

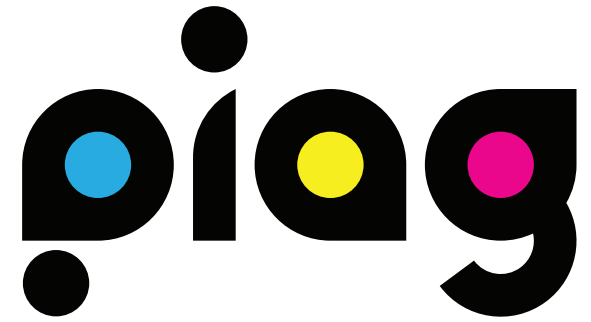
# Sponsorship Prospectus 2025

 [www.piag.org](http://www.piag.org)

 [info@piag.org](mailto:info@piag.org)

 PIAG

 PIAG1894



**Printing & Imaging**  
Association of Georgia

**Serving  
Georgia's  
printing and  
graphic communications  
industry**

# About PIAG

Since 1894, PIAG has been dedicated to serving Georgia's printing and graphic communications industry. We are here to create impactful partnerships and opportunities for every print and graphic communications business across the state. PIAG's membership ranges from large-scale commercial printers to single-location local print shops, as well as graphic designers, advertising and marketing agencies, suppliers and manufacturers.

Your support of PIAG as a sponsor helps bring the association to life by creating memorable events for our members and lasting connections for your company.

Thank you for your consideration, and should you have any questions, our team would be more than happy to answer them.



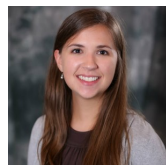
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## Membership by the Numbers

100+

ACTIVE MEMBERS

45

ASSOCIATE MEMBERS

100+

EDUCATIONAL MEMBERS

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Let's work together to create something amazing.

As you plan and budget for your annual investment in PIAG sponsorships, this prospectus provides comprehensive information for you to select events and programs to meet your marketing needs.

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*The individual purchasing sponsorship represents and warrants that they are authorized to execute a binding agreement on behalf of the company, and should they be removed from his or her position, the contracting organization is required to fulfill the obligations under this agreement.*

*Certain items are required to be submitted to PIAG in order to fulfill our obligations under this agreement. Should items not be submitted by the deadline, in the manner in which they are requested, PIAG will not be responsible for its inability to fulfill the obligations related to said deadline.*

# WHY SPONSOR?

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- Be recognized as an industry resource and supporter
- Gain exposure for your products and services
- Be seen as a leader in the printing industry
- Reach your target audience
- Build name and brand recognition
- Introduce new products and services

# OUR MISSION

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PIAG supports its members in the print and graphic communications industries by providing them with valuable resources to succeed.

# OUR VISION

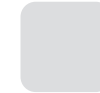
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To create impactful partnerships and opportunity for every print and graphic communications business in Georgia.



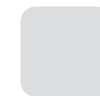
## YEAR-ROUND

We offer year-round partnership opportunities that make it easy for you to include in your budget & plan for your content calendar.



