

MM

MAMURRAY
COMMUNITY
NEWSPAPER
AWARDS 2016



sponsorship package

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about us

The BC and Yukon Community Newspapers Association (BCYCNA) is a non-profit membership organization representing community newspapers throughout British Columbia and the Yukon. We have existed as an organization since 1922, and today boast a membership of almost 120 newspapers, with a combined readership of over 2.5 million. Our members consist of weekly, bi-weekly, tri-weekly, and daily papers, the smallest of which circulate less than 1000 copies each week, and the largest, more than 100,000.

For more than 90 years, we have hosted the Ma Murray Community Newspaper Awards (formerly called the Better Newspapers Competition), an annual awards event to celebrate the achievements of our member newspapers. This popular awards gala celebrates all aspects of newspaper production, including publishing, reporting, editing, advertising, photography, community contribution, and website design. It's the event of the year for community newspapers!



who attends

The Ma Murray Awards have been growing every year, becoming the most sought-after awards in the media industry. The event is a chance to welcome more than 300 publishers, editors, sales reps, designers and other staff, along with senior industry delegates from all over the region and even across Canada, as they come together to recognize and celebrate the excellent work they do.

event highlights

Red carpet, flashes of cameras, nervous anticipation and beautifully-designed awards... All that and much more make up the annual Ma Murray Community Newspaper Awards Gala. Set in the elegance of the River Rock Casino Resort in Richmond, the accolades are handed out in 46 award categories. The evening has been called “the Academy Awards of the newspaper industry,” with plenty of good wine and delicious food, VIP treatment, celebrity emcees, open bar, after-party with a live band and dancing, and an exclusive penthouse hospitality suite.

Your sponsorship will help our non-profit association continue to celebrate in style while encouraging, recognizing and rewarding the important achievements of community newspaper publishers, editors, writers, photographers and production staff from all over BC and Yukon. These newspapers are the lifeblood of so many communities and the Ma Murray Awards is a fantastic way to bring them all together. The event grows every year, with consistently more than 300 attendees from around the region.



sponsorship level overview

RECOGNITION	AWARD	PRESENTING	TITLE
Company name on award	■	■	■
Company logo in all printed materials and in multimedia presentation at event	■	■	■
Tickets to event	■	■	■
Links to your website from our event page	■	■	■
Company representative introduced and invited to stage to present award	■	■	■
Ad in program and winners' booklet		■	■
Signage at event		■	■
Seating in preferred location / with appropriate networks		■	■
Company logo on award			■
Company logo on backdrop throughout event			■
Company name on marquee at River Rock Theatre			■
One year of press release distribution service			■
One year of stories/mentions in BCYCNA blog			■
Company promotional items or gift bags on each seat			■
Access to BCYCNA member database			■



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sponsorship benefits in detail

Award Sponsor | \$1600 per award

- Logo included in all printed materials, including entry forms, registration documents, event program, winners' booklet, and menu.
- Logo included in multimedia presentation on the night of the event: before, during, and after the awards presentation and dinner.
- Two tickets to the event, providing excellent networking opportunities with high-level community newspaper industry professionals from every corner of BC and Yukon.
- Emcees will introduce your company representative and invite him or her to the stage to present your award(s). There will also be a photo opportunity backstage with your company representative, the award winner(s) and your branded award statue(s).
- Company name engraved on the first place statue and second and third place certificates for each award that you sponsor. These awards are displayed proudly in newspaper offices all across the province, and featured in the newspapers after the event.
- Photos and cutlines sent to sponsors and winning papers after the awards.
- Links to your website from our high traffic event site.
- **ADDED OPTION:** Customize your award with an additional prize tailored to align with your organization's community outreach goals. Contact us for more information!

