

SPONSORING THE HIVE AWARDS

The Hive Awards are designed to reward the Unsung Heroes of the internet. The coders, programmers, user experience teams, content strategists, writers and designers whose efforts rarely get noticed. The Hive Awards are dedicated to rewarding extra effort on a wide range of content: not just the most popular or well-funded sites.

We are expecting to get entries from a wide range of sources, everyone from web design firms to web developers to the actual client companies themselves. So your brand will be exposed to a wide audience of potential decision makers.

OVER 50 YEARS IN THE AWARD SHOW BUSINESS

The Hive Awards are a division of the International Award Group. IAG runs 8 different marketing and media award shows, including the internationally known New York Festivals. That means Hive has the backing of an organization that knows the awards show space and has dedicated time and financial resources to ensuring that the Hive Awards are a success right from the start.

Hive Awards will be promoted internationally, via International Award Group's pre-existing network of sales reps who operate in over 60 countries. (Our Chinese network is particularly strong.) Social media will also play a huge role in promoting the show, due to the influence of social media superstar and Hive Awards Executive Director Alan Wolk.

THE UNSUNG HEROES

In addition to the aforementioned craft awards, the Unsung Heroes awards will be a major part of the Hive Awards and will help to spread the word. People will nominate the Unsung Heroes of their organizations, and the winners will be awarded at a ceremony in New York City in early 2010. The buzz created by the Unsung Heroes award will help to promote the Hive Awards throughout social media sites.

WHAT HIVE CAN OFFER YOU

The Hive Awards are a perfect vehicle for anyone who wants to reach the key people who are building the internet as we know it. Hive entrants are innovators and fast-trackers. They're always on the lookout for new technologies and new products that will make their lives easier. They're influencers too: Hive entrants are active in social media and are more likely to promote a product or service they've discovered to everyone on their extensive social graphs.

As a first time sponsor for the Hive Awards, you have a chance to get in on the ground floor of what promises to be the web's premier award show, one that finally bridges the gap between technologists and marketers, business and entertainment.

We have a number of creative options for you and are open to collaborating to create something that goes beyond a simple banner or naming rights.

For a complete list of our categories, visit our site at hiveawards.com/categories.



HIVE AWARDS
260 West 39th Street, 10th Floor
New York, NY 10018 USA

Tel: 212-643-4800
Fax: 212-643-0170
info@internationalawardsgroup.com
hiveawards.com