



2021 ATHENA Awards Program Sponsorship Opportunities

The Pittsburgh Technology Council in partnership with FortyX80 is proud to host one of the largest ATHENA gatherings in the world. The ATHENA Awards Program of Greater Pittsburgh recognizes women who demonstrate excellence in their profession, contribute to their community, and mentor and support other women. Its annual luncheon – this year on Friday, September 10 – attracts nearly 800 female and male leaders from across southwestern Pennsylvania.

All levels of sponsorship receive the following:

- ◆ Verbal recognition by presenter at the virtual awards luncheon
- ◆ Recognition as sponsor in news releases and advisories
- ◆ Recognition as sponsor with a link to organization's website on the ATHENA Awards webpage
- ◆ Opportunity to serve on the ATHENA Awards Program Host Committee

There are currently several levels of sponsorship available for the 2021 program:

Presenting Sponsor - \$15,000*

- ◆ Opportunity for organization's representative to speak at the awards luncheon
- ◆ Prominent name and logo recognition on event invitations and advertisements
- ◆ Name and logo recognition on banner/ad played during virtual awards luncheon
- ◆ 30-second spot run during the virtual ATHENA event
- ◆ 8 dedicated social media posts
- ◆ Verbal recognition by presenter at **DATE TBD** ATHENA Nominees Reception
- ◆ Opportunity to serve on the ATHENA Awards Selection Committee
- ◆ *If event is held in-person, sponsor will have 20 tickets to the main event*

** Please note: UPMC Health Plan has secured **sponsor exclusivity** within the healthcare sector in 2018 and has first right of refusal for 2020. Industry exclusivity is available in other sectors for \$25,000.*

Diamond Sponsor - \$10,000

- ◆ Name and logo recognition on event invitations and advertisements (larger font than smaller sponsors)
- ◆ Name and logo recognition on banner/ad played during the awards luncheon
- ◆ 15-second spot run during the virtual ATHENA event
- ◆ 5 dedicated social media posts
- ◆ Verbal recognition by presenter at **DATE TBD** ATHENA Nominees Reception
- ◆ Opportunity to serve on the ATHENA Awards Selection Committee
- ◆ *If event is held in-person, sponsor will 20 tickets to the main event*

Photobooth Sponsor: \$7,500

- ◆ Inclusion in all pre- and post-event promotion on Council media platforms
- ◆ List of attendees (name, title and company only; post-event)
- ◆ Corporate logo on event website, event virtual signage and videos
- ◆ Company Name Recognition in ceremony opening remarks
- ◆ Branded frame around the Zoom for the entire Awards Show
- ◆ 15-second spot run during the virtual ATHENA event
- ◆ 5 dedicated social media posts
- ◆ Verbal recognition by presenter at DATE TBD ATHENA Nominees Reception
- ◆ *If event is held in-person, sponsor will have 10 tickets to the main event*

Gold Sponsor - \$5,000

- ◆ Name and logo recognition on event invitations and advertisements
- ◆ Name and logo recognition on banner/ad played during the awards luncheon
- ◆ 15-second spot run during the virtual ATHENA event
- ◆ 3 dedicated social media posts
- ◆ *If event is held in-person, sponsor will have 15 tickets to the main event*

Silver Sponsor - \$2,000

- ◆ Name recognition on event invitations and advertisements
- ◆ Name recognition on banner/ad played during the awards luncheon
- ◆ 2 dedicated social media posts
- ◆ *If event is held in-person, sponsor will have 10 tickets to the main event*

Add an ad to your sponsorship:**

- ◆ Full Page (9"W x 12"H): \$1,200
- ◆ Half Page (8"W x 5"H): \$950
- ◆ Quarter Page(3.875"H x 5"H): \$500

For more information on sponsorships, please contact Ashley Steckel, Director of Business Development and Advertising, at 412.918.4821 or asteckel@pghtech.org.

***ads are not tax deductible*