



Technical Excellence & Creativity Awards®



SPONSORSHIP OPPORTUNITIES

ASSOCIATE YOUR BRAND WITH PRO AUDIO AND SOUND PRODUCTION EXCELLENCE AT THE TEC AWARDS

BUILD BRAND VISIBILITY AND DRIVE PREFERENCE, THROUGH TURNKEY PACKAGES.

Take advantage of the opportunity to drive preference and awareness.

All sponsorships will include your brand on the exclusive TEC Experience Marketplace page. This multimedia-rich page will showcase this year's TEC Awards ceremony, featuring Hall of Fame and Les Paul Innovation Award recipients, nominees, winners, and the TECnology Hall of Fame.

Your page and product will also be searchable under a TEC Awards filter during Believe in Music Week.

Benefits include:

ADVERTISING SPACE IN TEC AWARDS DIGITAL VOTER'S GUIDE	RECOGNITION ON THE TEC EXPERIENCE PAGE AS PART OF BELIEVE IN MUSIC WEEK	RECOGNITION DURING TEC AWARDS CELEBRATION	RECOGNITION THROUGHOUT TEC AWARD COMMUNICATIONS	ACCESS TO TEC SPONSOR KIT – LOGOS AND MORE!
Showcase your advertising message to 100,000+ pro audio and sound production professionals. Materials due: 12/1 Release date: 12/10	Drive attendees to your brand experience page, and add your video to the TEC Awards Believe in Music page and YouTube channel	Feature your brand during pre- and post-show presentations, aired on Jan 22 and available on demand through Feb 28	Include your brand message in four newsletters from Nov–Jan, as well as in two Believe in Music promotional emails in Dec and Jan	Utilize TEC Awards branding throughout your messaging, further associating your company with this time-tested and prestigious honor





CHOOSE FROM FOUR SPONSORSHIP PACKAGES:

BRONZE - \$250

Inclusion on TEC Awards Experience page

Logo recognition during award program

Logo inclusion in TEC News, a monthly newsletter sent to the pro audio and sound community

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SILVER - \$500

Quarter-page advertisement in Digital Voter's Guide

Inclusion on TEC Awards page in Believe in Music Week

Logo recognition during award program

Logo placement on tecawards.org and TEC Experience page

Logo recognition in TEC News, a monthly newsletter sent to the pro audio and sound community

GOLD - \$1,500

Up to 1-minute video content to loop on TEC Brand Experience page and will also be included on the TEC 10-minute sponsorship highlight on Gear TV

Video frame ad on Gear TV

Linkable billboard highlight advertisement on TEC Experience page

Full-page advertisement in Digital Voter's Guide

Logo recognition during award program

Logo placement on tecawards.org and TEC Experience page

Logo recognition in TEC News, a monthly newsletter sent to the pro audio and sound community

PLATINUM - \$2,000

Up to 2-minute premium video content to loop on TEC Brand Experience page and will also be included as a highlight on the TEC 10-minute sponsorship highlight on Gear TV

Video frame ad on Gear TV

Linkable billboard highlight advertisement on TEC Experience page

Full-page advertisement in Digital Voter's Guide

Logo recognition during award program

Logo placement on tecawards.org and TEC Experience page

Logo recognition in TEC News, a monthly newsletter sent to the pro audio and sound community

SCHEDULE AT A GLANCE



Digital Voter's Guide materials due by December 1



Digital Voter's Guide launched and voting begins December 10



Gear TV video content due by December 11



Video frame and billboard highlights due by January 8

NAMM
BELIEVE IN
MUSIC
WEEK JANUARY 2021

The global gathering to unify and support the people who bring music to the world



MARKETPLACE



BELIEVE IN MUSIC TV



TRAINING

CONTACT YOUR BELIEVE IN MUSIC REPRESENTATIVE

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namm.org/sponsor36