



2020 Partnership
Opportunities + Benefits

Title Sponsor

\$7,500

- **Exclusive positioning** as “TITLE SPONSOR Virtualoso Talent Show” on all marketing materials (website, social cover photos, e-newsletters, social media bios and posts, pre- and post-event press releases, ads), and all digital initiatives with logo/link.
- **Exclusive category/industry** representation.
- “TITLE SPONSOR Virtualoso Talent Show” **branded logo static on screen** frames throughout week-long voting process.
- **Production of one (1) :30 digital ad** to run on VirtualosoTalentShow.com now through duration of event (Dec. 31, 2020).
- **Production of one (1) :15 digital ad** to run prior to each contestant’s video (once per unique viewer).
- A minimum of three **(3) dedicated posts** on @virtualososhow social handles during contest entry timeframe (through Oct. 15, 2020), one of which will be supported by **\$100 boost** targeted to your key audiences.
- A minimum of **six (6) dedicated posts** on @virtualososhow social handles between Oct. 15 through Dec. 31, 2020, four (4) of which will be supported by **\$100 boost** targeted to your key audiences.
- One (1) **dedicated e-news** announcement of Title Sponsorship (approx. 8,000 subscribers)
- Opportunity for **CEO/President** to serve as an **Official Judge**.
- Opportunity to record a **“Welcome” video** that will air as the kickoff of voting week begins.
- Opportunity to provide **digital swag/offer** for the Virtualoso Digital Swag Bag, available to all online voters who request one.
- Opportunity to provide a **premium (physical) item** to each of the three (3) contest winners (value \$50 or greater preferred)



Presenting Sponsor \$5,000



- Positioning as “TITLE SPONSOR Virtualoso Talent Show, Presented by PRESENTING SPONSOR” on all marketing materials (website, social media cover photos, e-newsletters, social media posts, pre- and post-event press releases, ads), and digital initiatives with logo/hyperlink.
- Exclusive category/industry representation.
- “TITLE SPONSOR Virtualoso Talent Show, Presented by PRESENTING SPONSOR” branded logo static on screen frames throughout week-long voting process.
- Production of one (1) :15 digital ad to run on VirtualosoTalentShow.com now through duration of event (Dec. 31, 2020).
- A minimum of two (2) dedicated posts on @virtualososhow social handles during contest entry period (through Oct. 15, 2020).
- A minimum of four (4) dedicated posts @virtualososhow between Oct. 15 and Dec. 31, 2020, two of which will be supported by \$100 boost targeted to your key audiences.
- Opportunity to provide digital swag/offer for the Virtualoso Digital Swag Bag, available to all online voters who request one.
- Opportunity to provide a premium (physical) item to each of the three (3) contest winners (value \$50 or greater preferred)

- Designation as Premiere Partner with brand/logo and hyperlink on all marketing materials (website, e-newsletters, social media posts, pre- and post-event press releases, ads).
- A minimum of four (4) dedicated posts each on @virtualososhow social handles between Oct. 15 and Dec. 31, 2020, one of which will be supported by \$100 boost targeted to your key audiences.
- Opportunity to provide digital swag/offer for the Virtualoso Digital Swag Bag, available to all online voters who request one.
- Opportunity to purchase the production and implementation of digital advertising to run on virtualosotalentshow.com and during the week-long voting process.**

Premiere Partner \$2,500

Entertainment

Partner

\$1,000

- Designation as **Entertainment Sponsor** with brand/logo and hyperlink on all marketing materials (website, e-newsletters, social media posts, pre- and post-event press releases, ads).
- One (1) **dedicated social media post** each on @virtualososhow social handles between Oct. 15 and Dec. 31, 2020, which will be supported by a **\$50 boost** to your targeted audiences.
- Opportunity to provide **digital swag**/offer for the Virtualoso Digital Swag Bag, available to all online voters who request one.
- Opportunity to purchase the production and implementation of **digital advertising** to run on virtualosotalentshow.com and during the week-long voting process.**

Community

Partner

\$500

- Designation as **Community Partner** with brand/logo and hyperlink on the website, e-newsletters, and pre- and post-event press releases.
- Opportunity to provide **digital swag**/offer for the Virtualoso Digital Swag Bag, available to all online voters who request one.
- Opportunity to purchase the production and implementation of **digital advertising** to run on virtualosotalentshow.com and during the week-long voting process**

Virtualoso Friend

\$50/\$100/\$250

- Designation as a **Virtualoso Friend** on virtualosotalentshow.com sponsor page
- **Inclusion in running crawl** at the bottom of the contestant/voting page during the week-long voting process
- Opportunity to purchase the production and implementation of **digital advertising** to run on virtualosotalentshow.com and during the week-long voting process**

**Digital Advertising/Production Details

Virtualoso will work with 2Ton Creative, an award-winning agency based in South Florida, to produce either a :15 or :30 digital ad that will air on the VirtualosoTalentShow.com sponsor page throughout the duration of the competition. Advertiser will retain the rights to the digital ad and will be able to air/broadcast the ad wherever they so choose, following the conclusion of Virtualoso Talent Show (Dec. 31, 2020.)

Production costs are as follows:

- :30 Digital Ad (advertiser provides high res logo/b-roll video/photography and preferred content/tagline). Virtualoso/2Ton will create dynamic video with music, graphics, VO and animation. COST: \$1,900
- :30 Digital Ad (no content/imagery provided by advertiser). COST: \$2,300
- :15 Digital Ad (advertiser provides high res logo/b-roll video/photography and preferred content/tagline). Virtualoso/2Ton will create dynamic video with music, graphics, VO and animation that advertiser can keep and run/air as you choose. COST: \$1,200
- :15 Digital Ad (no content/imagery provided by advertiser). COST: \$1,600

