



EMMA Awards Sponsorship

The Electronic Multimedia Awards, or 'EMMA' Awards, honour excellence in digital content with awards bestowed upon the application rather than any company or individual. Competition is fierce, with entries from across the planet vying to be judged the 'best of the best' of interactive media.

The EMMA Foundation encourages the creative, technical and professional development of digital media on a world-wide basis. Designed to support individuals and organisations who think and act globally, the Foundation provides an environment for developing networks, sharing knowledge and creating partnerships across all branches of the industry

Internationally respected for their independence and impartiality, the EMMA's are widely recognised as the industry's foremost interactive media awards. Judges from around the world gather to lecture and judge on emerging trends in original content development for CD-ROM, web design, mobile and iTV. For more than ten years, the international spotlight has travelled to host cities such as London, Dublin, Hamburg and Amsterdam, as the honours are adjudicated.

This autumn, the spotlight travels to Toronto, as our city becomes the destination for the 2002 EMMA Awards Jury Event, to be held Oct 15-20,2002. This is the first time in the history of the EMMA's that these prestigious Awards will be judged in North America. Forty industry leaders from across the planet will be gathering here to evaluate over six hundred entries.

Selecting Toronto to host the 2002 EMMA Awards Jury Event reinforces Canada's growing reputation as producers of world-class digital content.

The Interactive Multimedia Arts and Technologies Association (IMAT) is honoured the EMMA Foundation has chosen our association to act as the Executive Producer for this important event with the responsibility of raising funding for the successful execution of the 2002 EMMA Awards Jury Event.

Benefits of Sponsorship

- Support international best practises through professional development and industry awards for excellence.
- Association and brand recognition with respected international new media content awards.
- Full marketing and promotion plan will highlight your company's products or services.
- Recognition of your support through web banner advertising and event signage.
- Recognition of your support through EMMA award logo on your web site.
- International profile for Toronto's new media industry.
- Industry network development through knowledge sharing.
- Partnership creation leading to increasing company revenue.

Emma Awards event Sponsorship Features

Event Activities

- Emma Awards Jury event
Forty internationally respected leaders in their field will adjudicate approximately 600 entries over a four-day period.
- Master Classes
International best practises presented to new media students by expert presenters in partnership with local educational institutions.
- Emma Judges Reception
Judges for the Emma's travel from all over the world to attend the Jury event. The Judges Reception provides the opportunity for the judges to shake off jetlag, the opportunity for everyone to get to know one another, and mingle with Canadian industry VIP's and event sponsors.
- Emma Awards VIP dinner- Keynote VIP Speaker
Ensclosed in a five-star hotel, forty judges and sixty VIP guests will break bread and enjoy a five-course meal. After dinner, the VIP speaker will provide thought provoking insight and inspiration to all that attend.
- IMAT Innovation Award- presentation WebCast at VIP dinner
IMAT supports innovation in new media with it's first industry award. Judged by Canadians from across the country, the award will be presented to the winner of the most innovative new media application produced within the last year.
- Emma Awards VIP dinner- reception
Prior to the VIP dinner, a reception will be held to create an easy camaraderie between guests and judges. Business comes from relationships, and the VIP reception will provide a relaxed setting.

- **New Media Industry Gala Reception**

The Emma's will generate a lot of excitement in Toronto, create the opportunities for business relationships and potential partnership and networking is the key ingredient in the process. Three hundred industry guests will be invited to what will be the hottest party in town.

- **Web Cast and Press Conference announcing finalists in all categories**

Anticipation, excitement, tension. What everyone has been waiting for: the announcement of the finalists in each of the Emma Awards categories. Tune in to the web cast to find out immediately whose work has made it to the finals.

- **"Ambassador Tour" for international judges.**

Canada has much to offer foreign visitors and no trip to Canada would be complete without a little taste of what makes this country such a popular tourist destination. The Judges will be provided with a one day excursion to the Niagara wine region and a tour of some of the top vineyards in the region.

IMAT will co-produce these events in partnership with the EMMA Foundation. IMAT will also provide local, national and international marketing and promotional services for the 2002 EMMA Awards Jury event through its' relationships with industry associations, and it's marketing and media partners.

