



ROCHESTER BUSINESS JOURNAL WESTERN NEW YORK THE DAILY RECORD 2020

# EXCELLENCE

IN CONSTRUCTION & REAL ESTATE

Excellence in Construction & Real Estate celebrates the individuals who are changing the landscape of the Rochester region through design, construction, project management, lending, innovation and more. These individuals and their companies are creating jobs, building healthy spaces, helping families and companies achieve their dreams, and leading the way toward growth and prosperity for the community.

---

**Materials Deadline: October 5, 2020**  
**Space Deadline: September 30, 2020**  
**Virtual Event Date: October 29, 2020**  
**Publication Date: October 30, 2020**

ROCHESTER BUSINESS JOURNAL WESTERN NEW YORK THE DAILY RECORD 2020

# EXCELLENCE

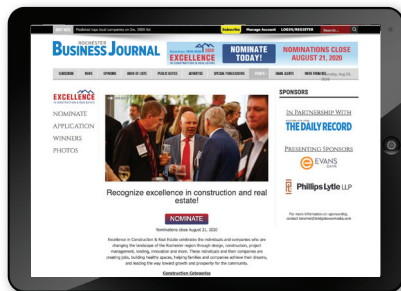
IN CONSTRUCTION & REAL ESTATE



Promotional Materials



Awards Magazine



RBJ.net

## Mission

Excellence in Construction & Real Estate celebrates the individuals who are changing the landscape of the Rochester region through design, construction, project management, lending, innovation and more. These individuals and their companies are creating jobs, building healthy spaces, helping families and companies achieve their dreams, and leading the way toward growth and prosperity for the community.

## Format

A virtual awards celebration will be held on October 29 honoring outstanding Construction & Real Estate professionals in the Greater Rochester community. Winners and guests will join us from their homes, offices or any location to watch the event and participate through comments and photos. The event will start at 5 p.m. with the awards celebration. We invite our guests, sponsors and winners to grab their favorite meal and drink and celebrate these amazing legal leaders across Rochester. Attendance is limited to sponsors, winners and registered guests.

## How Nominees are Selected

The Rochester Business Journal will select the honorees based on nominations, completed applications and letters of reference as well as the impact of the achievement in the Real Estate and Construction community.

## Why Sponsor?

- Targeted marketing and lead generation
- Multimedia exposure to the Rochester Business Journal's print readers, 32,000 opt-in email subscribers and over 50,000 website visitors and over 26,000 social media followers.
- Aligning your company with other respected brands and showing your commitment to supporting Rochester's leaders.

## Presenting Sponsor

(Two Available)

**\$7,000**

### Sponsorship Package Includes:

- Sponsor logo on the front cover of the awards magazine with your logo identified as the presenting sponsor.
- Company logo will appear prominently in all print and web promotional advertising leading up to the celebration, at the virtual event and on the event landing page from the time the contract is signed until one month after the event. Social media posts shared on RBJ and Daily Record social media channels reaching 14,600 Twitter followers, 14,000 LinkedIn followers and 3,300 Facebook followers with your logo recognized as the presenting sponsor of Excellence in RE & Construction.
- Company representative will have the opportunity to provide a message to the audience for 2 to 3 minutes during the program. It will be pre-recorded in advance of the virtual event.
- Your company can provide a 45-second marketing video that will be shown during the event. Your marketing video will also be shared on RBJ and Daily Record social media channels reaching 14,600 Twitter followers, 14,000 LinkedIn followers and 3,300 Facebook followers.
- Your company has the opportunity to include a congratulatory letter and / or gift for each winner in the winner gift box that will include the award, awards magazine, any sponsor gifts and overall virtual event direction.
- Opportunity to send your personal message to all of the winners and to the RBJ's opt-in database of 15,000+ emails from your organization through a co-branded email. This must be used by 11/30/2020.
- Your sponsorship includes serving as a co-host for a winner virtual happy hour on Zoom held the week before the event. Winners will meet each other; share answers to a few questions posted to them ahead of time and hear from the top sponsors. As presenting sponsor you will receive 2 to 3 minutes to introduce your organization and congratulate the winners.
- The opportunity to submit a 15-second, shout-out congratulations video clip from your organization. This can be from your phone, a Zoom video clip or a professionally created video. It will be played with the winner's video of your choice or after a group of winners.
- A full page (7.38"W x 9.5"H, four color) ad in a premium position in the awards magazine which is inserted in the RBJ and Daily Record and mailed to all winners as part of the winner package.
- A 500-word sponsor profile in the awards magazine.
- Contact information for all event attendees and winners.
- A leaderboard ad (728 x 90) to run for one week in an RBJ e-newsletter.
- Registration for 20 people to attend the celebration online and participate in the live conversation during the event using interactive posts and photographs.
- Contact information for all 2020 event attendees and winners.
- First right to renew sponsorship at this level for the following year.

