

GLAAD MEDIA AWARDS

GLAAD.ORG/MEDIAAWARDS

#GLAADAWARDS



JOIN US!

LOS ANGELES

Thursday, March 14, 2024
The Beverly Hilton

NEW YORK

Saturday, May 11, 2024
New York Hilton Midtown

Join GLAAD for the largest, most legendary LGBTQ celebration in the world in 2024. Honoring those in the media who have shown exemplary achievements for fair, accurate, & inclusive representation of the LGBTQ community & the issues that affect our lives, the 35th Annual GLAAD Media Awards promises to deliver a sparkly mix of red carpet arrivals, iconic main stage moments, & an impactful message that demonstrates the value of representation & inclusion of LGBTQ people within all forms of media.

**Sponsor the GLAAD Media Awards & help rewrite the script
for LGBTQ acceptance**

Commitment Deadline: February 9, 2024



To learn more about corporate partnership opportunities, please contact the Strategic Partnerships team at partnerships@glaad.org

SPONSOR LEVELS & BENEFITS

PRESENTING SPONSOR (\$350,000)

- 35th Annual Presenting Sponsor naming rights in New York & Los Angeles (limited to 5 partners)
- 24 Presidential Tickets with access to pre-reception & after party per market - 48 tickets total
 - (*option to donate 4 seats to GLAAD for talent, GLAAD Media Institute advocate or award nominee)
- Dedicated on-stage moment at event:
 - Brand ambassador remarks, logo display & verbal mention (max 120 seconds)
- On-site sponsor activation:
 - Sampling opportunity/display space at pre-reception & after party - one 20x10 space (opportunity for activation collaboration with GLAAD Creative Team, production costs paid by sponsor)
 - Activation team member supplied by GLAAD
- Full page advertisement within each digital event program (hyperlink to brand's website included) - one ad for each market
- Commercial reel or static screen shot advertisement inclusion in ballroom video reel (60 seconds, looping during event)
- Static logo inclusion within the pre-reception & after party video logo loop displayed on monitors
- Logo presence on the red carpet & pre-reception Step-&-repeats
- Logo presence on the GLAAD Media Awards homepage (glaad.org/awards)
- Additional logo presence on event signage & collateral:
 - Digital Invitations
 - Corporate Sponsor Page
 - Digital Event Program
 - (Deadline of February 9, 2024 for logo inclusion)
- Dedicated social media post on a platform of GLAAD's choosing, reflecting on stage moment, or how their contribution helps GLAAD accelerate acceptance for the LGBTQ community- one social media post for each market (2 social media posts total)
- Access to GLAAD's Communications team to collaborate with & garner brand sponsorship inclusion in press release
- Brand mentions within all GLAAD Media Awards press releases
- GLAAD coordinated hotel room accommodations for top clients
- Text listing in GLAAD's 2024 Annual Report

MAJOR SPONSOR (\$225,000)

- 35th Annual Major Sponsor naming rights in New York & Los Angeles (limited to 5 partners)
- 20 Presidential Tickets with access to pre-reception & after party per market - 40 tickets total
 - (*option to donate 4 seats to GLAAD for talent, GLAAD Media Institute advocate & an award nominee)
- Verbal mention from stage during event
- On-site sponsor activation:
 - Sampling opportunity/display space at pre-reception & after party - one 10x10 space (opportunity for activation collaboration with GLAAD Creative Team, production costs paid by sponsor)
 - Activation team member supplied by GLAAD
- Full page advertisement within each digital event program (hyperlink to brand's website included) - one ad for each market
- Logo presence on the GLAAD Media Awards homepage (glaad.org/awards)
- Commercial reel or static screen shot advertisement inclusion in ballroom video reel (30 seconds, looping during event)
- Static logo inclusion within the pre-reception & after party video logo loop displayed on monitors
- Additional logo presence on event signage & collateral including:
 - Digital Invitations
 - Corporate Sponsor Page
 - Digital Event Program
 - (Deadline of February 9, 2024 for logo inclusion)
- Brand mentions within all GLAAD Media Awards press releases
- GLAAD coordinated hotel room accommodations for top clients
- Text listing in GLAAD's 2024 Annual Report

