



NJ ADVANCE MEDIA

MENTORING MONDAY

FEBRUARY 22, 2021, 10AM - 12PM

Connecting influential women leaders with women from all walks of life and professional backgrounds for an opportunity to share, learn and grow. Fast-paced one-on-one speed coaching, insightful roundtable discussions and an inspiring keynote address.

Mentoring Monday will be supported by a robust promotional campaign across digital, social and print channels.



NJADVANCEMEDIA.COM/MENTORING2021

SPONSORSHIP OPPORTUNITIES	PRESENTING (LIMIT 1)	PLATINUM	GOLD	SILVER	BRONZE
EARLY SIGN BONUS: Full-color ad in Jersey's Best Spring Edition with a Mentoring Monday commitment by 12/15/20	2-Page Spread	Full Page			
Presented by positioning on digital event promotional campaign	X				
Opportunity to provide a mentor from your company	X				
Opportunity for company representative to make remarks or submit a :60 video to be played during event.	X				
Feature position in :30 video promotion on social channels and NJ.com with 350,000 digital impressions.	X				
<i>What it Means to be a Mentor</i> sponsor content article on Mentoring Monday webpage. Includes mentor photo and interview. Featured on NJ.com and Jerseysbest.com.	X	X			
Inclusion in NJ Advance Media and Jersey's Best organic social promotion	X	X			
Logo inclusion on print event promotional campaign	X	X	X	X	
Logo inclusion on event registration website	X	X	X	X	X
Logo inclusion on event welcome page and mentor profile directory, and verbal recognition during the event	X	X	X	X	X
Full-Color print ad in the Mentoring Monday special section (Format: Tab. Pub Date: Sun, 2/28/21)	Full Page	Full Page	Half Page	Half Page	Quarter Page
Digital Campaign : Targeted display impressions on NJ.com	500,000 Imps	350,000 Imps	200,000 Imps		
1 Email message sent to Mentor/Mentee list on behalf of sponsor	X				
Opportunity to provide raffle gift item (Minimum \$50 value)	X	X	X	X	X
Recognition as a sponsor on post-event thank you email	X	X			
Inclusion in promotion for upcoming women-focused events and 25% discount on sponsorship opportunities!	X	X			
Tickets to event	10	6	4	4	2
INVESTMENT	\$15,000	\$10,000	\$5,000	\$2,500	\$1,500

HELP SUPPORT AND DEVELOP CURRENT AND FUTURE WOMEN BUSINESS LEADERS.

TO PARTICIPATE IN MENTORING MONDAY, CONTACT YOUR NJ ADVANCE MEDIA CONSULTANT:



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