



2006 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 and one Humanitarian Award.

We are looking for a diverse group of companies and organizations, media, television, and internet partners to sponsor the Third Annual Lucie Awards. With an enhanced marketing, advertising and promotional campaign, the Lucie Awards are projected to millions of potential new consumers: International Photography Awards' 10,000+ global members, numerous past and present partners, ceremony attendees, a variety of associated organizations, broadcast viewers, and many more.

Over the past three years, the Lucie Awards has become the most prestigious and successful photography awards show of its kind in the world. We invite you to be an integral part of the Lucie Awards, the most prestigious annual ceremony of its kind. Please join us in making the Third Annual Lucie Awards another success!

This year's ceremony will take place at the American Airlines Theatre, in New York's famed Time Square on October, 17, 2005 @ 6 p.m. The Lucie Awards, a non-profit, charitable foundation, is produced by the International Photography Awards.



THE LUCIE AWARDS GALA CEREMONY



OUR MISSION

To salute the achievements of the world's finest photographers, to discover new and emerging talent, and to promote the appreciation of photography worldwide.

SALUTE THE ACHIEVEMENTS OF THE FINEST 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. Honors will be given for Lifetime Achievement, distinguishing some of the world's greatest men and women whose life's work in fashion, photojournalism, advertising and fine art merit the highest acclaim by their peers.

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 by our board of esteemed photo editors, curators, gallery owners, art directors and other luminaries from the international photography community through our annual juried competition. The award includes a \$10,000 grand prize. In an effort to cultivate and showcase emerging talent, all non-professional entries are eligible for the New Discovery of the Year Award and a \$2,000 prize, lauding best up-and-coming artist. The winners of the IPA International Photographer of the Year and New Discovery of the Year Award will also each receive a Lucie Trophy.

PROMOTE THE APPRECIATION OF PHOTOGRAPHY

IPA Annual Book Publication & Gallery Exhibits

Award-winning entries will be published in the IPA Annual Book, distributed throughout the international professional community and exhibited in some of the most prestigious galleries and bookstores. In addition, the IPA Gallery in Los Angeles will hold ten shows yearly promoting the IPA winner's work.



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

SPONSORSHIP AT-A-GLANCE

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 2005 annual IPA photography competition has drawn over 10,000 international entries representing nearly 40 different countries worldwide. These entrants are professional, non-professional and student photographers aspiring to win the top honor of "International Photographer of the Year" or the "New Discovery of the Year Award" announced at the Lucie Awards Ceremony.

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.

ADVERTISING

IPA and The LUCIES are gifted approximately \$300,000 worth of in-kind advertising annually in Photography Magazines across the continent including Europe, Turkey, Brazil, The United States, India and Japan. 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

During peak months leading to the 2005 IPA competition deadline (May, June and July), the photoawards.com website received over 1.2 million hits on average per month. The lucieawards.com website received approximately 200,000 hits monthly coinciding with the IPA competition. The Lucie Awards will launch the new website on August 1, 2005 to reflect new sponsors and announce the 2005 Lucie Award Honorees.





MAIN TITLE SPONSOR

\$75,000

This exclusive package provides the ultimate opportunity to reach the influential Lucie Awards and IPA Audience. Only one main title sponsor available.

PARTNERSHIP BENEFITS INCLUDE:

Print Exposure

- Two full-page color advertisements in the Lucie Awards Ceremony evening program
- 30-Second Commercial at the Gala Award Ceremony.
- Prominent Logo Inclusion in our \$300,000 media campaign including select print advertisements, PSA's 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 individuals per year
- Recognition in all associated Press Releases as the Lucie Awards Main Title Sponsor
- Logo included on International Photography Awards entry forms, used by over 10,000 individuals to enter the competition

Direct marketing

- Opportunity to distribute promotional materials or products to associated photographers, ceremony VIP guests and attendees
- Unlimited use of IPAs valuable marketing database of over 10,000 members globally, including Lucie Awards attendees, photographers and organizational partners
- Product and or promotional materials inserted in VIP gift bags