## Awards Sponsor

(One Available)

**\$6,000**

### Sponsorship Package Includes:

- Sponsor logo on the front cover of the awards magazine with your logo identified as the Awards Sponsor.
- Your logo on every award identified as the award sponsor.
- Company logo will appear prominently in all print and web promotional advertising leading up to the celebration, at the virtual event and on the event landing page from the time the contract is signed until one month after the event.
- Company representative will have the opportunity to provide a message to the audience for 1 to 2 minutes before the awards portion of the program. It will be pre-recorded in advance of the virtual event.
- our company can provide a 30-second marketing video that will be shown during the event. Your marketing video will also be shared on RBJ and Daily Record social media channels reaching 14,600 Twitter followers, 14,000 LinkedIn followers and 3,300 Facebook followers.
- Your company has the opportunity to include a gift for each winner in the winner gift box that will include the award, awards magazine, any sponsor gifts and overall virtual event direction.
- Opportunity to send your personal message to all of the winners and to the RBJ's opt-in database of 15,000+ emails from your organization through a co-branded email. This must be used by 11/30/2020.
- Your sponsorship includes serving as a co-host for a winner virtual happy hour on Zoom held the week before the event. Winners will meet each other; share answers to a few questions posted to them ahead of time and hear from the top sponsors. As presenting sponsor you will receive 2 to 3 minutes to introduce your organization and congratulate the winners.
- The opportunity to submit a 15-second shout-out congratulations video clip from your organization. This can be from your phone, a zoom video clip or a professionally created video. It will be played with the winner's video of your choice or after a group of winners.
- A full page (7.38"W x 9.5"H) four-color ad in a premium position in the awards magazine which is inserted in the RBJ and Daily Record and mailed to all winners as part of the winner package.
- A 500-word sponsor profile in the awards magazine.
- Contact information for all 2020 event attendees and winners.
- Registration for 10 people to attend the celebration online and participate in the live conversation during the event using interactive posts and photographs.
- First right to renew sponsorship at this level for the following year.

## Live Stream Sponsor

(One Available)

# \$3,500

### Sponsorship Package Includes:

- Your company will be highlighted as the Live Stream sponsor. Your Logo will appear during the entire show on the virtual stage right next to where all of the live social posts are showing on the screen.
- Company logo will appear prominently in all print and web promotional advertising leading up to the celebration, at the virtual event and on the event landing page from the time the contract is signed until one month after the event.
- Opportunity to send your personal message to all of the winners and to the RBJ's opt-in database from your organization through a co-branded email. This must be used by 10/31/2020.
- Registration for 10 people to attend the celebration online and participate in the live conversation during the event using interactive posts and photographs.
- Your logo will be promoted through all of the RBJ and Daily Record social media channels during the event as the Live Stream Sponsor reaching 14,600 Twitter followers, 14,000 LinkedIn followers and 3,300 Facebook followers.
- Your sponsorship includes serving as a co-host for a winner virtual happy hour on Zoom held the week before the event. Winners will meet each other; share answers to a few questions posted to them ahead of time and hear from the top sponsors. As presenting sponsor you will receive 2 to 3 minutes to introduce your organization and congratulate the winners.
- Sponsor has the opportunity to include a gift for each winner in the winner gift box that will include the award, awards magazine, any sponsor gifts and overall virtual event direction.
- The opportunity to submit a 15-second, shout-out congratulations video clip from your organization. This can be from your phone, a Zoom video clip or a professionally created video. It will be played when the winners' name of your choice is announced during the event.
- A full page (7.38"W x 9.5"H) full color ad in the awards magazine.
- A 500-word sponsor profile in the awards magazine which is inserted into the RBJ and mailed to all winners.
- Contact information for all 2020 winners.
- Guaranteed first right of refusal to renew this sponsorship for 2021.

## Social Media Sponsor

(One Available)

# \$3,500

### Sponsorship Package Includes:

- Your company will be highlighted as the social media sponsor. Your Logo will appear during the entire show in the space on the virtual stage where all of social media posts to #RBJEvents appear live throughout the show.
- Company logo will appear prominently in all print and web promotional advertising leading up to the celebration, at the virtual event and on the event landing page from the time the contract is signed until one month after the event.
- The opportunity to submit a 15-second, shout-out congratulations video clip from your organization. This can be from your phone, a zoom video clip or a professionally created video. It will be played when the winners' name of your choice is announced during the event.
- Your logo will be promoted through all of the RBJ and Daily Record social media channels during the event as the Social Media Sponsor reaching 14,600 Twitter followers, 14,000 LinkedIn followers and 3,300 Facebook followers.
- Sponsor has the opportunity to include a gift for each winner in the winner gift box that will include the award, awards magazine, any sponsor gifts and overall virtual event direction.
- Registration for 10 people to attend the celebration online and participate in the live conversation during the event using interactive posts and photographs.
- A full page (7.38"W x 9.5"H), four-color advertisement in the awards magazine and the digital edition.
- A 250-word profile to be included in the awards magazine.
- Contact information for all 2020 winners.
- Guaranteed first right of refusal to renew this sponsorship for 2021.

## Virtual Celebration Sponsor (Unlimited)

# \$2,000

### Sponsorship Package Includes:

- Company name will appear prominently in all print and web promotional advertising leading up to the celebration, at the virtual event and on the event landing page from the time the contract is signed until one month after the event.
- The opportunity to submit a 15-second, shout-out congratulations video clip from your organization. This can be from your phone, a Zoom video clip or a professionally created video. It will be played when the winners' name is announced during the event.
- Registration for 10 people to attend the celebration online and participate in the live conversation during the event using interactive posts and photographs.
- A half page (7.38"W x 4.63"H) four-color in the awards magazine.

## Advertising Opportunities

*Net Advertising Rates. Ads are magazine, gloss and include four-color*

Full Page	7.38"w x 9.5"h	\$3,250
Half Horizontal	7.38"w x 4.63"h	\$2,430
One-Quarter Horizontal	7.38"w x 2.2"h	\$1,250
Back Cover	7.38"w x 9.5"h	\$4,250

## Important Dates

- Space Reservation Deadline:** September 30
- Materials Deadline:** October 5
- Publication Date:** October 30
- Virtual Awards Celebration:** October 29

For advertising details contact your account manager or Suzanne Fischer-Huettner at [shuettner@bridgetowermedia.com](mailto:shuettner@bridgetowermedia.com)