

# 2024 Lantern Awards of Texas Sponsorships



**Date:** Thursday, November 21, 2024

**Time:** Winner's Gallery & Networking starts 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

## **Sponsorship Benefits:**

- Drive brand recognition at the largest annual event showcasing the top B2B marketing programs in Texas
  - ✓ Average competition of 250+ entries from 50+ participating companies
- Enhance your company's brand exposure across:
  - ✓ Event promotion sent to 2,000+ influential Houston B2B marketers
  - ✓ 350+ marketing professionals within B2B-focused organizations during the event
  - ✓ Event webpage that receives 1,400 page views per month: [www.lanternawards.com](http://www.lanternawards.com)
  - ✓ HBMA's social media networks with following of 5,000+ marketers

[Click here for 2024 Event Information](#)

[Click here for 2023 Event Photos](#)

[Click here for 2020 Event Photos](#)

## **Underwriter @ \$8,000** (only 1 available)

- 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 add a swag item to the swag bag given to every attendee (*approximately 350 items*)
- Option to run a short corporate video (*30 – 60 seconds*) during the awards program (must provide)
- Opportunity to present a "Best Of" award
- Logo recognition on all email communications
- Most prominent logo recognition inside of event program
- Most prominent logo recognition on sponsorship signage at gala
- Most prominent logo recognition on event website ([www.lanternawards.com](http://www.lanternawards.com))
- Most prominent logo recognition on entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- 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 Houston Business Marketing Alliance social media channels (5,000+ reach)

## **Champagne Celebration Sponsor @ \$4,500** (only 1 available)

- Opportunity to present toast at celebration event
- Option to add a swag item to the swag bag given to every attendee (*approximately 350 items*)
- Logo recognition on all email communications
- 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 event website

- Logo recognition on entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on Houston Business Marketing Alliance social media channels (5,000+ reach)

**Drink Ticket Sponsor @ \$3,750** (only 1 available)

- Logo recognition on business-size drink tickets (2 given to each attendee)
- Option to add a swag item to the swag bag given to every attendee (*approximately 350 items*)
- Logo recognition on all email communications
- 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 entries are complete: late September*)
- 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 Houston Business Marketing Alliance social media channels (5,000+ reach)

**Best of Show Award Sponsor @ \$3,000** (only 1 available)

- Opportunity to present special award
- Option to add a swag item to the swag bag given to every attendee (*approximately 350 items*)
- Logo recognition on all email communications
- Logo recognition on sponsorship signage at gala
- Logo, company name, and description in printed event program
- Logo recognition on event website
- Logo recognition on entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on Houston Business Marketing Alliance social media channels (5,000+ reach)

**Best of Oil & Gas Award Sponsor @ \$3,000 SOLD**

- Opportunity to present special award
- Option to add a swag item to the swag bag given to every attendee (*approximately 350 items*)
- Logo recognition on all email communications
- Logo recognition on sponsorship signage at gala
- Logo, company name and description in printed event program
- Logo recognition on event website
- Logo recognition on entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on Houston Business Marketing Alliance social media channels (5,000+ reach)

**Dessert Sponsor @ \$2,750** (only 1 available)

- Logo on flag or dessert napkin placed on desserts delivered to every seat
- Logo recognition on all email communications
- 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 entries are complete: late September*)
- Logo, 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 Houston Business Marketing Alliance social media channels (5,000+ reach)

### **People's Choice Award Sponsor @ \$2,500 SOLD**

- Logo recognition on business card size voting ballots (1 given to each attendee)
- Opportunity to present special award
- Logo recognition on all email communications
- Logo recognition on sponsorship signage at gala
- Logo, company name and description in printed event program
- Logo recognition on event website
- Logo recognition on entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on Houston Business Marketing Alliance social media channels (5,000+ reach)

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

- Opportunity to present special award
- Logo recognition on all email communications
- Logo, company name and description in printed event program
- Logo recognition on event website
- Logo recognition on entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- Logo recognition on sponsorship signage at gala
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on Houston Business Marketing Alliance social media channels (5,000+ reach)

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

- Opportunity to present special award
- Logo recognition on all email communications
- Logo recognition on sponsorship signage at gala
- Logo, company name and description in printed event program
- Logo recognition on event website
- Logo recognition on entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on Houston Business Marketing Alliance social media channels (5,000+ reach)