CONTINUED

Access

- Twelve VIP passes to the Lucie Awards Ceremony which includes invitation to a special reception for winners, nominees, and honored guests
- Opportunity to collaborate with other Lucie Awards partners to develop and create cross-promotional campaigns
- Opportunity to host a pre-approved event or reception before or after the annual ceremony

Onsite Exposure

- 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 awards ceremony
- Public recognition and acknowledgements during the awards ceremony

Online Recognition

- Linked Banner Ad on Lucie Awards website which received nearly 1,000,000 hits in the past six months
- Linked logo featured on Lucie Awards website, internet promotional materials, and the monthly e-newsletter sent out to 70,000 globally

Added Benefits

- Preferred representation in media campaign including print, broadcast, PSAs, broadcast commercials, and online promotions
- Access to film footage and photo library from Lucie Awards ceremony
- License to use Lucie Awards marks and logo in advertising, promotions, and packaging





FEATURE SPONSOR

\$50,000

This exclusive opportunity will market your company as a unique partner e.g. 2004 Lucie Awards sponsor, "Olympus: The Official Camera of the 2004 Lucie Awards".

PARTNERSHIP BENEFITS INCLUDE:

Print Exposure

- One full-page color advertisement in the Lucie Awards Ceremony evening program
- Prominent Logo Inclusion in our \$300,000 media campaign, including select print advertisements, PSA's 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 Feature Sponsor

Direct marketing

- Opportunity to distribute promotional materials or products to associated photographers and Lucie Awards attendees
- One-time use of IPAs valuable marketing database of over 10,000 members globally, including Lucie Awards attendees, photographers and organizational partners
- Product and or promotional materials inserted in VIP gift bags

Access

- Ten VIP passes to the Lucie Awards Ceremony which includes invitation to a special reception for winners, nominees, and honored guests
- Opportunity to collaborate with other Lucie Awards partners to develop and create cross-promotional campaigns
- Opportunity to host a pre-approved event or reception before or after the annual ceremony

THE
LUCIE
AWARDS

CONTINUED

Onsite Exposure

- 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

Online Recognition

- Linked logo featured on Lucie Awards website, all internet promotional materials, and the monthly IPA e-newsletter sent out to 70,000 globally

Added Benefits

- Preferred representation in media campaign including print, broadcast, PSAs, broadcast commercials, and online promotions
- Access to film footage and photo library from Lucie Awards ceremony
- License to use Lucie Awards marks and logo in advertising, promotions, and packaging





OFFICIAL SPONSOR

\$25,000

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

PARTNERSHIP BENEFITS INCLUDE:

Print Exposure

- One full page black & white advertisement in the Lucie Awards Ceremony program book
- Logo Inclusion our \$300,000 media campaign including select print advertisements, PSA's 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

Direct marketing

- One-time use of IPAs valuable marketing database of over 10,000 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

Access

- Six VIP passes to the Lucie Awards Ceremony which includes invitation to a special reception for winners, nominees, and honored guests.
- Opportunity to collaborate with other Lucie Awards partners to develop and create cross-promotional campaigns



CONTINUED

Onsite Exposure

- 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

Online Recognition

- Linked logo featured on Lucie Awards website, internet promotional materials and monthly e-newsletter sent out to 70,000 globally

Added Benefits

- Guided representation in media campaign including print, broadcast, PSAs, broadcast commercials, and online promotions
- Access to film footage and photo library from Lucie Awards ceremony
- License to use Lucie Awards marks and logo in advertising, promotions, and packaging





IPA CORPORATE SPONSOR

\$15,000

This package provides the opportunity to reach the influential and targeted IPA Audience as a Lucie Awards Corporate Sponsor

PARTNERSHIP BENEFITS INCLUDE:

Print Exposure

- One half page black & white advertisement in the Lucie Awards Ceremony evening program
- Inclusion in our \$300,000 media campaign including select print advertisements, PSA's and Press Releases
- Logo included in the partner section of the Lucie Awards Ceremony evening program
- Logo printed on select printed material, including postcards and newsletter
- Recognition in select Press Releases as Lucie Awards Corporate Sponsor

