



2020 Innovation Awards Sponsorship Opportunities

What's different this year?

Keeping things virtual is one sure way to stay safe and healthy during this worldwide pandemic. Instead of an in-person celebration in June, we will be hosting an exclusive webinar featuring all our winners and their products or services.

Expanding categories is our way to remain more inclusive during times like these. Our NFC for a Greener World is now NFC for a Greener **or Safer World** - welcoming any product or service that utilizes NFC as it relates to the current pandemic. Have an innovation 'tap to pay' product or service? Submit to this category!

iOS is more than just 13 so we are opening the Best Innovative Use of NFC in iOS13 to be inclusive of other operating systems.

Platinum Sponsorship: ~~\$5,000 (limit 1)~~ – SOLD OUT

- Sponsorship of “Best NFC Application in iOS” category
- One (1) dedicated email to entire NFC Forum contact list (appx 8,500 contacts) (content to be provided by sponsor)
- Ten (10) mentions in social media posts (Twitter)
- Video hosted on Innovation Award Video landing page (content to be provided by sponsor)

- Logo to be included on the rotating slider on the NFC Forum homepage
- Logo included on the Innovation Awards landing page (logo will link to sponsors website)
- Logo included on the finalist video landing page
- Call out during the Innovation Awards live webinar welcome remarks
- Logo included on hold slide during the live awards webinar
- Inclusion of logo in all Innovation Awards promotional emails
- Inclusion in press releases three (3) (announcement release, finalist release, post event/winner release)
- Logo included on winner landing page (post event)
- Inclusion in award winner’s announcement email to NFC Forum contacts

Gold Sponsorship: \$2,000 (limit 1)

- Sponsorship of “NFC for a Greener or Safer World” category
- Donation to COVID related charity in name of sponsor
- Five (5) mentions in social media posts (Twitter)
- Logo included on the Innovation Awards landing page (logo will link to sponsors website)
- Video hosted on Innovation Award Video landing page (content to be provided by sponsor)
- Call out during the Innovation Awards live webinar welcome remarks
- Logo included on hold slide during the live awards webinar
- Inclusion of logo in all Innovation Awards promotional emails
- Logo included on winner landing page (post event)
- Inclusion in press releases three (3) (announcement release, finalist release, post event/winner release)

Silver Sponsorship: ~~\$1,000 (limit 1)~~ – **SOLD OUT**

- One (1) mentions in social media post (Twitter)
- Logo included on the Innovation Awards landing page (logo will link to sponsors website)
- Logo included on the finalist video landing page
- Call out during the Innovation Awards live webinar welcome remarks
- Logo included on hold slide during the live awards webinar
- Logo on winner landing page (post event)
- Inclusion of logo in all Innovation Awards promotional emails
- Logo included on winner landing page (post event)
- Inclusion in one (1) press release (post event/winner release)

Supporting Sponsorship: \$500 (limit 5)

- Logo included on the Innovation Awards landing page (logo will link to sponsors website)
- Logo on hold slide during the live webinar
- Inclusion in one (1) press release one (post event/winner release)

Interested in a sponsorship opportunity? Contact us marketing@nfc-forum.org.