

24TH ANNUAL ART DIRECTORS GUILD AWARDS

February 1, 2020 | InterContinental Los Angeles Downtown

SPONSORSHIP
opportunities

PRESENTING SPONSORSHIP BENEFITS

Inside the room:

- Exclusivity as the sole ‘Presenting Sponsor’ of the 24th Annual ADG Excellence in Production Design Awards and branding as Presenting Sponsor on all event materials
- Special recognition from the podium by the event host, and on-screen displays during the awards banquet dinner
- One-minute sizzle reel of sponsor product/brand in film, incorporated into the show
- Naming rights to the 24th Annual ADG Cinematic Imagery Award (“Presented by...”)
- Ability to have a company representative co-present the award with a celebrity
- Large Product display area within the lobby area
- Ability to provide centerpieces for all tables
- Logo identification and product placement in the green room
- Two premium tables of ten (10) with most prominent positioning near stage
- Celebrity presenter seated at each table *
- Priority logo/name identification on press arrivals step & repeat with ADG
- Priority logo/name identification on Livestream from the Red Carpet broadcast
- Interview with Company Rep during the Livestream from the Red Carpet broadcast
- Ability to insert 4 x :30 branding spots into the Livestream from the Red Carpet broadcast
- Special recognition as the Presenting Sponsor in the commemorative *ADG Awards Journal*
- Back cover ad position in the commemorative *ADG Awards Journal*
- Priority branding as the Presenting Sponsor on signage at the lobby bar
- Ability to be the exclusive host of the ADG Awards after-party

* Celebrity presenter will have the option of bringing a guest, which will affect the number of seats at the tables

Outside the room:

- Branding as Presenting Sponsor on all press releases, promotional materials & invitations and on the official ADG website
- Company logo and/or sponsor recognition on media partner ads in *The Hollywood Reporter* (pre-awards) and *Variety* (post-awards)
- Feature article in post-awards edition of *Perspective*, focusing on sponsor’s product and design excellence (design-related article to be provided by Sponsor)
- Six (6) full-page ads in *Perspective*, the Guild’s official member publication, distributed to all attending and non-attending Guild members
- Twelve (12) months of 440 x 440 web ads on the ‘Awards’ pages of the official ADG website
- Ability to sponsor ADG Oscar Panel in 2020—day before the Oscars
- One-year subscription to *Perspective* magazine



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DESIGN ICON SPONSORSHIP BENEFITS

Inside the room:

- Exclusivity as a 'Design Icon Sponsor' of the 24th Annual ADG Excellence in Production Design Awards and branding as a Design Icon Sponsor on all event materials
 - Special recognition from the podium by the event host, and on-screen displays during the awards banquet dinner
 - Premium Product display area within the lobby
 - :30 sizzle reel of sponsor product/brand in film, incorporated into the show
 - Logo identification and product placement in the green room
 - Two premium tables of eight (8) with most prominent positioning near stage
 - Celebrity presenter seated at each table *
 - Priority logo/name identification on press arrivals step & repeat with ADG
 - Priority logo/name identification on Livestream from the Red Carpet broadcast
 - Interview with Company Rep during the Livestream from the Red Carpet broadcast
 - Ability to insert 2 x :30 branding spots into the Livestream from the Red Carpet broadcast
 - Exclusive logo identification, with ADG, on backstage/green room press banner
 - Special recognition as a Design Icon Sponsor in the commemorative *ADG Awards Journal*
 - Premium full-page color ad in the commemorative *ADG Awards Journal*
 - Priority branding as a Design Icon Sponsor on signage at the lobby bar
- * Celebrity presenter will have the option of bringing a guest, which will affect the number of seats at the tables

Outside the room:

- Branding as a Design Icon Sponsor on all press releases, promotional materials & invitations and on the official ADG website
- Company logo and/or sponsor recognition on media partner ads in *The Hollywood Reporter* (pre-awards) and *Variety* (post-awards)
- Six (6) full-page ads in *Perspective*, the Guild's official member publication, distributed to all attending and non-attending Guild members
- Twelve (12) months of 440 x 440 web ads on the 'Awards' pages of the official ADG website
- One-year subscription to *Perspective* magazine
- One year of tickets to the ADG Film Society screenings (6 per year, 2 tickets each)

