



2019

MIM&M AWARDS

SHOW YOUR **BOLD**



MEDIA KIT

2019

MM&M AWARDS

SHOW YOURT BOLD

The objective of the MM&M Awards is to recognize and champion both creativity and effectiveness in healthcare marketing and communications.

AWARDS

HEALTHCARE MEDIA AWARDS

→ Join Us October 10, 2019 in New York City for the 16th Annual MM&M Awards where we'll celebrate excellence in all facets of healthcare marketing and communications within the life sciences industry. Historically for the last 7 years, MM&M has SOLD OUT in attendance with over 800 attendees each year. MM&M is praised for its nomination process due to its utmost independence and authority and is the gold standard in which to judge excellence. With over 80 judges, the MM&M Awards are the result of deep analysis and expertise amongst esteemed panels of leaders and thinkers representing a wide variety of disciplines and backgrounds within healthcare marketing communities.

Each year, we strive to make this program better and relevant to the changing landscape within the healthcare marketing arena. In 2019 we will continue with our expanded number of categories. Partnership includes a full year of branding up to the event and post-event with the various multichannel MM&M has to offer to reach this prestigious readership.



2019

MM&M AWARDS

SHOW YOUR BOLD

MM&M AWARDS CATEGORY SPONSORSHIP \$16,000 NET

Category sponsorship

- Sole and exclusive sponsorship of your selected category

Before the event

- Sponsor's logo, company description (100 words maximum) and URL to appear on sponsors section of the awards website
- Your company will be included in all pre-promotional material about the 2019 MM&M Awards from date of signing until the event itself on October 10, 2019. This includes event website, print/digital promotional ads including the MM&M Newsbriefs and MM&M social media channels

During the event

- A table of 10 guests (priority positioning) at the awards event
- Sponsor's logo and/or company name will be included in the script, shown on the screen during the event, printed on event program and engraved on the winner's trophy for sponsored category
- Sponsor's logo will appear in the slideshow presentation for the sponsored category
- Sponsor's logo and company description will appear in the Book of the Night alongside sponsored category. Sponsor will provide a full page 4 color ad which will also appear in the book of the night. The book of the night will be distributed to guests on the awards night.

- A company executive will appear on stage to present the winner of sponsored category. Details of who this person will be must be submitted by the given deadline.

After the event

- Sponsor's logo and company description will appear in the book of the night alongside sponsored category. Sponsor will provide a full page 4C ad which will also appear in the book of the night. The book of the night will be distributed with the November 2019 issue of MM&M.
- Digital edition of the book of the night to be deployed to over 40,000 MM&M email subscribers after the event has ended with live links to sponsors website.
- Sponsor's logo and company description to remain on the Sponsors section of the awards website with link to Sponsor's website



2019

MM&M AWARDS

SHOW YOUR BOLD

COCKTAIL SPONSORSHIP

CHAIRMAN'S VIP COCKTAIL RECEPTION SPONSORSHIP \$15,000 NET

Exclusive Sponsorship of the VIP Cocktail Reception Includes

- Invitation-only cocktail reception (prior to Awards dinner) is held in a private room in the same venue and takes place concurrently with the open cocktail reception for all MM&M Awards attendees
- Invitations to VIP cocktail reception extended to all 80+ professionals on the elite Judging Panel as well as two (2) guests from each sponsoring company - allows for a more intimate opportunity to network with agency and client-side decision makers
- Welcome sign outside private room will include sponsor logo
- Sponsor branded cocktail napkins
- Sponsor can bring up to four (4) company representatives to the VIP cocktail reception (this doesn't include tickets to the ceremony and dinner)
- MM&M will send a reminder email to cocktail reception attendees prior to cocktail reception, and include message from sponsor
- A table of ten (10) guests at the MM&M Awards ceremony on October 10, 2019. This includes priority seating of the table.
- Sponsor to receive a full page, color advertisement to run within the Book of the Night. This will be distributed at the 2019 MM&M Awards dinner as well as with the November 2019 issue of MM&M's monthly issue.



2019

MM&M AWARDS

SHOW YOUR BOLD

POPPIN' BOTTLES \$18,500 NET

Exclusive Sponsorship of the Champagne Giveaway Includes

- Three (3) bottles of champagne to be raffled to random tables during Awards ceremony. MC to select each table and announce that "Sponsor Name" is the proud sponsor. A tag to be included on neck of champagne bottle that includes Sponsor logo
- As each bottle of champagne is raffled, sponsors logo will appear on the screens
- A table of ten (10) guests at the MM&M Awards ceremony on October 10, 2019. This includes priority seating of the table.
- Sponsor to receive a full page, color advertisement to run within the Book of the Night. This will be distributed at the 2019 MM&M Awards dinner as well as with the November 2019 issue of MM&M's monthly issue.