**CUSTOM SPONSORSHIP
OPPORTUNITIES AVAILABLE
UPON REQUEST**

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SPONSOR LEVELS & BENEFITS

OFFICIAL SPONSOR (\$175,000)

- 35th Annual Official Sponsor naming rights in New York & Los Angeles (limited to 5 partners)
- 12 Presidential Tickets with access to pre-reception & after party per market - 24 tickets total
 - (*option to donate 4 seats to GLAAD for talent, GLAAD Media Institute advocate & an award nominee)
- Verbal mention from stage during the event
- On-site sponsor activation:
 - Sampling opportunity/display space at pre-reception & after party - one 10x10 space (opportunity for activation collaboration with GLAAD Creative Team, production costs paid by sponsor)
 - Activation team member supplied by GLAAD
- Full page advertisement within each digital event program (hyperlink to brand's website included) - one ad For each market
- Logo presence on the GLAAD Media Awards homepage (glaad.org/awards)
- Commercial reel or static screen shot advertisement inclusion in ballroom video reel (15 seconds, looping during event)
- Static logo inclusion within the pre-reception & after party video logo loop displayed on monitors
- Additional logo presence on event signage & collateral including:
 - Digital Invitations
 - Corporate Sponsor Page
 - Digital Event Program
 - (Deadline of February 9, 2024 for logo inclusion)
- Brand mentions within select GLAAD Media Awards press releases
- GLAAD coordinated hotel room accommodations for top clients
- Text listing in GLAAD's 2024 Annual Report

TITANIUM SPONSOR (\$100,000)

- 35th Annual Titanium Sponsor naming rights in New York & Los Angeles (limited to 5 partners)
- 10 Premium Tickets with access to pre-reception & after party per market (NY & LA) - 20 tickets total
 - (*option to donate 2 seats to GLAAD for talent, GLAAD Media Institute advocate & an award nominee)
- Full page advertisement within each digital event program (hyperlink to brand's website included) - one ad For each market
- Static logo inclusion within the pre-reception & after party video logo loop displayed on monitors
- Additional logo presence on event signage & collateral including:
 - Digital Invitations
 - Corporate Sponsor Page
 - Digital Event Program
 - (Deadline of February 9, 2024 for logo inclusion)
- Text listing in GLAAD's 2024 Annual Report

PLATINUM SPONSOR (\$60,000)

- 35th Annual Platinum Sponsor naming rights in New York or Los Angeles
- 12 Regular Tickets with entrance to pre-reception & access to after party (NY or LA)
 - (*option to donate 2 seats to GLAAD for talent, GLAAD Media Institute advocate & an award nominee)
- Full page advertisement within the NY or LA digital event program (hyperlink to brand's website included)
- Static logo inclusion within the pre-reception & after party video logo loop displayed on monitors
- Additional logo presence on event signage & collateral including:
 - Digital Invitations
 - Corporate Sponsor Page
 - Digital Event Program
 - (Deadline of February 9, 2024 for logo inclusion)
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SPONSOR LEVELS & BENEFITS

GOLD SPONSOR (\$40,000) (LIMITED QUANTITIES AVAILABLE)

- 35th Annual Gold Sponsor naming rights in New York or Los Angeles
- 10 Regular Tickets with access to pre-reception & after party (NY or LA)
 - (*option to donate 2 seats to GLAAD for talent, GLAAD Media Institute advocate & an award nominee)
- Half page advertisement within the NY or LA digital event program (hyperlink to brand's website included)
- Static logo inclusion within the pre-reception & after party video logo loop displayed on monitors
- Additional logo presence on event signage & collateral including:
 - Digital Invitations
 - Corporate Sponsor Page
 - Digital Event Program
 - (Deadline of February 9, 2024 for logo inclusion)
- Text listing in GLAAD's 2024 Annual Report