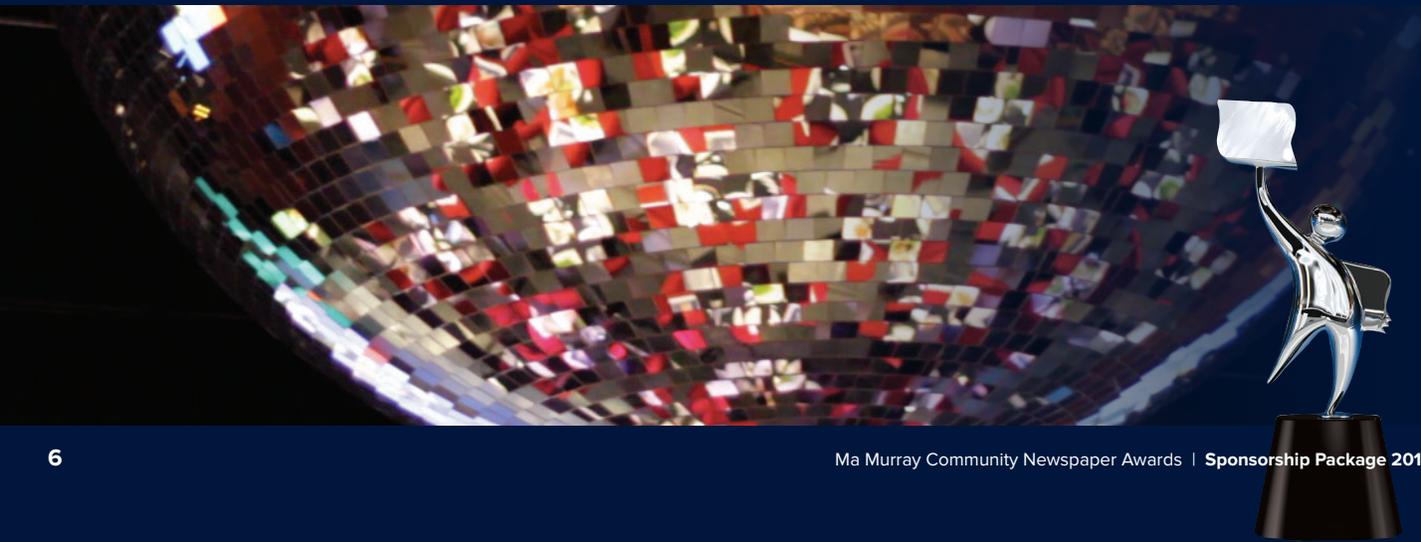


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sponsorship benefits in detail

Presenting Sponsor | \$4,000 – \$7,000

- Logo included prominently in all printed materials, including entry forms, registration documents, event program, winners' booklet, and menu.
- A quarter-page black & white ad in the event program and in the winners' booklet.
- Logo included prominently in multimedia presentation on the night of the event: before, during, and after the awards presentation and dinner.
- Should your sponsorship involve a particular element of the Gala (ie the Scholarship Luncheon, President's Reception, or Hospitality Suite), you may display company signage there.
- Two tickets to the event. If you have any particular networking goals that we can assist with, let us know; we will seat you with specific industry professionals that suit your goals. The social aspect of the event provides excellent networking opportunities with high-level community newspaper industry professionals from every corner of BC and Yukon.
- Should your sponsorship involve a particular award category(ies), emcees will introduce your company representative and invite him or her to the stage to present your award(s). There will also be a photo opportunity backstage with your company representative, the award winner, and your branded award statue.
- Company name engraved on the first place statue and second and third place certificates for each award that you sponsor. These awards are displayed proudly in newspaper offices all across the province.
- Photos and cutlines sent to sponsors and winning papers after the awards.
- Links to your website from our high traffic event site.
- After the event, we will send you all collateral material in a presentation format, for your records.
- ADDED OPTION: Customize your award with an additional prize tailored to align with your organization's community outreach goals. Contact us for more information!



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sponsorship benefits in detail

Title Sponsor | Contact us for details

- Logo highlighted prominently in all printed materials, including entry forms, registration documents, event tickets, event program, winners' booklet, and menu.
- A full colour, full-page ad on the back of both the event program and the winners' booklet.
- Logo will remain on the backdrop during the entire evening's presentation, and highlighted prominently in the multimedia presentation on the night of the event: before, during, and after the awards presentation and dinner.
- Company signage throughout the lobby, on stage, and on the backdrop in winners' photos (which get published in community newspapers province-wide).
- Company name included on the marquee at the River Rock Theatre.
- Four tickets to the event, with seating at the head table alongside the Association's President, as well as General Manager and other influential guests (or in other preferred location). The social aspect of the event provides excellent networking opportunities with high-level community newspaper industry professionals from every corner of BC and Yukon.
- Opportunity to attach company's name to a specific award as well as to the event as a whole; and to provide winner(s) with your own branded prize(s).
- Logo engraved on first place statues and second and third place certificates for all 46 award categories. These awards are displayed proudly in newspaper offices all across the province, and are featured and photographed in the winning papers.
- Emcees will introduce your company representative and invite him or her to the stage to present your award(s) and to address the delegates should you wish. There will also be a photo opportunity backstage with your company representative, the award winner(s), and your branded award statue(s).
- Photos and cutlines sent to sponsors and winning papers after the awards.
- Links to your website from our high traffic event site.
- Branded gift bags on every seat (if you wish).
- After the event, we will send you all collateral material.
- Access to the BCYCNA member database, as well as one year of press release distribution and stories/mentions in the BCYCNA blog.
- Five free display ads in our province-wide network, going out to all 117 member papers (\$5000 value).





**Community
Newspapers
Association**

British Columbia & Yukon

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