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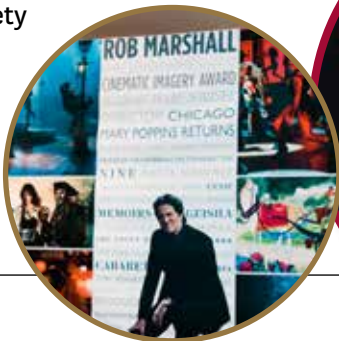
DESIGN VANGUARD SPONSORSHIP BENEFITS

Inside the room:

- Branding as a Design Vanguard Sponsor of the 24th Annual ADG Excellence in Production Design Awards on promotional materials and press releases
- Category exclusivity at the Design Vanguard Level in one category each (e.g.: fixtures, paint, furniture)
- Premium Product display area within the lobby
- Recognition as the official co-host of the ADG Awards after-party, including recognition from the stage, and special branding at the after-party
- One Design Vanguard Level table, twelve (12) tickets to the event with priority seating near the stage, for company representatives, clients or Guild artists
- Special recognition from the podium by the event host
- Priority logo/name identification on press arrivals step & repeat for the press-covered celebrity Red Carpet
- Priority logo/name identification on Livestream from the Red Carpet broadcast
- Interview with Company Rep during the Livestream from the Red Carpet broadcast
- Ability to insert 1 x :30 branding spot into the Livestream from the Red Carpet broadcast
- Recognition as a Design Vanguard Sponsor via on-screen displays during the awards banquet dinner
- Premium full-page color ad in the commemorative *ADG Awards Journal*
- Priority branding as a Design Vanguard Sponsor of the event on signage at the lobby bar
- Ability to provide VIP gifts to all celebrity presenters, nominees and winners
- Logo identification and product placement in the green room

Outside the room:

- Branding as a Design Vanguard Sponsor on the official ADG website
- Company logo and/or sponsor recognition on media partner ads in *The Hollywood Reporter* (pre-awards) and *Variety* (post-awards)
- Three (3) full-page ads in ADG's *Perspective* member publication, distributed bimonthly to all attending and non-attending Guild members
- Six (6) months of 440 x 440 web ads on the 'Awards' pages of the official ADG website
- One-year subscription to *Perspective* magazine
- One year of tickets to the ADG Film Society screenings (6 per year, 2 tickets per screening)



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DESIGN INNOVATOR SPONSORSHIP BENEFITS

Inside the room:

- Recognition as a Design Innovator Sponsor of the 24th Annual ADG Excellence in Production Design Awards
- Branding as a Design Innovator Sponsor on printed Guild materials and press releases
- Recognition as a Design Innovator Sponsor via on-screen displays before and during event
- Recognition as the official co-host of the ADG Awards after-party, including recognition from the stage, and special branding at the after-party
- Logo/name identification on the step & repeat for the press-covered celebrity Red Carpet
- Large logo/name identification on Livestream from the Red Carpet broadcast
- Interview with Company Rep during the Livestream from the Red Carpet broadcast
- Large logo branding as a Design Innovator Sponsor of the event on signage at the lobby bar
- Ability to participate in group VIP gift bags to all presenters, nominees, winners and celebrities
- Designated area for product display in the lobby area
- Ten (10) tickets to the event with priority seating near the stage for company representatives, clients or Guild artists
- Full-page ad in the commemorative *ADG Awards Journal*, distributed to all attendees
- Recognition as a Design Innovator Sponsor on the 'Thank You' page of the commemorative program book

Outside the room:

- Secondary company logo and/or sponsor recognition on media partner ads in *The Hollywood Reporter* (pre-awards) and *Variety* (post-awards)
- Three (3) full-page ads in *Perspective*, the Guild's official member publication, distributed to all attending and non-attending Guild members
- Three (3) months of 440 x 440 web ads on the 'Awards' pages of the official Guild website
- One-year subscription to *Perspective* magazine



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PREMIER LEVEL SPONSORSHIP BENEFITS | \$25,000

Inside the room:

