



2009 Philippine Blog Awards
Philippine Blogger Awards Inc.
Email: philippineblogawards@gmail.com
Website: www.philippineblogawards.com.ph

Dear Sir/Madam,

We would like to invite you and your good office to be part of **the 2009 Philippine Blog Awards: One Blogging Nation** - which *aims to recognize Filipino-owned and Filipino focused blogs that represent the best in the vibrant and diverse Filipino blogging community*. This event is organized every year for the past three years by **the Philippine Blogger Awards Inc**, a non-stock and non-profit organization. For 2009, the Philippine Blog Awards will be held at the Megatent on October 9, 2009 and other venues in the Visayas and Mindanao. Here are some Blog Awards facts that may be of interest:

1. The Philippine Blog Awards (PBA) is an annual event that aims to recognize Filipino-owned blogs that represent the best in the vibrant and diverse Filipino blogging community. This diversity is seen in the different niches, ranging from but not limited to the arts, culture, technology and politics and the new forms and medium of blogging like podcasting and video blogging.
2. The 1st Philippine Blog Awards was held March 31, 2007 at the RCBC Theater, RCBC Tower, Makati City with over 200 bloggers and participants attending the awards night. The awards were covered by Inquirer.net, GMANews.tv, Manila Bulletin, RPN 9 and hundreds of bloggers across the world. **Total Media Value in excess of P250,000.00**
3. The 2nd Philippine Blog Awards was held on the 21st of September 2008 at One Esplanade. Around thirty awards were given out during the night. Media and Sponsorship Values

Total Print Media Values:	1,968,843.52
Total TV Media Values:	14,878,977.40
Total Online Media Values:	2,920,000.00
Total Media Value:	<u>P19,488,906.92</u>
Total Value Sponsorships via PR Company:	278,914.00
Total Value Sponsorship:	800,000.00

GRAND TOTAL **P20,567,820.92**

4. The 3rd Philippine Blog Awards will be on the 9th of 2009 at Megatent, Ortigas, Pasig and within the month also in selected venues in Mindanao and Cebu. Aside from new categories the theme for the 2009: Philippine Blog Awards would be One Blogging Nation.

Also included in this letter is a fact sheet containing the different sponsorship packages. Should you need any additional information please feel free to contact us through philippineblogawards@gmail.com and we would be more than willing to assist you in this matter.

Thank you for your time and patience.

Sincerely yours,

Ernesto G. Sonido Jr
President
The Philippine Blog Awards
Philippine Blogger Awards Inc.



2009 Philippine Blog Awards
Philippine Blogger Awards Inc.
Email: philippineblogawards@gmail.com
Website: www.philippineblogawards.com.ph

Co-Presenter (Php150,000)

- Product Lock-out (Category exclusivity)
- Mention on all press releases as Phil. Blog Awards Co-Presenter
- Top billing of company name and logo on all promotional materials
- 1 sponsored Award

Sponsor Benefits During Awards Night and Regional Awards

- Right to prime location for booth (4 x 2 meters) during main Awards Night and booth fabrication
- Provision for up to 6 banners during main Awards Night
- Provision for up to 2 banners each for Visayas (Cebu) and Mindanao (Cagayan De Oro) Regional Awards Night parties
- Company logo on Phil. Blog Awards audio-visual presentation
- Provision for ten (10) 30-second commercial spot blocks OR 1 corporate audio-visual presentation (max: 5mins) before the program proper, shown to attendees of all three events
- Recognition as Co-Presenter (start, middle and end of event proper) on all three events
- Right to distribute product literature to attendees of all three events
- Right to raffle off products to attendees of all three events
- Right to distribute sample products / swags / promotional items to attendees of all three events
- Copy of photo and video documentation of all three events
- 1 Full-page ad on Awards Night program souvenir, prime location (option to select back, inside-back, or inside-front cover ad locations on a first come, first served basis)

Internet (duration: 1 year)

- 1 highly-visible Leaderboard (728 x 90 pixels) ad on homepage (static JPEG or animated GIF), rotating ad spot
- 1 banner (468 x 60 pixels) ad on inside pages (static JPEG or animated GIF), rotating ad spot
- 1 small rectangle (160 x 100 pixels) ad on sidebar of inside pages (static JPEG or animated GIF), static ad spot
- Provision for 1 text-link ad on sidebar of inside pages (max: 55 characters including spaces)
- 1 company name, logo with link and short description on Sponsors and Partners page
- Provision for 1 advertorial page
- 1 company logo on website footer template
- Top billing of company name and logo on email promotions

Gold Package (Php100,000)

- Product Lock-out (Category exclusivity)
- Mention on all press releases as Phil. Blog Awards as Sponsor
- Billing of company name and logo on all promotional materials
- 1 sponsored Award

Awards Night and Regional Awards

- Provision for booth fabrication (2 x 2 meters) during main Awards Night
- Provision for up to 4 banners during main Awards Night
- Provision for up to 1 banner each for Visayas (Cebu) and Mindanao (Cagayan De Oro) Regional Awards Night parties
- Company logo on Phil. Blog Awards audio-visual presentation



2009 Philippine Blog Awards
Philippine Blogger Awards Inc.
Email: philippineblogawards@gmail.com
Website: www.philippineblogawards.com.ph

- Provision for six (6) 30-second commercial spot blocks OR 1 corporate audio-visual presentation (max: 3mins) before the program proper, shown to attendees of all three events
- Recognition as Sponsor (start, middle and end of event proper) on all three events
- Right to distribute product literature to attendees of all three events
- Right to raffle off products to attendees of all three events
- Right to distribute sample products / swags / promotional items to attendees of main Awards Night
- Copy of photo and video documentation of all three events
- 1 Full-page ad on Awards Night program souvenir

