



Stars of the Industry | December 6, 2023
Providence Performing Arts Center

RIHA and RIHEF recognize the hospitality industry's brightest stars at our annual awards event.
 Sell-Out Event at 800+ Attendees

	North Star \$10,000	Gold Star \$5,000	Silver Star \$2,500	Shining Star \$1,500	Star Gazer \$750
OPPORTUNITIES ▶					
Event Kick-Off exclusive speaking opportunity	X				
Program Bookmark Insert	X				
Branded Party Noisemakers	X				
Premium Branded Save-The-Dates	X				
Leaderboard Banner Ad on RIHA website (# of placement months, see ad specs page 3)	3	2	1		
Sponsored Email Blast (# of e-blasts annually, see ad specs page 3)	4	2	1	1	
Event Tickets	10	6	4	2	
Program Book Advertisement	premium full page	full page	1/2 page	1/2 page	
Custom Social Media Posts (# of posts annually, see ad specs page 4)	6	4	3	1	
Print Logo Placement pre-event communications & day-of signage	X	X	X	X	X
Online Logo Placement event website & e-newsletters	X	X	X	X	X
"Star Walk" Red Carpet Logo Decal	X	X	X	X	X

NEW FOR 2023!

360° Photo Booth Sponsor
\$2000

The 360° Photo Booth is an event experience that captures 360° high-resolution videos.

INCLUDES:

- Naming Rights to the 360° Booth
- (2) Event Tickets
- (1) Full Page Advertisement
- (1) "Star Walk" Red Carpet Decal
- Print Logo Placement: pre-event communications & day-of signage
- Online Logo Placement: event website & e-newsletters

DIGITAL SPECS

(SEE ALL DETAILS ON PAGE 2)

- Half Page Ad: 5" wide x 4" tall
- Full Page Ad: 5" wide x 8" tall
- Star Walk Logo Decals: EPS files preferred or high-resolution pngs

DEADLINES

- Program book ads must be submitted no later than:
Wednesday, November 8th
- Logos for Star Walk decals must be submitted by no later than:
Monday, November 13th

STARS OF THE INDUSTRY AD SPECS

Please provide a hi-resolution (300dpi) PDF, JPG or PNG.
CMYK files are preferred.

“STAR WALK” RED CARPET LOGO DECAL SPECS

- EPS files preferred or high-resolution pngs required
- Decals are 3 feet x 3 feet



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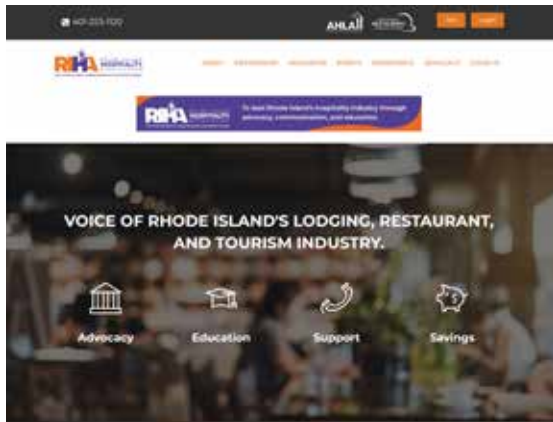
HALF PAGE AD:
5" wide x 4" tall

FULL PAGE AD:
5" wide x 8" tall

Digital Sponsorship Deliverables

LEADERBOARD BANNER AD

top billing on RIHA's homepage (all devices)



LEADERBOARD AD SPECIFICATIONS

- 728 x 90 pixels
- jpeg, gif, png
- with hyperlink

RIHA NEWSLETTER E-BLAST

RIHA's e-newsletters have 2,500+ subscribers and an average open rate of over 39%.

*messaging must not conflict with existing partnerships, RIHA to approve.



E-BLAST SPECIFICATIONS

exclusive email blast with your custom content

- Banner Graphic: 600 x 400px
- Additional Image (optional): 300 x 250px
- Headline: 25 characters or less
- Copy: 150 words or less (lists or bullet points are effective)
- Direct Contact Info (optional): email or phone number
- Website & Social Links
- Call-To-Action Button & Hyperlink: "Contact Us" "Get a Quote" "Sign-Up" etc.

Digital Sponsorship Deliverables

SOCIAL MEDIA POSTS

Increase your visibility on our social networks!

RIHA's social media presence reaches members and non-members alike.

Our platforms and analytics include:

Facebook: 3,200+ page likes and 6-10k monthly impressions

Instagram: 2,500+ followers and 5-6k monthly impressions

Twitter: 3,000+ followers and 3-4k monthly impressions

LinkedIn: 1,600+ followers and 3-5k impressions

SOCIAL MEDIA CAMPAIGNS WITH RIHA

best practices

- Tap into what people are thinking about (ex: holidays, current events)
- Provide quality images/videos/GIFs
- Use hashtags
- Offer member discounts
- Keep copy brief (less than 20 words results in more engagement)
- Format copy as a list or bullet points
- Ask questions or offer advice

AD SPECIFICATIONS

- jpeg, png, gif, mp4 (less than 10 seconds) with hyperlink
- custom copy (twitter copy less than 280 characters)
- 1080x 1080px

Facebook



Instagram



Twitter



LinkedIn