Collateral

- Judging delegate orientation package
- Judge Program Booklet
- Judge ID Badges
- VIP dinner Invitations
- VIP reception badges

Signage and Verbal recognition

- Masterclass banners
- VIP Dinner- podium signage
- VIP dinner reception
- Judges Reception
- Industry Networking Reception

Publicity and Promotional

- Media articles
- TV interviews
- Web Site banners
- Banner on WebCast Streaming Video window
- Banners on IMAT and EMMA Foundation web site.
- EMMA Award supporter banner on sponsor web site

Combined traffic of IMAT and EMMA web site: one million unique visitors per month over the course of the Jury event to winner announcement.



WebCast audience is presently undefined. Notification of the Web Cast will be included with the EMMA Awards Call for Entries to ensure global awareness and a large Web audience.

Sponsorship Opportunities

Silver Sponsor \$5,000

1. IMAT web page- <http://www.imat.ca> EMMA web page – <http://www.emma-foundation.org>

- Static button/logo on sponsorship page with link to corporate sponsor's home page.
- EMMA Award supporter banner on sponsor web site.

2. Electronic Correspondence

- e-vite; Mention in list of sponsors
- Confirmation email: Mention in list of sponsors

3. Public Relations

- Pre Event: Mention in list of sponsors.

4. Event

- 1 tickets to VIP Dinner
- invitation to all receptions
- Physical banner (to be provided by sponsor) to be hung in high traffic location. Size to be negotiated.

Opportunity to have information disseminated to judges and attendees.

Gold Sponsor \$10,000

1. Web Exposure

- WebCast video page banner surrounding video window. (234X 40, max 20k)
- IMAT web page- <http://www.imat.ca> EMMA web page – <http://www.emma-foundation.org>
 - Static GIG banner at top right of event page (218x 172, max 10k) with link to corporate sponsor's home page
 - Corporate logo on sponsorship page (126x56, 2k max) with link to corporate sponsor's home page.
- Text description of company max 70 words on Sponsorship page.
- EMMA Award supporter banner on sponsor web site.

2. Electronic Correspondence

- e-vite; Mention in list of sponsors.
- Confirmation email: Mention in list of sponsors.

3. Public Relations

- Pre Event: Mention in list of sponsors.

4. Event

- 2 tickets to VIP Dinner
- invitation to all receptions
- Physical banner (to be provided by sponsor) to be hung in high traffic location. Size to be negotiated.

Opportunity to have information disseminated to judges and attendees.

Platinum Sponsor (non exclusive) \$20,000

Web Exposure

- WebCast video page banner surrounding video window. (468X 60, max 30k)
- IMAT web page- <http://www.imat.ca> EMMA web page – <http://www.emma-foundation.org>
 - Static GIG banner at top right of event page (218x 172, max 10k) with link to corporate sponsor's home page
 - Corporate logo on sponsorship page (126x56, 2k max) with link to corporate sponsor's home page.
- Text description of company, max 70 words on Sponsorship page.
- EMMA Award supporter banner on sponsor web site.

2. Electronic Correspondence

- e-vite; Mention in list of sponsors, one line corporate description and URL link to corporate home page.
- Confirmation email: Mention in list of sponsors, one line corporate description and URL link to corporate home page.

3. Public Relations

- Pre Event: Mention in list of sponsors, one line corporate description.

4. Event

- 4 tickets to VIP Dinner- 2 at the head table
- invitation to all receptions
- Physical banner (to be provided by sponsor) to be hung in high traffic location. Size to be negotiated.
- Opportunity to have information disseminated to judges and attendees.

Presenting Sponsor (Exclusive) \$35,000

1. Web Exposure

- WebCast video page banner surrounding video window. (468X 60, max 30k)
- IMAT web page- <http://www.imat.ca> EMMA web page – <http://www.emma-foundation.org>
 - Static GIG banner at top right of event page (218x 172, max 10k) with link to corporate sponsor's home page
 - Corporate logo on sponsorship page (126x56, 2k max) with link to corporate sponsor's home page.
- Text description of company max 70 words on Sponsorship page.
- EMMA Award supporter banner on sponsor web site.

