



THE DAILY RECORD  
25<sup>TH</sup> ANNIVERSARY  
MARYLAND'S  
**TOP 100**  
WOMEN



## Top 100 - 25th Anniversary Diamond Level Sponsor

**Your organization will receive a full year of marketing**

**February 24** Path to Excellence legislative event

**July 2020** Path to Excellence TBD

**April 2020** Maryland's Top 100 Women 25th Anniversary Celebration

**August 18,** Women's Leadership Summit

**May 12** Path to Excellence Harford County. Rockland Manor, BelAir.

**October 2020** Path to Excellence TBD

**December 7, 2020** Leading Women

### Sponsorship Includes:

- Full page full color ad in each of the awards magazines (Top 100 Women, Leading Women) and the 6 issues of Path to Excellence including the legislative event and women's leadership summit. (Value \$14,888)
- Company logo on the 25th anniversary landing page as our Diamond Level Sponsor, 100 word description and photo / logo on our sponsor landing page. A link to your website from both pages. This is in front of TheDailyRecord.com paywall and available to your company to use in their marketing campaigns.
- Your company logo is on all 25th anniversary marketing (print, digital, email), on signage at every event, included in our multimedia marketing starting in December 2019 and running through December 2020.
- Native Advertising campaign to run 4 weeks of your choice in 2020. This includes up to 4 different articles, digital advertising on the landing page and social posts from The Daily Record to drive readers to your article. Your content will also be featured in our Women Who Lead email blast. (Value \$2,500)
- Women Who Lead full page profile (will be marked as paid advertising) in the Path issue of your choice in 2020. You will receive a PDF of the article to use for marketing and social. (Value \$2,100)
- Social media promotion as our Diamond Sponsor leading up to each event. At least 12 posts per year on our various social channels – LinkedIn, Twitter, Facebook.
- Leaderboard ad on Women Who Lead newsletter. One of the 4 rotation slots. Your ad will run from February through December 2020. (\$6180 value)
- Company logo on the cover of each of the 6 Path to Excellence issues and the Top 100 Women and Leading Women awards magazine. (Value \$600)
- Exhibit table available at each Path to Excellence event. (Value \$3,000)
- 15 copies of each award and Path to Excellence magazine. (Value \$150)
- 5 tickets to Top 100 Women. 5 tickets to Leading Women. 4 tickets to each of the Path to Excellence events. Additional tickets for any of these events can be purchased at a 25% discount. (Value \$2,400)
- Access to VIP Receptions at any of the women's events.
- 250 word sponsor profile in Top 100 Women and Leading Women awards magazine along with your company logo.
- Contact information for the 2020 Top 100 Women and Leading Women and attendee list for each Path to Excellence event.
- A full access subscription – digital and print – to The Daily Record including all of our event and Path to Excellence magazines. ( \$279 value)
- The option to include a giveaway from your organization to Top 100 Women and all Leading Women and Path to Excellence Attendees. Approx. 1,500 total items.
- 2 Co-branded emails created and sent by The Daily Record to our professional women's database including Top 100 Women, Leading Women and Path to Excellence attendees with your personal message. (Value \$3,000)

**\$27,500** (FOUR AVAILABLE, INDUSTRY EXCLUSIVE FOR THIS LEVEL OF SPONSORSHIP)