:
4,000+ people

Newsletter Distribution:
4,000+ people

Social Media Reach:
150+ corporate partners
280+ firm partners

* Space permitting



2024 Annual Awards Night Ad Purchases and Specs

THURSDAY, MAY 16 | 5:30 - 7:30 PM

Individual Ad / Banner Purchase

- Donors have the option to purchase ads and banners according to the following prices
 - \$1,500 - Full-page ad in program
 - \$1,000 - Half-page ad in program
 - \$500 - Two e-blast banners

Ad Specs

- All ads should be in PNG format or a high-resolution PDF
- Ads must be in color
- Program ads must adhere to the following dimensions:
 - Full-page ad: 8.5 inches x 11 inches (width x height)
 - Half-page ad: 8.5 inches x 5.5 inches (width x height)
- E-blast banners must adhere to the following dimensions:
 - 8 inches x 3 inches (width x height)

Awards Night info:
phillyvip.org/awards/

To guarantee an ad in VIP's communications material, sponsorships must be confirmed by **April 12, 2024.**

Please submit ads, logos, and social media handles to Jennifer Hwang at jhwang@phillyvip.org

Audience Reach

Awards Night Attendance:
125+ people

Invitation Circulation:
4,000+ people

Newsletter Distribution:
4,000+ people

Social Media Reach:
150+ corporate partners
280+ firm partners