

# Why sponsor the STACIES?

## Be one of the good guys

The STACIES are a celebration of excellence in technical communication. As a STACIES sponsor, you demonstrate your company's support for excellent technical communication to an audience of savvy technical communicators.

## Get noticed by a large crowd

The STACIES are a consistently large draw – one of our most well-attended programs of the year. Lots of exposure to potential customers!

## Reach every corner of your market

No other venue attracts a broader range of technical communicators in one place. Creators of online content, print documents, and technical art all participate in the STC Competitions and they gather at the STACIES to congratulate the winners. Sponsoring the STACIES allows you to touch participants in every area of technical communication in Boston and Northern New England. A great way to maximize your advertising dollar.

## Stretch your advertising budget

Sponsor the STACIES and you will receive a 10% discount on your next advertisement in the Boston Broadside, the premier online newsletter of the Boston Chapter that reaches hundreds of readers.

# What are your sponsorship options?

## You have several choices. . .

### **Participating Sponsor** **\$300**

8 ft table in the room used for dinner and entertainment. If desired, you can also provide a backdrop (such as a trade show backdrop)

Program moderator will mention your company as a sponsor during the program introduction and encourage attendees to visit your table.

You can place a literature packet or free giveaway items at each place setting.

Your company name and a link to your company web site will be placed on the STACIES program announcement.

Your company will be listed as a sponsor in all e-mail announcements to members of the Boston and NNE Chapters (currently over 800 and 200 members, respectively).

One free ticket to the program, including a meal.

One free print ad in the STACIES program booklet (\$75 value).

100 word description in the STACIES program booklet.

### **STACIES Supporter** **\$75**

Link to your company web site on the STACIES program page.

### **Show your company banner!** **\$75**

You supply the banner. We hang it in a prominent location at the STACIES program. Attendees see your name all night long.

### **Advertisement in the STACIES program** **\$75**

Place a black and white ad in the program booklet distributed to attendees at the STACIES. A color version of the ad can be included in the online version of the program booklet. Maximum ad size is 2 inches by 4 inches.

**For more information or to become a STACIES sponsor,  
contact Wendy Yurick Wing at**

**e-mail** [wywing@wing-group.com](mailto:wywing@wing-group.com)

**phone** 603-791-4363