SILVER SPONSOR (\$25,000) (LIMITED QUANTITIES AVAILABLE)

- 35th Annual Silver Sponsor naming rights in New York or Los Angeles
- 6 Regular Tickets with access to pre-reception & after party (NY or LA)
- Quarter page advertisement within the NY or LA digital event program (hyperlink to brand's website included)
- Static logo inclusion within the pre-reception & after party video logo loop displayed on monitors
- Additional logo presence on event signage & collateral including:
 - Digital Invitations
 - Corporate Sponsor Page
 - Digital Event Program
 - (Deadline of February 9, 2024 for logo inclusion)
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ADDITIONAL SPONSORSHIP PACKAGES

PRE-AWARDS RECEPTION PRESENTING SPONSOR - NY OR LA (LIMIT 1 PER MARKET) | \$125,000

- Naming Rights: "GLAAD Media Award Pre-Award Reception hosted by (Brand)"
- Brand logo on Pre-Awards Reception Step & Repeat
- 10 Premium tickets with access to pre-reception & after party (NY or LA)
- Static logo inclusion within the pre-reception & video logo loop displayed on monitors
- One (1) 10 x 10 activation space
- One (1) dedicated social media post on a platform of GLAAD's choosing, reflecting their on stage moment, or how their contribution helps GLAAD accelerate acceptance for the LGBTQ community
- Logo Presence on the GLAAD Media Awards homepage (glaad.org/awards)
- Gobo logo projection (NY only)
- Additional logo presence on event collateral including:
 - Corporate Sponsor Page
 - Digital Event Program
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ADDITIONAL SPONSORSHIP PACKAGES

AFTER PARTY PRESENTING SPONSOR - NY OR LA (LIMIT 1 PER MARKET) | \$125,000

- Naming Rights: "GLAAD Media Award After Party hosted by (brand)"
- Brand logo on Pre-Awards Reception Step & Repeat
- 10 Premium tickets with access to pre-reception & after party (NY or LA)
- Static logo inclusion within the pre-reception & video logo loop displayed on monitors
- One (1) 10 x 10 activation space
- One (1) dedicated social media post on a platform of GLAAD's choosing, reflecting their on stage moment, or how their contribution helps GLAAD accelerate acceptance for the LGBTQ community
- Logo Presence on the GLAAD Media Awards homepage (glaad.org/awards)
- Gobo logo projection (NY only)
- Additional logo presence on event collateral including:
 - Corporate Sponsor Page
 - Digital Event Program
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DIGITAL CENTERPIECE SPONSOR NY OR LA (LIMIT 4 PER MARKET) \$25,000

- Company logo placed prominently on iPad table centerpiece frames
- Rotation of logo or brand message on iPad screens during the event
- 4 Regular Tickets with access to pre-reception & after party (NY or LA)
- Half page advertisement within the NY or LA digital event program (hyperlink to brand's website included)
- Additional logo presence on event signage & collateral including:
 - Corporate Sponsor Page
 - Digital Event Program
- Logo presence on the GLAAD Media Awards homepage (glaad.org/awards)
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AUCTION PRESENTING SPONSOR NY OR LA (LIMIT 1 PER MARKET) \$50,000

- Naming Rights: "GLAAD Media Awards Auction Presented by (Brand)"
- Rotation of logo on large screens during the auction
- Premier placement of auction prize in presentation (cost of prize will be responsibility of the sponsor)
- 6 Regular Tickets with access to pre-reception & after party
- Half page advertisement within the NY or LA digital event program (hyperlink to brand's website included)
- Additional logo presence on event collateral including:
 - Corporate Sponsor Page
 - Digital Event Program
- Logo presence on the GLAAD Media Awards homepage (glaad.org/awards)
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