

2022 Lantern Awards of Texas Sponsorships



Date: Thursday, November 17, 2022

Time: Winner's Gala opens at 5 p.m.

Awards Show and Dinner are from 6:30 – 8:30 p.m.

Place: The Ballroom at Bayou Place

500 Texas Avenue

Houston, TX 77002

Details:

- Largest annual event showcasing the top marketing programs in Texas
- Event promotion sent to 3,000+ influential Houston B2B marketers
 - ✓ Sent 2x per week for six weeks leading up to event
- Average attendance of 350+ marketing professionals within B2B-focused organizations
- Event webpage receives 1,400 pageviews per month
- Social media following of 4000+ marketers

[Click here for 2021 Event Information](#)

[Click here for 2020 Event Photos](#)

[Click here for 2019 Event Photos](#)

Underwriter @ \$7,500

- Premier table for 12 (near front of stage)
- Logo featured on venue's stairway entrance (co branded with HBMA)
- Option to distribute promotional item to each attendee at their table place or at venue
- Option to run a short corporate video (30 – 60 seconds) during the awards program (must provide)
- Logo recognition on all email communications
- Most prominent logo recognition on inside of event program
- Most prominent logo recognition on sponsorship signage at gala
- Most prominent logo recognition on event website (www.lanternawardsoftexas.com)
- Most prominent logo recognition on entry submission website, confirmation page and email (*if secured before judging is complete: late October*)
- Most prominent logo recognition in sponsor loop presentation during gala seating
- Most prominent logo, company name, and company description in printed event program
- Recognition on HBMA social media channels (2,300+ reach)

Gala Printed Program Sponsor @ \$4,000 (only 1 available)

- Outside back cover ad in printed event program
- Logo recognition on inside of event program
- Logo, company name, and company description in printed event program
- Logo recognition on sponsorship signage at gala
- Logo recognition on event website
- Logo recognition on all email communications
- Logo recognition on entry submission website
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on HBMA social media channels (2,300+ reach)

Best of Show Award Sponsor @ \$3,500 (only 1 available)

- Opportunity to present the award
- Logo recognition on sponsorship signage at gala
- Logo recognition on front inside cover of event program
- Company name and description in printed event program
- Logo recognition on event website
- Logo recognition on all email communications
- Logo recognition on entry submission website, confirmation page and email (*if secured before judging is complete: late October*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on HBMA social media channels (2,300+ reach)

Best of Oil & Gas Award Sponsor @ \$3,000 (only 1 available)- **SOLD**

- Opportunity to present the award
- Logo recognition on sponsorship signage at gala
- Company name and description in printed event program
- Logo recognition on front inside cover of event program
- Logo recognition on event website
- Logo recognition on all email communications
- Logo recognition on entry submission website, confirmation page and email (*if secured before judging is complete: late October*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on HBMA social media channels (2,300+ reach)

Cocktail Ticket Sponsor @ \$3,000 (only 1 available)

- Logo recognition on business size drink tickets given to each attendee
- Logo recognition on sponsorship signage at gala
- Logo recognition on event website
- Logo recognition on entry submission website, confirmation page and email (*if secured before judging is complete: late October*)
- Logo recognition on all email communications
- Logo recognition on front inside cover of event program
- Logo, company name, and company description in printed event program
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on HBMA social media channels (2,300+ reach)

Champagne Celebration Sponsor @ \$3,000 (only 1 available) - **SOLD**

- Opportunity to present toast at celebration event
- Logo on cocktail napkins at Champagne Celebration
- Logo recognition on sponsorship signage at gala
- Company name and description in printed event program
- Logo recognition on front inside cover of event program
- Logo recognition on all email communications
- Logo recognition on event website
- Logo recognition on entry submission website, confirmation page and email (*if secured before judging is complete: late October*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on HBMA social media channels (2,300+ reach)

People's Choice Award Sponsor @ \$2,500 (only 1 available) - **SOLD**

- Opportunity to present the award
- Logo recognition on business card size voting ballots given to each attendee
- Logo recognition in printed Call for Entry (*if secured before printing: July 29th*)
- Logo recognition in printed invitation (*if secured before printing: September 30th*)
- Logo recognition on sponsorship signage at gala
- Logo recognition on all email communications
- Company name and description in printed event program
- Logo recognition on front inside cover of event program
- Logo recognition on event website
- Logo recognition on entry submission website, confirmation page and email (*if secured before judging is complete: late October*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on HBMA social media channels (2,300+ reach)

Judges' Choice Award Sponsor @ \$2,500 (only 1 available)

- Opportunity to present the award
- Company name and description in printed event program
- Logo recognition on front inside cover of event program
- Logo recognition on event website
- Logo recognition on all email communications
- Logo recognition on entry submission website, confirmation page and email (*if secured before judging is complete: late October*)
- Logo recognition on sponsorship signage at gala
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on HBMA social media channels (2,300+ reach)

Agency of the Year Award Sponsor @ \$2,500 (only 1 available)