BOTTLES SPONSORSHIP

2019

MM&M AWARDS

SHOW YOUR BOLD

GET SNAPPY
\$15,000 NET

Exclusive Sponsorship of the Official MM&M Awards Snapchat Filter Includes

- Includes sponsor logo on MM&M designed Awards geo-filter (sponsor may submit own geo-filter design; subject to MM&M approval)
- Promotion of Snapchat filter will be included in reminder email to Awards guests; in Awards show script mentioned by MC; and in various picture frames on cocktail tables at Awards dinner
- A table of ten (10) guests at the MM&M Awards ceremony on October 10, 2019. This includes priority seating of the table.
- Sponsor to receive a full page, color advertisement to run within the Book of the Night. This will be distributed at the 2019 MM&M Awards dinner as well as with the November 2019 issue of MM&M's monthly issue.



SNAPCHAT SPONSORSHIP

2019

MM&M AWARDS

SHOW YOUR **BOLD**

**POWER UP
\$17,000 NET**

Exclusive Sponsorship of the Charging Stations Includes

- Sponsor's logo branded on 2 (two) charging station kiosks located on both sides of venue
- A table of ten (10) guests at the MM&M Awards ceremony on October 10, 2019. This includes priority seating of the table.
- Sponsor to receive a full page, color advertisement to run within the Book of the Night. This will be distributed at the 2019 MM&M Awards dinner as well as with the November 2019 issue of MM&M's monthly issue.



POWER UP SPONSORSHIP

2019

MM&M AWARDS

SHOW YOURT BOLD

MM&M AWARDS DIGITAL GUEST DIRECTORY & WI-FI SPONSORSHIP \$19,000 NET

MM&M will have a digital guest directory at the MM&M 2019 Awards offering a tremendous branding opportunity for its 900+ guests at the event. In addition, Sponsor would also be the Wi-Fi sponsor of the evening!

Exclusive sponsorship of the digital guest directory and Wi-Fi password Includes

- Branding at the top of the digital guest directory
- Sponsor to choose the name of the Wi-Fi and password.
- Sponsor to pick a URL/web page which will automatically push guests to a designated URL once they've logged onto the Wi-Fi.
- A table of ten (10) guests at the MM&M Awards ceremony on October 10, 2019. This includes priority seating of the table.
- Sponsor to receive a full page, color advertisement to run within the Book of the Night. This will be distributed at the 2019 MM&M Awards dinner as well as with the November 2019 issue of MM&M's monthly issue.



DIRECTORY & WI-FI SPONSORSHIP

2019

MM&M AWARDS

SHOW YOUR BOLD

DROP, STOP & DANCE! \$20,000 NET

Continuing the celebration has never been easier with our After-Party which will continue at the Cipriani with DJ music, drinks and more fun!

Exclusive Sponsorship of the After Party Includes

- DJ music provided by MM&M
- Sponsor-branded cocktail napkins will be passed at After Party
- Sponsor logo to appear on promotional flier with information about the after party. Flier will be electronically distributed to guests before the Awards dinner and given to each guest at the Awards
- Two (2) Gobo lights with sponsor logo will be displayed on screens next to main stage at After Party
- Signature branded cocktail passed at After Party
- Three (3) Bottles of Champagne raffled to After Party guests via prize wheel. A tag to be included on neck of champagne bottle that includes sponsor logo
- Sponsor branding incorporated into dessert table at After Party
- A table of ten (10) guests at the MM&M Awards ceremony on October 10, 2019. This includes priority seating of the table.
- Sponsor to receive a full page, color advertisement to run within the Book of the Night. This will be distributed at the 2019 MM&M Awards dinner as well as with the November 2019 issue of MM&M's monthly issue.



AFTER PARTY SPONSORSHIP

2019

MM&M AWARDS

SHOW YOUR *BOLD*

LATE NIGHT SNACK \$14,000 NET

Exclusive Sponsorship of Late Night Snack Food Truck Includes

- Grilled cheese sandwiches will be available for MM&M Awards guests in food truck outside venue beginning at 10pm
- Special announcement/call-out during Awards ceremony to let attendees know about the special late night snack courtesy of sponsor
- Hostesses will pass out fliers as guests leave to remind them to get their grilled cheese sandwiches, sponsor logo to appear on flier
- All grilled cheese sandwiches to be branded with sponsor logo (logo appears on the bread)



**For more information contact:
Doreen Gates 267-679-7444
doreen.gates@haymarketmedia.com**

NIGHT SNACK SPONSORSHIP

2019
**MIM&M
AWARDS**
SHOW YOUR BOLD