Internet (duration: 1 year)

- 1 highly-visible Leaderboard (728 x 90 pixels) ad on homepage (static JPEG or animated GIF), rotating ad spot
- 1 banner (468 x 60 pixels) ad on inside pages (static JPEG or animated GIF), rotating ad spot
- 1 small tall rectangle (160 x 180 pixels) ad on sidebar of inside pages (static JPEG or animated GIF), rotating ad spot
- Provision for 1 text-link ad on sidebar of inside pages (max: 55 characters including spaces)
- 1 company name and logo with link on Sponsors and Partners page
- Provision for 1 advertorial page
- Billing of company name and logo on email promotions

Silver Package (Php50,000)

- Mention on all press releases as Phil. Blog Awards as Sponsor
- Billing of company name on all promotional materials

Awards Night and Regional Awards

- Provision for booth fabrication (2 x 2 meters) during main Awards Night
- Provision for up to 2 banners during main Awards Night
- Provision for up to 1 banner each for Visayas (Cebu) and Mindanao (Cagayan De Oro) Regional Awards Night parties
- Company logo on Phil. Blog Awards audio-visual presentation
- Provision for three (3) 30-second commercial spot blocks OR 1 corporate audio-visual presentation (max: 1.5mins) before the program proper, shown to attendees of main Awards Night
- Recognition as Sponsor (start, middle and end of event proper) on all three events
- Right to distribute product literature to attendees of all three events
- Right to raffle off products to attendees of all three events
- Right to distribute sample products / swags / promotional items to attendees of main Awards Night
- Copy of photo and video documentation of all three events
- 1/2 page ad on Awards Night program souvenir

Internet (duration: 1 year)

- 1 banner (468 x 60 pixels) ad on inside pages (static JPEG), rotating ad spot
- 1 small tall rectangle (160 x 180 pixels) ad on sidebar of inside pages (static JPEG or animated GIF), rotating ad spot
- Provision for 1 text-link ad on sidebar of inside pages (max: 55 characters including spaces)
- 1 company name and logo on Sponsors and Partners page
- Billing of company name and logo on email promotions for all three events



2009 Philippine Blog Awards
Philippine Blogger Awards Inc.
Email: philippineblogawards@gmail.com
Website: www.philippineblogawards.com.ph

Bronze Package (Php25,000)

- Mention on all press releases as Phil. Blog Awards as Sponsor

Awards Night and Regional Awards

- Provision for up to 1 banner during main Awards Night
- Company name on Phil. Blog Awards audio-visual presentation
- Recognition as Sponsor (start, middle and end of event proper) on all three events
- Right to distribute product literature to attendees of main Awards Night
- Right to raffle off products to attendees of main Awards Night
- Copy of photo and video documentation of all three events
- 1/4 page ad on Awards Night program souvenir

Internet (duration: 1 year)

- 1 small tall rectangle (160 x 180 pixels) ad on sidebar of inside pages (static JPEG), rotating ad spot
- Provision for 1 text-link ad on sidebar of inside pages (max: 55 characters including spaces)
- 1 company name on Sponsors and Partners page
- Billing of company name on email promotions for all three events

Donor Package (Php5,000)

Awards Night and Regional Awards

- Recognition as Donor at the end of event proper on all three events
- Company name on Donors page of Awards Night program souvenir

Internet (duration: 1 year)

- Provision for 1 company name with link to sponsor's corporate website on sidebar of inside pages
- 1 company name on Sponsors and Partners page as Donor

NOTE:

- *For promo materials to Visayas and Mindanao, our Regional representatives will assist you. However, delivery and logistic fees are c/o sponsor.*
- *Trophy for sponsored award is c/o sponsor.*



2009 Philippine Blog Awards
Philippine Blogger Awards Inc.
Email: philippineblogawards@gmail.com
Website: www.philippineblogawards.com.ph

Media Partner

- Mention on all press releases as Phil. Blog Awards as Media Partner
- Billing of company name and logo on all promotional materials

Awards Night and Regional Awards

- Provision for booth fabrication (2 x 2 meters) during main Awards Night
- Provision for up to 4 banners during main Awards Night
- Provision for up to 1 banner each for Visayas (Cebu) and Mindanao (Cagayan De Oro) Regional Awards Night parties
- Company logo on Phil. Blog Awards audio-visual presentation
- Provision for six (6) 30-second commercial spot blocks OR 1 corporate audio-visual presentation (max: 3mins) before the program proper, shown to attendees of all three events
- Recognition as Media Partner (start, middle and end of event proper) on all three events
- Right to distribute product literature to attendees of all three events
- Right to raffle off products to attendees of all three events
- Right to distribute sample products / swags / promotional items to attendees of main Awards Night
- Copy of photo and video documentation of all three events
- 1 Full page ad on Awards Night program souvenir

Internet (duration: 1 year)

- 1 banner (468 x 60 pixels) ad on inside pages (static JPEG), rotating ad spot
- 1 small tall rectangle (160 x 180 pixels) ad on sidebar of inside pages (static JPEG or animated GIF), rotating ad spot
- Provision for 1 text-link ad on sidebar of inside pages (max: 55 characters including spaces)
- 1 company name, logo with link and short description on Sponsors and Partners page
- Billing of company name and logo on email promotions for all three events

NOTE: For promo materials to Visayas and Mindanao, our Regional representatives will assist you. However, delivery and logistic fees are c/o sponsor.