Direct marketing

- 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

Access

- Four VIP passes to the Lucie Awards Ceremony which includes invitation to a special reception for winners, nominees, and honored guests
- Opportunity to collaborate with other Lucie Awards partners to develop and create cross-promotional campaigns

THE
LUCIE
AWARDS

CONTINUED

Onsite Exposure

- 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

Online Recognition

- Linked logo featured on Lucie Awards website, internet promotional materials and monthly e-newsletter sent out to 70,000 globally

Added Benefits

- Preferred representation in media campaign including print, broadcast, PSAs, broadcast commercials, and online promotions
- Access to film footage and photo library from Lucie Awards ceremony
- License to use Lucie Awards marks and logo in advertising, promotions, and packaging





IPA PATRON SPONSOR

\$5,000

Print Exposure

- 1/8 page black & white advertisement in the Lucie Awards Ceremony evening program
- Logo included in the partner section of the Lucie Awards Ceremony evening program
- Logo printed on select printed material, including postcards and newsletter
- Recognition in select Press Releases as a Lucie Awards Patron Sponsor

Direct marketing

- 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

Access

- Two VIP passes to the Lucie Awards Ceremony which includes invitation to a special reception for winners, nominees, and honored guests.
- Opportunity to collaborate with other Lucie Awards partners to develop and create cross-promotional campaigns

Onsite Exposure

- Logo will appear onscreen as part of the pre and post-ceremony slide series to be shared with other partners
- Public recognition and acknowledgements during the ceremony

Online Recognition

- Linked logo featured on Lucie Awards website

Added Benefits

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





IPA INDIVIDUAL SPONSOR

\$2,500

Print Exposure

- One business card-sized black & white advertisement in the Lucie Awards Ceremony evening program
- Logo included in the partner section of the Lucie Awards Ceremony evening program
- Logo printed on select printed material, including postcards and newsletter

Direct marketing

- 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

Access

- Two VIPpasses to the Lucie Awards Ceremony which includes invitation to a special reception for winners, nominees, and honored guests
- Opportunity to collaborate with other Lucie Awards partners to develop and create cross-promotional campaigns

Onsite Exposure

- Public recognition and acknowledgements during the awards ceremony

Online Recognition

- Linked logo featured on Lucie Awards website

Added Benefits

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





IPA EVENING SPONSOR

\$1,000

Print Exposure

- One business card-sized black & white advertisements in the Lucie Awards Ceremony program book
- Logo included in the partner section of the Lucie Awards Ceremony program book

Direct marketing

- 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

Access

- One VIP pass to the Lucie Awards Ceremony, including invitation to a special reception for winners, nominees, and honored guests.
- Opportunity to collaborate with other Lucie Awards partners to develop and create cross-promotional campaigns

Onsite Exposure

- Public recognition and acknowledgements during the awards ceremony
- Online Recognition
- Partner's name and live link featured on Lucie Awards website

Added Benefits

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

THE
LUCIE
AWARDS



IPA MEDIA SPONSOR

This exclusive opportunity will market your company as a unique partner e.g. 2004 Lucie Awards Media sponsor

PARTNERSHIP BENEFITS INCLUDE:

Print Exposure

- Full page advertisements in the Lucie Awards Ceremony program book
- Logo included in the partner section of the Lucie Awards Ceremony program book

Direct marketing

- Opportunity to distribute promotional materials or magazine to associated photographers, ceremony VIP guests and attendees
- Product and or promotional materials inserted in VIP gift bags

Access

- Two VIP pass to the Lucie Awards Ceremony, including invitation to a special reception for winners, nominees, and honored guests.
- Opportunity to collaborate with other Lucie Awards partners to develop and create cross-promotional campaigns

Onsite Exposure

- Public recognition and acknowledgements during the awards ceremony
- Online Recognition
- Partner's logo and live link featured on Lucie Awards website

Added Benefits

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

WHAT YOUR PUBLICATION/SITE PROVIDES TO THE LUCIE AWARDS

- Two full-page ads in your publication plus, a prominent link from your website to the Lucie Awards website. We would also like an announcement, preferably in your print magazine if not, on your website or email newsletter announcing the event.

THE
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