

Auction Sponsorships - 2021



- ❖ Largest annual fundraiser supporting the Internships/Scholarships Program and the Houston marketing community
- ❖ Event promotion sent to 800+ influential Houston B2B marketers
 - Sent 2x per week for six weeks leading up to event
- ❖ Average attendance of 40–50 key decision makers within B2B-focused organizations
- ❖ 2019 Auction raised \$15,000 for deserving college students
- ❖ Event webpage receives 1,400 pageviews per month
- ❖ Social media following of 2,200+ marketers

Auction Underwriter @ \$2,000 (only 1 available) - SOLD

- Only Auction sponsor logo in Auction-specific emails
- Most prominent logo on auction home page
- Most prominent logo recognition on ANA Business Marketing | Houston Auction webpage
- Logo recognition on sponsorship table tents (HH)
- Five free registrations to HH

Wine Case Sponsor @ \$ 545 (~~8 available~~) - 7 available

- Customize wine case with your own labels and pick up your case(s) at ANA happy hour (live wine grab and jewelry pull) on 6/17
- Logo recognition on ANA Business Marketing | Houston Auction webpage
- Logo recognition on sponsorship table tents (HH)
- Logo recognition at wine case pick up station (HH)
- Two free registrations to ANA happy hour (live wine grab and jewelry pull) on 6/17

HH Wine Sponsor @ \$500 (2 available)

- Logo recognition on ANA Business Marketing | Houston Auction webpage
- Logo recognition at wine bar
- Logo recognition on sponsorship table tents (HH)
- Two free registrations to HH

HH Beer Sponsor @ \$200 (only 1 available)

- Logo recognition on ANA Business Marketing | Houston Auction webpage
- Logo recognition at beer station
- Logo recognition on sponsorship table tents (HH)
- Two free registrations to HH

Auction Platform Sponsor @ \$500 (only 1 available)

- Logo recognition on ANA Business Marketing | Houston Auction webpage
- Logo recognition on Auction website
- Logo recognition on sponsorship table tents (HH)
- Two free registrations to HH

Contributing Sponsorships

Name Badge Sponsor @ \$150 (only 1 available)

- Logo recognition on all attendee name badges – worn all evening
- Logo recognition on ANA Business Marketing | Houston Auction webpage
- Two free registrations to HH

Wine Grab Sponsor @ \$750 (only 1 available)

- Logo recognition on the wine grab table – displayed all evening
- Logo recognition on ANA Business Marketing | Houston Auction webpage
- Two free registrations to HH

Jewelry Pull Sponsor @ \$500 (2 available)

- Logo recognition on the jewelry table – displayed all evening
- Logo recognition on ANA Business Marketing | Houston Auction webpage
- Two free registrations to HH

Appetizer Sponsor @ \$200 (only 1 available) **SOLD**

- Logo recognition on table with appetizers
- Logo recognition on ANA Business Marketing | Houston Auction webpage
- Two free registrations to HH

In-Kind Sponsorships

These are for donated creative, audio/visual, website design & maintenance, email services, photography, prizes, media, print services, etc. All in-kind sponsors must submit an invoice for your service offerings to determine the sponsorship level.

In-kind sponsors will receive:

- Logo recognition on ANA Business Marketing | Houston Auction webpage
- Logo recognition on sponsorship table tents