- Opportunity to present the award
- Logo recognition in printed Call for Entry (*if secured before printing: July 29*)
- Logo recognition in printed invitation (*if secured before printing: September 30th*)
- Logo recognition on sponsorship signage at gala
- Company name and description in printed event program
- Logo recognition on front inside cover of event program
- Logo recognition on event website
- Logo recognition on all email communications
- Logo recognition on entry submission website, confirmation page and email (*if secured before judging is complete: late October*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on HBMA social media channels (2,300+ reach)

Dessert Sponsor @ \$2,500 (only 1 available)

- Logo on flag placed on desserts delivered to each gala attendee
- Logo recognition on front inside cover of event program
- Logo recognition on event website
- Logo recognition on all email communications
- Logo recognition on entry submission website, confirmation page and email (*if secured before judging is complete: late October*)
- Company name and description in printed event program
- Logo recognition on sponsorship signage at gala
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on HBMA social media channels (2,300+ reach)

Entertainment Sponsor @ \$2,500 (only 1 available)

- Logo recognition on sign by entertainment
- Logo recognition on event website
- Logo recognition on entry submission website, confirmation page and email (*if secured before judging is complete: late October*)
- Logo recognition on sponsorship signage at gala
- Logo recognition on all email communications
- Logo recognition on front inside cover of event program
- Company name and description in printed event program
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on HBMA social media channels (2,300+ reach)

Name Badge Sponsor @ \$2,000 (only 1 available) - **SOLD**

- Logo recognition on all attendee printed name badges
- Logo recognition on event website
- Logo recognition on sponsorship signage at gala
- Logo recognition on all email communications
- Company name and description in printed event program
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on HBMA social media channels (2,300+ reach)

Rookie of the Year Award Sponsor @ \$2,000 (only 1 available)

- Opportunity to present the award
- Logo recognition on sponsorship signage at gala
- Company name and description in printed event program
- Logo recognition on front inside cover of event program
- Logo recognition on event website
- Logo recognition on all email communications
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on HBMA social media channels (2,300+ reach)

Ballroom Bar Sponsor @ \$2,000 (only 1 available)

- Logo on cocktail napkins at bar located in ballroom open during dinner and award presentation
- Logo recognition in printed invitation (*if secured before printing: September 30th*)
- Company name and description in printed event program
- Logo recognition on sponsorship signage at gala
- Logo recognition on all email communications
- Logo recognition on pre-and post-event banner(s)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on HBMA social media channels (2,300+ reach)

Gallery Bar Sponsor @ \$2,000 (only 1 available)

- Logo on cocktail napkins at bar located in gallery/lobby area during early evening gallery hours
- Logo recognition on event website
- Logo recognition on all email communications
- Logo recognition on sponsorship signage at gala
- Company name and description in printed event program
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on HBMA social media channels (2,300+ reach)

Hors d'oeuvres Sponsor @ \$1,500 (only 1 available)

- Logo recognition on printed table tent card on roaming hors d'oeuvres trays
- Logo recognition on event website
- Logo recognition on sponsorship signage at gala
- Logo recognition on all email communications
- Company name and description in printed event program
- Recognition on HBMA social media channels (2,300+ reach)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on ANA Business Marketing Houston social media channels (2,300+ reach)

Questions? Contact our Sponsorship Chair!!

Jenson Kerr

HBMA Vice President and Sponsorship Chair

281-415-0077

jenson.kerr@gdenegyproducts.com

In-Kind Sponsorships

Gold Sponsor: In-Kind services valued at \$10,000+

- Premier table (near front of stage) with company table signage
- Logo recognition in printed Call for Entry (*if secured before printing: July 29*)
- Logo on printed invitation (*if secured before printing*)
- Logo recognition on pre-and post-event banner(s)
- Logo recognition on front inside cover of event program
- Logo in emails
- Name recognition on event webpage
- Logo recognition on sponsorship signage at gala
- Logo, company name, and company description in printed event program
- Logo recognition in Sponsor loop presentation during gala seating

Silver Sponsor: In-Kind services valued at \$6,000+

- Four tickets at premier table near front of stage
- Logo recognition on sponsorship signage at gala
- Logo recognition on pre-and post-event banner(s)
- Logo recognition on front inside cover of event program
- Logo, name recognition and description in printed event program
- Logo recognition in Sponsor loop presentation during gala seating
- Name recognition on event webpage

Bronze Sponsors: In-Kind services valued at \$3,000+

- Two tickets to the awards gala
- Logo recognition on pre-and post-event banner(s)
- Logo recognition on sponsorship signage at gala
- Name recognition on event webpage
- Company name and description in printed event program
- Logo recognition in Sponsor loop presentation during gala seating

Copper Sponsor: In-Kind services valued at \$1,000+

- One ticket to the awards gala
- Name recognition on event webpage
- Company name and description in printed event program
- Logo recognition in Sponsor loop presentation during gala seating

All In-Kind Sponsors must submit an invoice for their service offerings to determine the sponsorship level.

Types of In-Kind Sponsor services include:

- Gallery Exhibition - *secured*
- Event Photographer - *secured*
- Print Sponsor
- Creative Sponsor - *secured*
- Event Theme Video - *secured*
- Night-of Video - *secured*