

international photography awards

Sponsorship Benefits

The Lucie Awards show is a one-of-a-kind, unique tribute to excellence in photography. As a sponsor of the Lucie Awards, you will get high level exposure to a targeted and focused audience of photography consumers. Our demographic includes the amateur and professional photographer. Our goal is to engage the entire photography community and to have the Lucie Awards become the premier event to celebrate this art.

To highlight the exposure your company would get to avid photographers, we have included the information below:

Competition

- For the first year of the event, with very little marketing or public relations, we had over 6,000 photographers respond to our to the photography competition
- All aspects of photography are featured in the competition and submissions included: advertising, fashion, photojournalism, fine art and sports
- Awards are given in over 54 categories
- We are expecting to double the competition submissions for this year
- We are planning a mini-Lucie awards for the competition winners
- *As a sponsor, your logo will be all collateral material around the competition and at the Lucie event itself*

Advertisement

- We are starting our 2004 photography competition and are doing the following:
 - Ads have been placed in various magazines including: PDN, Shutterbug, American Photo, Popular Photography, E-digital, Venice Magazine and many global publications
 - Mailing to the 10,000 IPA members
- *As a sponsor, these photographers will be exposed to your company and products*

Website Traffic

- Each photographer interested in a submitting will be directed to our website in order to fill out a form and sign-up
- Each photographer will get exposure to our sponsors who will be prominently displayed on our website.
 - The sponsors will have links to their corporate website as well
- Currently we are averaging over 1,000 visitors a day and this will increase tremendously as we get closer to the awards show
 - *We are also experiencing web traffic from around the globe*

Lucie Awards Gala Affair

- *As a sponsor, your corporate logo will be prominently displayed on all collateral material leading up to the show from now until October and in the program catalogue at the show*
- This unique event draws together an elite audience of professional photographers and industry experts who have a love and passion for the field of photography.

