



2009 SPONSORSHIP OPPORTUNITIES

In the tradition of the Golden Globes and the Academy Awards, the Lucie Awards honors individuals for their outstanding achievements in photography. The Lucie Awards recognizes photography excellence in a variety of categories including Advertising, Fashion, Documentary, Photojournalism, Fine Art, Portraiture, and Sports. The Lucies also present one Lifetime Achievement Award, Humanitarian Award, Visionary Award, and the Spotlight Award.

We are looking for a diverse group of companies and organizations, media and internet partners to sponsor the seventh Annual Lucie Awards. With an enhanced marketing, advertising and promotional campaign, the Lucie Awards are projected to millions of potential new consumers.

Over the past six years, the Lucie Awards has become the most anticipated and successful photography awards show. We invite you to be an integral part of the Lucie Awards, the most prestigious annual ceremony of its kind.

This year's ceremony will take place at New York's famed Lincoln Center on October 19, 2009 @ 6 p.m. The Lucie Awards is a program of the Lucie Foundation.

THE LUCIE AWARDS GALA CEREMONY

OUR MISSION

The Lucie Foundation's mission is three-tiered; to honor master photographers, to discover and cultivate emerging talent and to celebrate the appreciation of photography worldwide.

HONOR MASTER PHOTOGRAPHERS

Annual **Lucie Awards Ceremony**

The international photography community will pay tribute to the year's most outstanding photography achievements presented at the annual Lucie Awards ceremony. This black-tie gala affair has been internationally dubbed as "The Oscars of Photography".

DISCOVER NEW AND EMERGING TALENT

Annual **IPA Competition**

IPA invites passionate photographers, professionals and amateurs alike to be recognized as the International Photographer of the Year through our annual juried competition. In an effort to cultivate and showcase emerging talent, all non-professional entries are eligible for the Discovery of the Year Award prize, lauding best up-and-coming photographer. The winners of the International Photographer of the Year and Discovery of the Year will also each receive the coveted Lucie Trophy and cash prizes.

CELEBRATE THE APPRECIATION OF PHOTOGRAPHY WORLDWIDE

IPA Annual Book Publication & *Best of Show* Exhibition

Award-winning entries will be published in the IPA Annual Book, distributed throughout the international photography community. In addition, an annual exhibition, the *Best of Show*, featuring a curated selection from the winners' circle, travels to an average of nine countries annually.

THE LUCIE STATUE

The statue was influenced by two photographers, Frantisek Drtikol and E. O. Hoppe. "Lucie" is the sculptural form inspired by the synthesis of two famous photographic images from the first half of the twentieth century. Taken from the Latin word, "lux" for "light", Lucie is a tribute to the influential role light plays in photography.



SPONSORSHIP AT-A-GLANCE

74% MALE
26% FEMALE

81.4%
COLLEGE DEGREE

\$100K
AVERAGE INCOME

65% NORTH AMERICA
30% EUROPE
5% OTHER

\$500K
IN-KIND ADVERTISING
5M
CIRCULATION

4.4M (2008)
ANNUAL UNIQUE IMPRESSIONS
PHOTOAWARDS.COM

11,996 (2008)
DAILY AVERAGE
PHOTOAWARDS.COM

1.5M (MAY-OCT)
AWARD SEASON IMPRESSIONS
LUCIEAWARDS.COM

TARGET AUDIENCE

Worldwide photographers, professional and amateurs, photography students, photography enthusiasts and photography-related professionals.

DEMOGRAPHICS

IPA Annual "International Photographer of the Year" Competition

The 2008 annual IPA photography competition has drawn nearly 22,872 international entries from professional and amateur photographers.

Lucie Awards Gala Affair

Attendees include ICONIC and LEGENDARY Photographers, Art Directors, Magazine and Newspaper Editors, Professional Photographers, Photography Agency Representatives, Gallery Owners and Curators, Photography Collectors, Photography Book Publishers, Industry Experts and Celebrity Presenters.

PRINT ADVERTISING

IPA and The LUCIES are gifted approximately \$500,000 worth of in-kind advertising annually in Photography Magazines across the continent, with focus on the United States and Europe. These publications include American Photo, French Photo, Genis Aci, LFI, Focus, PhotoPresse, The Times Journal of Photography, Photo District News (PDN), and Black and White Magazine. In addition, over 30 international photography related websites link to the IPA and Lucie Award websites.

WEBSITE TRAFFIC

Annual combined unique impressions for both photoawards.com and lucieawards.com totals over approximately 5 million.

OFFICIAL SPONSOR

\$75,000

This exclusive opportunity will market your company as a unique supporter of the Lucie Awards, i.e. "Olympus, The Official Camera of the Lucie Awards".

