



## Sponsorship Opportunities

The 30th Annual Weatherhead 100 awards ceremony will host over 700 members of Northeast Ohio's business community. The prestigious award encourages the spirit of entrepreneurship and rewards the fastest growing companies in Northeast Ohio based on revenues from 2012-2016.

Sponsorship of this event achieves the following goals:

- Connects your company with the Northeast Ohio business community—over 100 successful businesses and over 700 event attendees
- Aligns your brand with Case Western Reserve University and the Weatherhead School of Management brand
- Expands visibility via paid and earned digital, broadcast and print media placements

*An elite consortium of Northeast Ohio's fastest growing companies*

Established in 1988, the Weatherhead 100 is the region's premier recognition of the businesses leading the charge in Northeast Ohio. Each year, we recognize this exclusive group of companies who are the best examples of entrepreneurship, leadership and success in our region.

The Weatherhead 100 is a benchmark that many Northeast Ohio companies strive to achieve and is a testament to the hard work, commitment and innovation of our region.

— Robert E. Widing, Dean,  
Weatherhead School of Management

### Presenting Sponsor: \$30,000

#### Pre-Event Benefits

- Logo placement on all Weatherhead 100 promotional materials, including print and digital advertisements and e-blasts in *Crain's Cleveland* (\*), nomination letters, application materials, winner packets, event invitations, emails to Case Western Reserve University and Weatherhead School of Management communities, and on the Weatherhead 100 website (\*\*)
- List of Weatherhead 100 winners *prior* to awards ceremony
- Event attendee list provided pre- and post-ceremony.

#### Award Ceremony Benefits

- Prominent logo placement on all event signage and materials, red carpet backdrop, engraved winner plaques, and over 700 attendee nametags
- Sponsorship of three featured event video presentations
- VIP seating for 20 guests at the Weatherhead 100 awards banquet
- Sponsorship recognition during awards presentation
- Speaking slot and opportunity to announce one of the winners

#### Post-Event Benefits

- *Crain's Cleveland*: Premier logo placement on special wrap cover and full-page, color ad in Weatherhead 100 issue (December 4, 2017)
- Opportunity for company networking luncheon with students
- Logo on post-event "thank you ad" in *Crain's Cleveland*
- Logo on post-event "thank you email and survey"
- Three Executive Education one-day classes; valid through Summer 2018
- Premier placement on [www.weatherhead100.org](http://www.weatherhead100.org) for one year

**Total Value: \$65,000**

\**Crain's Cleveland*: 42,000 daily digital subscribers and 100,000+ weekly print subscribers.

\*\*Marketing recognition contingent on meeting ad submission deadlines.



WEATHERHEAD  
SCHOOL OF MANAGEMENT  
CASE WESTERN RESERVE  
UNIVERSITY

## Silver Sponsor: \$10,000

### Pre-Event Benefits

- Logo placement on all Weatherhead 100 promotional materials, including print and digital advertisements and e-blasts in *Crain's Cleveland* (\*), nomination letters, application materials, winner packets, event invitations, emails to all Case Western Reserve University community, and on the Weatherhead 100 website
- List of Weatherhead 100 winners *prior* to awards ceremony

### Award Ceremony Benefits

- Prominent placement on all event signage, including photo backdrop on red carpet
- VIP seating for 10 guests
- Sponsorship recognition during awards presentation
- Cocktail hour **OR** photo booth **OR** valet sponsorship (one sponsor per)

### Post-Event Benefits

- *Crain's Cleveland*: Logo placement at footer of special wrap cover and ½-page ad in Weatherhead 100 issue (December 4, 2017) \*\*
- Two Executive Education one-day classes; valid through Summer 2018
- Placement on [www.weatherhead100.org](http://www.weatherhead100.org) for one year

**Total Value: \$33,000**

## Sapphire Sponsor: \$5,000

### Pre-Event Benefits

- Logo placement on all Weatherhead 100 promotional materials, including print and digital advertisements and e-blasts in *Crain's Cleveland* (\*), nomination letters, application materials, winner packets, event invitations, emails to all Case Western Reserve University community, and on the Weatherhead 100 website
- List of Weatherhead 100 winners *prior* to awards ceremony

### Award Ceremony Benefits

- Prominent placement on all event signage, including photo backdrop on red carpet
- VIP seating for five guests
- Sponsorship recognition during awards presentation
- Logo placement at conclusion of one (1) featured event video presentation ("Courtesy of Sapphire Sponsor")

### Post-Event Benefits

- *Crain's Cleveland*: Logo placement at footer of special wrap cover and ¼-page ad in Weatherhead 100 issue (December 4, 2017) \*\*
- One Executive Education one-day class; valid through Summer 2018
- Placement on [www.weatherhead100.org](http://www.weatherhead100.org) for one year

**Total Value: \$22,000**

**Questions?** Please contact Cassie Pinkerton at [cassie.pinkerton@case.edu](mailto:cassie.pinkerton@case.edu) or 216.368.0927.

\**Crain's Cleveland*: 42,000 daily digital subscribers and 100,000+ weekly print subscribers.

\*\* All marketing recognition contingent on meeting ad submission deadlines.

## 2017 Award Categories



Companies ranked by largest percent of net sales over the past five years—from at least \$100K to at least \$1M.



Companies with 15 or fewer employees with net sales of less than \$5M last year.



Weatherhead 100 companies with at least \$100M net sales last year.