



2019 Sponsorship Opportunities

The News-Press Market Watch

February 26, 2019 | Hertz Arena

Each year, prominent Southwest Florida businesses are recognized as sponsors of The News-Press Market Watch: Focus on Real Estate. This year, in an effort to increase the number of businesses who benefit from this tremendous market exposure, the sponsorship opportunities have been expanded. As a sponsor of The News-Press Market Watch: Focus on Real Estate event, you will have an opportunity to be associated with one of the area's most prestigious premier business event of the year. Details of the sponsorship levels and benefits are outlined below.

The News-Press Market Watch: Focus on Real Estate event is highly regarded as an important information source and draws professionals from nearly every industry each year. Your company will gain valuable recognition among business professionals throughout Southwest Florida.

The News-Press Market Watch attendee list reads like a Who's Who list of top industry executives and professionals.

Following is a list of industries represented at the event:

Commercial Construction
Commercial Real Estate
Residential Real Estate
Not-for-Profit Groups
Residential Construction
Engineering
Banking & Finance
Tourism & Hospitality
Chambers of Commerce
Manufacturing

Medical
Utilities
Accounting
Broadcast
Advertising
Marketing
Public Relations
Retail
Legal



Platinum Sponsor: \$10,000

- **Full industry exclusivity for sponsorship at the Platinum level**
- A minimum of 29 half-page, color ads will run in The News-Press promoting the 2019 Market Watch: Focus on Real Estate event, and a minimum of 22 half-page ads will run in the Naples Daily News. The **logos** of Platinum Sponsors will be included in these advertisements (**Value of ad schedule: \$130,425**)
- Digital ads on NaplesNews.com & News-Press.com with 70,000 impressions scheduled (**Value: \$5,950**)
- Your company logo will be included on no less than 12 promotional email blasts to approximately 5,000 business executives in Southwest Florida.
- Your company will be included as the Platinum sponsor in all news releases for the 2019 Market Watch: Focus on Real Estate event.
- Your company principal will have the opportunity to be used as a media source for a news story as needed/available, and/or a guest editorial article with connection to the event as appropriate.
- Your company will receive a PDF list of contact information for all event registrants for the 2019 Market Watch: Focus on Real Estate event.
- Your company will receive two, preferred placement, reserved 10-top tables (20 seats) at the 2019 Market Watch: Focus on Real Estate event (**Value: \$1,500**).
- Your company's name will be included on your company's table signs for the 2019 Market Watch: Focus on Real Estate event.
- You will receive 20 armbands to gain access into the exclusive VIP reception with upgraded food and open bar.
- Your company will be promoted on the event website: MarketWatch2019.com including your company **logo** and link to your company website, plus added visibility from News-Press.com promotions.
- Your company will be provided 2 sponsor booths for the 2019 Market Watch: Focus on Real Estate pre-event networking and company exhibition (**Value: \$3,600**).
- Your company will receive a promotional video commercial that will be played during the 2019 Market Watch: Focus on Real Estate Event A/V presentation.
- Your company will receive two full page, color ads near the front in the Market Watch book provided to every attendee at the 2019 Market Watch: Focus on Real Estate (**Value: \$2,400**).
- Your company logo and ads will be included in the electronic data book available for download online following the 2019 Market Watch: Focus on Real Estate event.
- Your company may place a promotional item on the tables for each attendee in the 2019 Market Watch: Focus on Real Estate event (for approx. 1,200 attendees).
- Your company will receive a flight plan ad schedule in The News-Press consisting of four (4), 1/4-page full color ads (5.04" x 9.25" camera-ready PDF), scheduled in one week - with three (3) ad placements in the daily product (for use Monday-Saturday) and one (1) ad placement in a weekly product. 1/4-page full color ads (5.04" x 9.25" camera-ready PDF) are to be used within 90 days following the **2019 Market Watch: Focus on Real Estate event** – must be used by May 31, 2019 (**Value: \$2,185**).