OFFICIAL SPONSOR BENEFITS INCLUDE:

Event Marketing

- Opportunity to host up to FOUR branded parties and events leading up to the Lucie Awards (i.e. a Lecture Series, Speakers Forum, etc.)
- Opportunity to collaborate with other Lucie Awards partners to develop and create cross-promotional campaigns
- 30-second company commercial spot during the ceremony
- Logo prominently displayed on red carpet arrival area as well as the step and repeat Lucie Awards backdrop
- The opportunity to have promotional displays at ceremony reception areas
- Logo will appear onscreen as part of the pre and post-ceremony slide series
- Logo on all banners at the ceremony
- Public recognition and acknowledgements during the ceremony
- Product and or promotional materials inserted in VIP gift bags
- Ten VIP passes to the Lucie Awards ceremony which includes invitation to a special reception for winners, nominees, and honored guests

Print Exposure

- One full-page color advertisement in the Lucie Awards ceremony evening program
- Prominent Logo Inclusion in our \$500,000 media campaign and Press Releases
- Logo included in the partner section of the Lucie Awards ceremony evening program
- Logo printed on postcards, save the date cards, invitations, and tickets for the Lucie Awards ceremony to over 30,000 mailers per year
- Recognition in Press Releases as the Lucie Awards Official Sponsor
- Logo included in the direct mail marketing pieces distributed to 30,000 in North America

OFFICIAL SPONSOR

Online Exposure

- Logo or video link featured on both lucieawards.com and photoawards.com, all internet promotional materials, and the monthly IPA e-newsletter
- Featured in six newsletters leading up to the Lucie Awards emailed out to 30,000 globally

Direct Marketing

- Logo included in the Direct Mail marketing pieces distributed to 30,000 in North America
- Opportunity to distribute promotional materials and/or products to associated photographers and Lucie Awards attendees
- Two-time use of IPAs valuable marketing database of over 25,000 members globally, including Lucie Awards attendees, photographers and organizational partners

Added Benefits

- Access to film footage and photo library from Lucie Awards ceremony
- License to use Lucie Awards marks and logo in advertising, promotions, and packaging

PARTNER SPONSOR

\$35,000

This exclusive package provides the opportunity to reach our influential and targeted audience as a Lucie Awards Partner.

PARTNERSHIP SPONSOR BENEFITS INCLUDE:

Event Marketing

- Opportunity to host ONE event in conjunction with the Lucie Awards (i.e. a Lecture Series, Speakers Forum, etc.)
- 30-second company commercial shown during the ceremony
- Logo will appear onscreen as part of the pre and post ceremony slide series
- Logo on select banners at the ceremony
- Public recognition and acknowledgements during the awards ceremony
- Six VIP passes to the Lucie Awards ceremony which includes invitation to a special reception for winners, nominees, and honored guests
- Logo prominently displayed on red carpet arrival area as well as the step and repeat Lucie Awards backdrop

Print Exposure

- One full-page black & white advertisement in the Lucie Awards ceremony program book
- Logo inclusion in our \$500,000 media campaign and press releases
- Logo included in the partner section of the Lucie Awards ceremony evening program
- Logo printed on select printed material
- Recognition in Press Releases as the Lucie Awards Official Sponsor
- Logo included in the direct mail marketing pieces distributed to 30,000 in North America

Online Exposure

- Logo featured on both lucieawards.com and photoawards.com, all internet promotional materials, and the monthly IPA enewsletter
- Featured in two newsletters leading up to the Lucie Awards

Direct Marketing

- One-time use of IPAs valuable marketing database of over 25,000 members globally, including Lucie Awards attendees, photographers and organizational partners
- Opportunity to distribute promotional materials or products to associated photographers, ceremony VIP guests and attendees
- Product and/or promotional materials inserted in VIP gift bags

Added Benefits

- Access to film footage and photo library from Lucie Awards ceremony
- License to use Lucie Awards marks and logo in advertising, promotions, and packaging

SUPPORTING SPONSOR

\$15,000

This package provides the opportunity to reach the influential and targeted IPA Audience as a Supporting Sponsor

SUPPORTING SPONSOR BENEFITS INCLUDE:

Event Marketing

- Logo will appear onscreen as part of the pre and post-ceremony slide series to be shared with other partners
- Logo on select banners at the ceremony
- Public recognition and acknowledgements during the ceremony
- Four VIP passes to the Lucie Awards Ceremony which includes invitation to a special reception for winners, nominees, and honored guests
- Logo prominently displayed on red carpet arrival area as well as the step and repeat Lucie Awards backdrop

Print Exposure

- One half-page black & white advertisement in the Lucie Awards ceremony evening program
- Inclusion in our \$500,000 media campaign including select print advertisements and Press Releases
- Logo included in the direct mail marketing pieces distributed to 30,000 in North America

Online Exposure

- Linked logo featured on lucieawards.com and photoawards.com

Direct Marketing

- Product and/or promotional materials inserted in VIP gift bags

Added Benefits

- Access to film footage and photo library from Lucie Awards ceremony
- License to use Lucie Awards marks and

GENERAL SPONSOR

\$5,000

GENERAL SPONSOR BENEFITS INCLUDE:

Event Marketing

- Two VIP passes to the Lucie Awards ceremony which includes invitation to a special reception for winners, nominees, and honored guests
- Logo will appear onscreen as part of the pre and post-ceremony slide series to be shared with other partners

Print Exposure

- 1/8 page black & white advertisement in the Lucie Awards ceremony evening program

Online Exposure

- Linked logo featured on lucieawards.com

Direct Marketing

- Opportunity to distribute promotional materials or products to associated photographers, ceremony VIP guests and attendees

IPA INDIVIDUAL SPONSOR

\$2,500

IPA INDIVIDUAL SPONSOR BENEFITS INCLUDE:

Event Marketing

- Two VIP passes to the Lucie Awards ceremony which includes invitation to a special reception for winners, nominees, and honored guests

Print Exposure

- One business card-sized black & white advertisement in the Lucie Awards ceremony evening program

Online Exposure

- Linked logo featured on lucieawards.com

Direct Marketing

- License to use Lucie Awards marks and logo in advertising, promotions, and packaging