- Branding as a Premier Level Sponsor of the 24th Annual ADG Excellence in Production Design Awards on event and promotional materials
- Priority branding as a Premier Level Sponsor of the event on signage at the lobby bar
- Ability to participate in group VIP gift bags to all presenters, nominees, winners and celebrities
- Premier Level premium positioned table of 12 guests, near the stage
- Recognition as a Premier Level Sponsor via on-screen displays before and during event
- Interview with Company Rep during the Livestream from the Red Carpet broadcast
- Full-page ad in the commemorative *ADG Awards Journal*, distributed to all attendees
- Recognition as a Premier Level Sponsor on the 'Thank You' page of the commemorative program book

Outside the room:

- Priority company logo and/or sponsor recognition on media partner ads in *The Hollywood Reporter* (pre-awards) and *Variety* (post-awards)
- Two (2) full-page ads in *Perspective*, the Guild's official member publication, distributed to all attending and non-attending Guild members—pre-awards or post-awards issue
- Three (3) months of 440 x 440 web ads on the 'Awards' pages of the official Guild website
- One-year subscription to *Perspective* magazine



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DIAMOND LEVEL SPONSORSHIP BENEFITS | \$15,000

- Branding as a Diamond Level Sponsor of the 24th Annual ADG Excellence in Production Design Awards on event and promotional materials
- Recognition as the official co-host of the ADG Awards after-party, including recognition from the stage, and special branding at the after-party
- Diamond Level premium-positioned table of 12 guests, near the stage
- Recognition as a Diamond Level Sponsor during awards dinner via on-screen displays and 'Thank You' page in the commemorative *ADG Awards Journal*
- Interview with Company Rep during the Livestream from the Red Carpet
- Full-page Diamond Level Sponsor ad with priority (far forward) placement in the commemorative *ADG Awards Journal*, distributed to all attendees, presenters and nominees/honorees
- Branding as a Diamond Level Sponsor on signage at the lobby bar
- Recognition as a Diamond Level Sponsor on the 'Awards' page of the Guild's official website, ADG.org
- Company logo and Diamond Level Sponsor recognition on media partner ads in *The Hollywood Reporter* (pre-awards) and *Variety* (post-awards)

PLATINUM LEVEL SPONSORSHIP BENEFITS | \$10,500

- Branding as a Platinum Level Sponsor of the 24th Annual ADG Excellence in Production Design Awards on event and promotional materials
- Platinum Level premium-positioned table of 12 guests, near the stage
- Recognition as a Platinum Level Sponsor during awards dinner via on-screen displays and 'Thank You' page in the commemorative *ADG Awards Journal*
- Interview with Company Rep during the Livestream from the Red Carpet
- Full-page Platinum Level Sponsor ad with priority (far forward) placement in the commemorative *ADG Awards Journal*, distributed to all attendees, presenters and nominees/honorees
- Branding as a Platinum Level Sponsor on signage at the lobby bar
- Recognition as a Platinum Level Sponsor on the 'Awards' page of the Guild's official website, ADG.org
- Company logo and Platinum Level Sponsor recognition on media partner ads in *The Hollywood Reporter* (pre-awards) and *Variety* (post-awards)

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GOLD LEVEL SPONSORSHIP BENEFITS | \$8,000

- Branding as a Gold Level Sponsor of the 24th Annual ADG Excellence in Production Design Awards on event and promotional materials
- Gold Level table of 10 guests, with preferred seating
- Recognition as a Gold Level Sponsor during awards dinner via on-screen displays and 'Thank You' page in the commemorative *ADG Awards Journal*
- Gold Level Sponsor page with priority placement (after Platinum) in the commemorative *ADG Awards Journal*
- Branding as a Gold Level Sponsor on signage at the lobby bar
- Recognition as a Gold Level Sponsor on the 'Awards' page on ADG.org
- Sponsor recognition on media partner ads in *The Hollywood Reporter* (pre-awards) and *Variety* (post-awards)

SILVER LEVEL SPONSORSHIP BENEFITS | \$5,500

- Branding as a Silver Level Sponsor of the 24th Annual ADG Excellence in Production Design Awards on event and promotional materials
- Silver Level table for 8 guests, preferred seating
- Recognition as a Silver Level Sponsor during awards dinner via on-screen displays and 'Thank You' page in the commemorative *ADG Awards Journal*
- Silver Level Sponsor page with priority placement (after Gold) in the commemorative *ADG Awards Journal*
- Branding as a Silver Level Sponsor on signage at the lobby bar
- Recognition as a Silver Level Sponsor on the 'Awards' page on ADG.org



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