Gold Sponsor: \$5,000

- A minimum of 29 half-page, color ads will run in The News-Press promoting the 2019 Market Watch: Focus on Real Estate event, and a minimum of 22 half-page ads will run in the Naples Daily News. The logos of Gold Sponsors will be included in these advertisements (**Value of ad schedule: \$130,425**)
- Digital ads on NaplesNews.com & News-Press.com with 70,000 impressions scheduled (**Value: \$5,950**)
- Your company logo will be included on no less than 10 promotional email blasts to less than 5,000 business executives in Southwest Florida.
- Your company will be listed as a Gold Sponsor in all event news releases for the 2019 Market Watch: Focus on Real Estate event.
- Your company will be promoted on the event website: MarketWatch2019.com including your company logo and link to your company website, plus added visibility from News-Press.com promotions.
- You will receive one, preferred placement, reserved 10-top table (10 seats) at the 2019 Market Watch: Focus on Real Estate event (**Value: \$750**).
- Your company's name will be included on your company's table sign for the 2019 Market Watch: Focus on Real Estate event.
- You will receive 10 armbands to gain access into the VIP reception with upgraded food and open bar.
- Your company will be provided a sponsor booth for the 2019 Market Watch: Focus on Real Estate pre-event networking and company exhibition (**Value: \$1,800**).
- Your company will be included in the opening AV presentation that will be played at the 2019 Market Watch: Focus on Real Estate event.
- Your company will receive one full page, color ad in the Market Watch book provided to every attendee at the 2019 Market Watch: Focus on Real Estate (**Value: \$1,200**).
- Your company logo and ad will be included in the electronic data book available for download online following the 2019 Market Watch: Focus on Real Estate event.
- Your company may provide a promotional item or coupon to be distributed to attendees in the 2019 Market Watch: Focus on Real Estate event goodie bags (approx. 1,200 bags).
- Your company will receive a flight plan ad schedule in The News-Press consisting of two (2), 1/4-page full color ads (5.04" x 9.25" camera-ready PDF), scheduled in one week - with one (1) ad placements in the daily product (for use Monday-Saturday) and one (1) ad placement in a weekly product. 1/4-page full color ads (5.04" x 9.25" camera-ready PDF) are to be used within 90 days following the **2019 Market Watch: Focus on Real Estate event** – must be used by May 31, 2019 (**Value: \$1,868.75**).



Silver Sponsor: \$2,850

- A minimum of 29 half-page, color ads will run in The News-Press promoting the 2019 Market Watch: Focus on Real Estate event, and a minimum of 22 half-page ads will run in the Naples Daily News. The **logos** of Silver Sponsors will be included in these advertisements (**Value of ad schedule: \$130,425**)
- Digital ads on NaplesNews.com & News-Press.com with 70,000 impressions scheduled (**Value: \$5,950**)
- Your company will be promoted on the event website: MarketWatch2019.com including your company **name** and link to your website, plus added visibility from News-Press.com promotions.
- Your company will be provided a sponsor booth for the 2019 Market Watch: Focus on Real Estate pre-event networking and company exhibition (**Value: \$1,800**).
- Your company will receive one reserved 8-top table (8 seats) at the 2019 Market Watch: Focus on Real Estate event (**Value: \$600**).
- Your company's name will be included on a table sign at the 2019 Market Watch: Focus on Real Estate event.
- You will receive 8 armbands to gain access into the VIP reception with upgraded food and open bar.
- Your company's logo will be included in the A/V presentation at the 2019 Market Watch: Focus on Real Estate event.
- Your company will have a half page, color ad in the 2019 Market Watch: Focus on Real Estate event handout provided to every attendee (**Value: \$850**).
- Your company will receive one (1) 1/4-page full color ad (5.04" x 9.25" camera-ready PDF) in the News-Press in the daily product (for use Monday-Saturday) to be used within 90 days following the **2019 Market Watch: Focus on Real Estate event** – must be used by May 31, 2019 (**Value: \$1,581.25**).

Bronze Sponsor: \$2,250

- Your company will be provided a sponsor booth for the 2019 Market Watch: Focus on Real Estate pre-event networking and company exhibition (**Value: \$1,800**).
- Your company will receive one 8-top table (8 seats) at the 2019 Market Watch: Focus on Real Estate event (**Value: \$600**). The table will be located in front of the general seating area.
- Your company's name will be included on a table sign at 2019 Market Watch: Focus on Real Estate event.
- Your company's name will be included in the A/V presentation at the 2019 Market Watch: Focus on Real Estate event.
- Your company will have a 1/4 page, color ad in the 2019 Market Watch: Focus on Real Estate book provided to every attendee (**Value: \$600**).

Booth Sponsor: \$1,800

- Your company will be provided a sponsor booth for the 2019 Market Watch: Focus on Real Estate pre-event networking and company exhibition.
- You will receive 2 general admission tickets to the 2019 Market Watch: Focus on Real Estate event.

Promotional Item Sponsor: \$500

- Your company may provide approx. 1,200 promotional items or coupons to be distributed to attendees in the 2019 Market Watch: Focus on Real Estate event goodie bags.



Program Book Advertising Opportunities

- Your company will have a color ad in the event handout provided to every attendee at the 2019 Market Watch: Focus on Real Estate event.

Full Page: \$1,200

Half Page: \$850

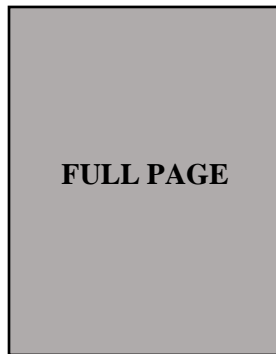
Quarter Page: \$600

Market Watch Program Book Ad Specifications

FULL PAGE:

8”w x 10.5”h

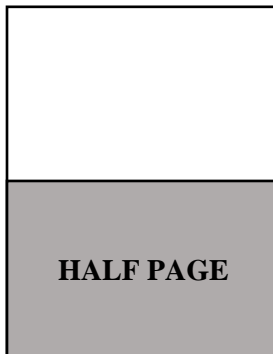
No Bleed



HALF PAGE:

8”w x 5.125”h

No Bleed



QUARTER PAGE:

3.875”w x 5.125”h

No Bleed