### **Name Badge Sponsor @ \$2,500 SOLD**

- Logo recognition on all attendee name badges
- Logo recognition on all email communications
- Logo recognition on event website
- Logo recognition on entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- Logo recognition on sponsorship signage at gala
- Logo, company name and description in printed event program
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on Houston Business Marketing Alliance social media channels (5,000+ reach)

### **Bar Sponsor @ \$2,500 SOLD**

- Logo on cocktail napkins at bar located in ballroom open during dinner and award presentation
- Logo recognition on Specialty Cocktail sign of the night
- Logo recognition on signage at bar
- Logo recognition on all email communications
- Logo recognition on sponsorship signage at gala

- Logo, company name and description in printed event program
- Logo recognition on event website
- Logo recognition on entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on Houston Business Marketing Alliance social media channels (5,000+ reach)

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

- Opportunity to present special award
- Logo recognition on all email communications
- Logo recognition on sponsorship signage at gala
- Logo, company name and description in printed event program
- Logo recognition on event website
- Logo recognition on entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on Houston Business Marketing Alliance social media channels (5,000+ reach)

**Entertainment/DJ Sponsor @ \$2,000** (only 1 available)

- Logo recognition on sign by entertainment
- Logo recognition on all email communications
- Logo recognition on event website
- Logo recognition on sponsorship signage at gala
- Logo, company name and description in printed event program
- Logo recognition on entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on Houston Business Marketing Alliance social media channels (5,000+ reach)

**Hors d'oeuvres Sponsor @ \$1,750** (only 1 available)

- Logo recognition on printed signage on roaming hors d'oeuvres trays and/or stationary table
- Logo recognition on all email communications
- Logo recognition on event website
- Logo recognition on sponsorship signage at gala
- Logo, company name and description in printed event program
- Logo recognition on entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on Houston Business Marketing Alliance social media channels (5,000+ reach)

**Houston's Leading Lights Logo Branded Light Stick @ \$1,750**

- Light up the ballroom with a branded multi-color lightup foam stick to be placed at every seat
- Logo recognition on all email communications
- Logo recognition on event website
- Logo recognition on sponsorship signage at gala
- Logo, company name and description in printed event program
- Logo recognition on entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on Houston Business Marketing Alliance social media channels (5,000+ reach)

**Late Night Bites Sponsor @ \$1,500** (only 1 available)

- Logo recognition on a sign by the Late Night Bites
- Logo on cocktail napkins during the Late Night Bites and post awards celebration
- Logo recognition on all email communications
- Logo recognition on event website
- Logo recognition on sponsorship signage at gala
- Logo, company name and description in printed event program
- Logo recognition on entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on Houston Business Marketing Alliance social media channels (5,000+ reach)

**Swag Bag Sponsor @ \$1,500** (only 1 available)

- Co-branded (with HBMA) Swag Bags given to each attendee
- Option to provide branded swag item for bag (*approximately 350 items*)
- Logo recognition on all email communications
- 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 entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on Houston Business Marketing Alliance social media channels (5,000+ reach)

**Commercial Recognition @ \$1,250** (only 3 available)

- Run a corporate video (*60 - 120 seconds*) during the awards program (must provide)
- Logo recognition on all email communications
- 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 entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on Houston Business Marketing Alliance social media channels (5,000+ reach)

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

- Outside back cover ad in printed event program
- Logo recognition on front inside cover of event program
- Logo recognition on all email communications
- 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 entry submission website, confirmation page and email (*if secured before entries are complete: late September*)
- Logo recognition in sponsor loop presentation during gala seating
- Recognition on Houston Business Marketing Alliance social media channels (5,000+ reach)

**Swag Bag Item Drop @ \$800**

- Provide branded swag item for Swag Bag given to each attendee (*approximately 350 items*)
- Logo, company name, and company description in printed event program
- Logo recognition on sponsorship signage at gala

- Logo recognition on event website

**Didn't see what you were looking for?**

Our team is happy to explore a custom sponsorship opportunity tailored to meet your specific needs, and collaborate to make exposure at the Lantern Awards of Texas a huge success for your business!

**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 - <i>Secured</i> | • Event Planning - <i>Secured</i> |
| • Event Photographer - <i>Secured</i> | • Event Theme Video -             |
| • Print - <i>Secured</i>              | • Night-of Video -                |
| • Creative Partner - <i>Secured</i>   |                                   |

## **Questions? Contact a member of our Committee!**

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