



WOMEN'S JEWELRY ASSOCIATION



AWARDS FOR EXCELLENCE
SPONSORSHIP OPPORTUNITIES



JOIN US IN CELEBRATING OUR HALL OF FAME RECIPIENTS

JULY 24, 2017, CHELSEA PIERS, NYC

Over 600 industry professionals will join the Women's Jewelry Association in honoring the 2017 Hall of Fame award recipients during the 33rd annual Awards for Excellence Gala. This year, the legendary event makes a return to Pier Sixty on the Chelsea Piers in New York City.

Show your support for women in the jewelry industry and help us pay tribute to our extraordinary winners by becoming a sponsor or journal ad patron.



CECELIA GARDNER Lifetime Achievement honoree Cecilia Gardner has served the Jewelers Vigilance Committee (JVC) for nearly two decades. Her leadership of the not-for-profit trade association helped put JVC at the forefront of some of the most complex issues related to compliance and ethics in the jewelry industry. Gardner served as general counsel to the World Diamond Council from 2000-2015, an industry group that worked with governments and non-governmental organizations to craft the Kimberley Process and System of Warranties.

MICHAEL POLLAK With over 40 years in retail management, developing seven luxury jewelry and watch stores, Ben Kaiser Award recipient Michael Pollak has focused most of his resources on a combination of business strategy and vision, philanthropy, and the omni-channel future of a disrupted retail marketplace. Pollak also founded Diamonds in the Rough, raising nearly \$2.5 million to support the efforts of youth-based non-profits and local charities. He was named a National Jeweler Retailer Hall of Fame award winner in 2008, and an Ernst & Young Entrepreneur of the Year in 1999.

DAY'S JEWELERS Corporate Award honoree Day's Jewelers is a family-owned jewelry chain with seven jewelry stores throughout Maine and New Hampshire. The company has been in business for over 100 years, and since 1988, has been owned by Jim, Kathy and Jeff Corey, with David Harris serving as president. Known for its core set of values, Day's Jewelers is a standout in the jewelry industry for its integrity, transparency, and responsible business practices and is a certified member of the Responsible Jewellery Council.

PRESENTING SPONSOR

Exceptional opportunity with commitment deadline of March 1st
\$50,000+

- ◆ Two (2) tables of ten (10) at the gala with company signage
- ◆ Logo on photographic "Step & Repeat" background
- ◆ Photographic opportunity with award winners
- ◆ Inclusion of sponsor-provided 30-second video presented during dinner – submitted by July 1, 2017
- ◆ Inclusion in WJA's on-screen animation/programming at gala
- ◆ Verbal acknowledgement from the podium during the event

PREMIER SPONSOR

Limited opportunity – only **THREE** available – deadline of April 15th
\$30,000

- ◆ One (1) exclusive table of ten (10) in VIP sponsorship area with company signage
- ◆ Photographic opportunity with award winners at the step and repeat
- ◆ Inclusion of sponsor-provided 30-second video presented during dinner – submitted by July 1, 2017
- ◆ Inclusion in WJA's on-screen animation/programming at gala
- ◆ Verbal acknowledgement from the podium during the event
- ◆ One (1) full-page advertisement in the recognition journal
- ◆ Company logo on gala invitation
- ◆ Company logo on event registration website

- ◆ One (1) two-page advertising spread in the recognition journal - inside front or back cover – preference based on commitment date [value:\$3,000]
- ◆ Company logo prominently placed on gala invitation
- ◆ Company logo prominently placed on event registration website
- ◆ Company logo on all promotional material for Awards for Excellence Gala
- ◆ Acknowledgement in all press relating to the gala

COCKTAIL PARTY SPONSOR

Exclusive opportunity – only **ONE** available – deadline of April 15th
\$25,000

- ◆ Five (5) tickets with reserved seating in VIP sponsorship area of ballroom
- ◆ Signature cocktail named by sponsor
- ◆ Company logo on signage and napkins in cocktail party area
- ◆ Photographic opportunity with award winners at the step and repeat
- ◆ Inclusion of sponsor-provided 30-second video presented during dinner – submitted by July 1, 2017
- ◆ Inclusion in WJA's on-screen animation/programming at gala
- ◆ Verbal acknowledgement from the podium during the event
- ◆ One (1) full-page advertisement in the recognition journal
- ◆ Company logo on gala invitation
- ◆ Company logo on event registration website

PHOTO BOOTH SPONSOR

Exclusive opportunity for only **ONE** sponsor
\$15,000

- ◆ Five (5) tickets with reserved seating in VIP sponsorship area of ballroom
- ◆ Dedicated photo area – attendees will receive digital prints during the evening with your brand/company logo
- ◆ Company logo and message on 4x6 prints, and real-time social media posting
- ◆ Photos with company logo get shared and online long after the event
- ◆ One (1) full-page advertisement in recognition journal

SPONSOR OF HONOR

An incredible value for guaranteed group seating
\$7,000

- ◆ One (1) table of ten (10) in prestigious sponsorship area of ballroom with company signage
- ◆ One (1) half page of advertising in recognition journal (upgrade available for full page ad – additional \$1000)

SPONSOR OF DISTINCTION

Unlimited opportunity for discerning supporters
\$10,000

- ◆ One (1) table of ten (10) in prestigious sponsorship area of ballroom with company signage
- ◆ One (1) full-page advertisement in recognition journal
- ◆ Photographic opportunity with award winners at the step and repeat background
- ◆ Company name on all promotional material for the awards gala (commitment due by May 1st)
- ◆ Company name listed on WJA website

SCHOLARSHIP “PLUS ONE”

\$1,000

- ◆ A tax-deductible gift to the WJA Scholarship Foundation that can be added to any sponsorship package or individual ticket purchase. “Plus One” sponsors may choose to have a scholarship recipient seated at their table (not required). Scholarship donors will be listed in the recognition journal.

AWARDS FOR EXCELLENCE BENEFITS 2017

PRESENTING

PREMIER

COCKTAIL

PHOTO BOOTH

DISTINCTION

HONOR

PLUS ONE

	\$50,000	\$30,000	\$25,000	\$15,000	\$10,000	\$7,000	\$1,000
Sponsorship Opportunities Available	1	3	1	1	UNLIMITED	UNLIMITED	UNLIMITED
# of Guests	20	10	5	5	10	10	
VIP table placement							
Company table signage							
Two-page spread in Awards Journal							
Full-page ad in Awards Journal							
Half-page ad in Awards Journal							
Signature cocktail named by sponsor							
Logo on signs and napkins during cocktail hour							
Logo on Step & Repeat background							
30-second video during dinner							
On-screen logo animation throughout event							
Verbal acknowledgement from podium during event							
Company logo on invitation							
Company logo on event registration website							
Company logo on all promotional material							
Acknowledgement in all press relating to gala							
Photo opportunity with honorees							
Company logo on photo booth background							
4x6 prints for all photo booth participants							
Digital copies for instant social media posting							

Add to any table purchase to sponsor a scholarship recipient's travel and the option to have them sit with you



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WJA is a 501(c)(6) organization. Contributions to section 501(c)(6) organizations are not deductible as charitable contributions on a donor's federal income tax return. They may be deductible as trade or business expenses if ordinary and necessary in the conduct of the taxpayer's business.

**The WJA Foundation is a 501(c)(3) charitable organization. Contributions to qualified 501(c)(3) organizations may be deductible as charitable contributions on a donor's federal income tax return. Tax ID #22-3492014*