2. Electronic Correspondence

- e-vite; One paragraph (max 70 words) description and URL link to corporate home page
- Confirmation email: One paragraph (max 70 words) description and URL link to home page

3. Public Relations

- Pre Event: One paragraph (max 70 words) description and URL in press release of event
- Event/Post Event: Photo-op in announcing finalists to media. Photo and follow-up remarks of event posted on Canada News Wire.

4. Event

- The right to select VIP Keynote Speaker and Speech and the honour of bestowing the IMAT Innovation Award –WebCast
- 6 tickets to VIP Dinner- two at the head table
- invitation to all receptions
- Physical banner (to be provided by sponsor) to be hung in high traffic location. Size to be negotiated.

Opportunity to have information disseminated to judges and attendees.

Targeted Sponsorship

Media Sponsor (value \$20K)

1 Web Exposure

- WebCast video page banner surrounding video window. (468X 60, max 30k)
- IMAT web page- <http://www.imat.ca> EMMA web page – <http://www.emma-foundation.org>
 - Static GIG banner at top right of event page (218x 172, max 10k) with link to corporate sponsor's home page
 - Corporate logo on sponsorship page (126x56, 2k max) with link to corporate sponsor's home page.
- Text description of company, max 70 words on Sponsorship page.
- EMMA Award supporter banner on sponsor web site.

2. Electronic Correspondence

- e-vite; Mention in list of sponsors, one line corporate description and URL link to corporate home page.
- Confirmation email: Mention in list of sponsors, one line corporate description and URL link to corporate home page.

3. Public Relations

- Pre Event: Mention in list of sponsors, one line corporate description.

4. Event

- 4 tickets to VIP Dinner
- invitation to all receptions
- Physical banner (to be provided by sponsor) to be hung in high traffic location. Size to be negotiated.
- Opportunity to have information disseminated to judges and attendees.

Technology Sponsor for Web Cast (value \$20K)

1 Web Exposure

- WebCast video page banner surrounding video window. (468X 60, max 30k)
- IMAT web page- <http://www.imat.ca> EMMA web page – <http://www.emma-foundation.org>
 - Static GIG banner at top right of event page (218x 172, max 10k) with link to corporate sponsor's home page
 - Corporate logo on sponsorship page (126x56, 2k max) with link to corporate sponsor's home page.
- Text description of company, max 70 words on Sponsorship page.
- EMMA Award supporter banner on sponsor web site.

2. Electronic Correspondence

- e-vite; Mention in list of sponsors, one line corporate description and URL link to corporate home page.
- Confirmation email: Mention in list of sponsors, one line corporate description and URL link to corporate home page.

3. Public Relations

- Pre Event: Mention in list of sponsors, one line corporate description.

4. Event

- 4 tickets to VIP Dinner
- invitation to all receptions
- Physical banner (to be provided by sponsor) to be hung in high traffic location. Size to be negotiated.

Opportunity to have information disseminated to judges and attendees.

Hotel Sponsor

1. IMAT web page- <http://www.imat.ca> EMMA web page – <http://www.emma-foundation.org>
 - Event page mention in text with link to corporate sponsor's home page.
 - Static button/logo on sponsorship page with link to corporate sponsor's home page.
 - EMMA Award supporter banner on sponsor web site.

2. Electronic Correspondence
 - e-vite; Mention in list of sponsors, one line corporate description and URL link to corporate home page.
 - Confirmation email: Mention in list of sponsors, one line corporate description and URL link to corporate home page.

3. Public Relations
 - Pre Event: Mention in list of sponsors, one line corporate description.

4. Event
 - Physical banner (to be provided by sponsor) to be hung in high traffic location. Size to be negotiated.
 - Opportunity to have information disseminated to attendees.

Transportation Sponsor

1. IMAT web page- <http://www.imat.ca> EMMA web page – <http://www.emma-foundation.org>
 - Event page mention in text with link to corporate sponsor's home page.
 - Static button/logo on sponsorship page with link to corporate sponsor's home page.
 - EMMA Award supporter banner on sponsor web site.

2. Electronic Correspondence
 - e-vite; Mention in list of sponsors.
 - Confirmation email: Mention in list of sponsors.

3. Public Relations
 - Pre Event: Mention in list of sponsors.

4. Event
 - Physical banner (to be provided by sponsor) to be hung in high traffic location. Size to be negotiated.
 - Opportunity to have information disseminated to attendees.