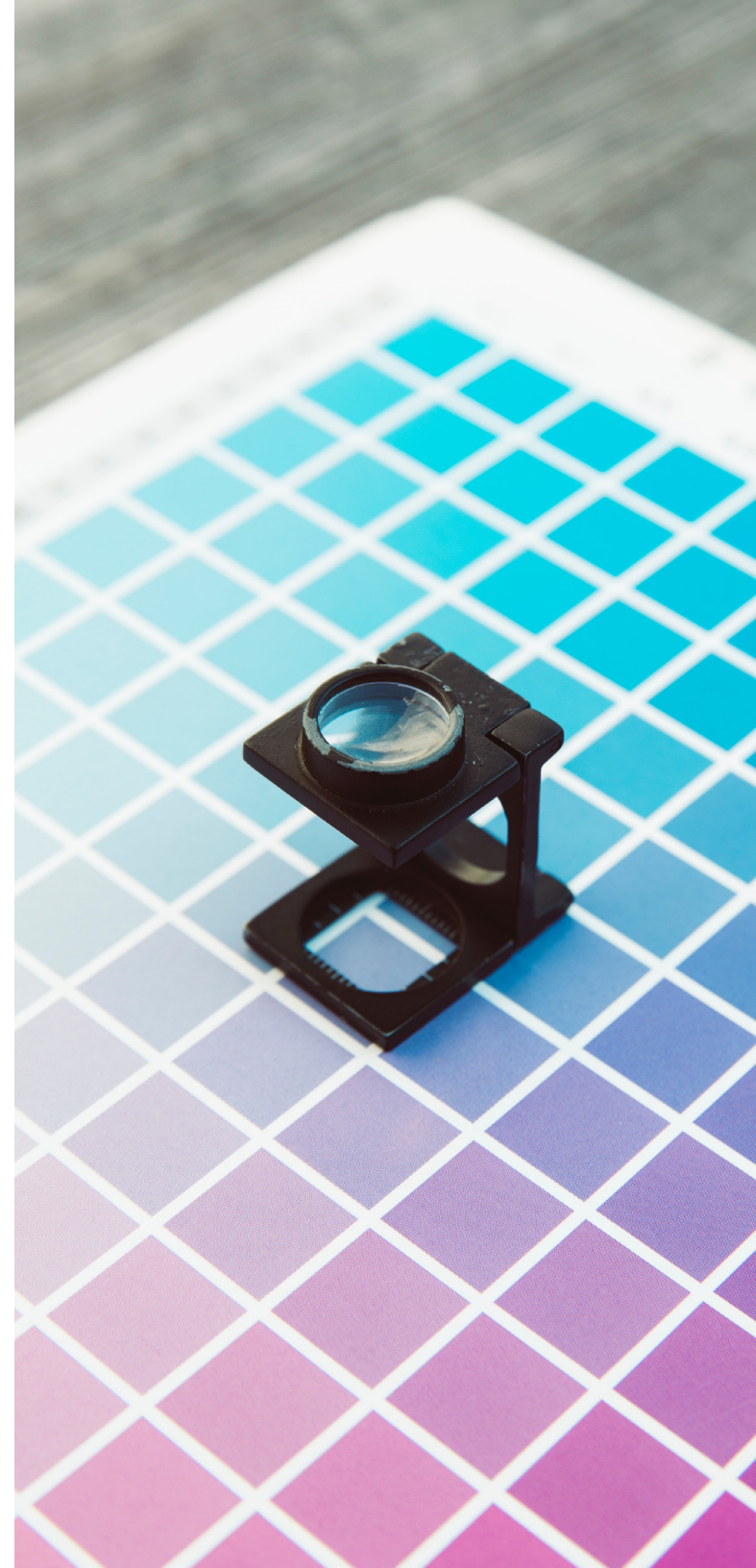
## À LA CARTE

We also offer event & program-specific sponsorship opportunities, allowing you to target certain groups of people or times of the year.



## ADVERTISING

Opportunities are available to advertise in our magazine and e-newsletter.



# YEAR-ROUND SPONSORSHIP OPPORTUNITIES

piag

# PREMIER PARTNER

## imPRESS

- Four 2025 award sponsorships with ability to announce winner/present winner's trophy
  - Four dinner tickets for employees of sponsor company
  - Two dinner tickets available to invite customers / potential members
  - One showcase table during reception portion
  - Company name/logo inclusion on event promotional materials and Awards Annual
- 

## FOUNDATION

- Three attendee tickets for employees of sponsor company
  - Listing as Principal Sponsor with company name/logo inclusion on Foundation Fundraiser promotional materials
- 

## ANNUAL MEETING

- Four attendee tickets for employees of sponsor company
  - 2-3 minutes speaking time during business meeting
  - Company name/logo inclusion on event promotional materials
- 

## YEAR-ROUND BENEFITS

- Recognition as Annual Sponsor on promotional materials throughout the year, including signage at each in-person event and recognition in our e-newsletter & quarterly magazine
  - Listing as Featured Partner on PIAG website
- 

## CUSTOMIZE YOUR PACKAGE!

- Four partnership upgrades from upgrade menu (see page 11)
- 

**PACKAGE COST:**  
**\$10,000**

# GOLD PARTNER

## imPRESS

- Three 2025 award sponsorships with ability to announce winner/present winner's trophy
  - Three dinner tickets for employees of sponsor company
  - Two dinner tickets available to invite customers / potential members
  - One showcase table during reception portion
  - Company name/logo inclusion on event promotional materials and Awards Annual
- 

**PACKAGE COST:**  
**\$8,000**

## FOUNDATION

- Two attendee tickets for employees of sponsor company
  - Listing as Advocate Sponsor with company name/logo inclusion on Foundation Fundraiser promotional materials
- 

## ANNUAL MEETING

- Three attendee tickets for employees of sponsor company
  - 2-3 minutes speaking time during business meeting
  - Company name/logo inclusion on event promotional materials
- 

## YEAR-ROUND BENEFITS

- Recognition as Annual Sponsor on promotional materials throughout the year, including signage at each in-person event and recognition in our e-newsletter & quarterly magazine
  - Listing as Featured Partner on PIAG website
- 

## CUSTOMIZE YOUR PACKAGE!

- Three partnership upgrades from upgrade menu (see page 11)
-



# SILVER PARTNER

## imPRESS

- Two 2025 award sponsorships with ability to announce winner/present winner's trophy
  - Two dinner tickets for employees of sponsor company
  - One dinner ticket available to invite customer / potential member
  - One showcase table during reception portion
  - Company name/logo inclusion on event promotional materials and Awards Annual
- 

## FOUNDATION

- One attendee ticket for employee of sponsor company
  - Listing as a Contributor Sponsor with company name/logo inclusion on Foundation Fundraiser promotional materials
- 

## ANNUAL MEETING

- Two attendee tickets for employee of sponsor company
  - 2-3 minutes speaking time during business meeting
  - Company name/logo inclusion on event promotional materials
- 

## YEAR-ROUND BENEFITS

- Recognition as Annual Sponsor on promotional materials throughout the year, including signage at each in-person event and recognition in our e-newsletter & quarterly magazine
  - Listing as Featured Partner on PIAG website
- 

## CUSTOMIZE YOUR PACKAGE!

- Two partnership upgrades from upgrade menu (see page 11)
- 

**PACKAGE COST:**  
**\$6,000**

# BRONZE PARTNER

## imPRESS

- One 2025 award sponsorship with ability to announce winner/present winner's trophy
  - One dinner ticket for employee of sponsor company
  - One dinner ticket available to invite customer / potential member
  - One showcase table during reception portion
  - Company name/logo inclusion on event promotional materials and Awards Annual
- 

**PACKAGE COST:  
\$4,000**

## YEAR-ROUND BENEFITS

- Recognition as Annual Sponsor on promotional materials throughout the year, including signage at each in-person event and recognition in our e-newsletter & quarterly magazine
  - Listing as Featured Partner on PIAG website
- 

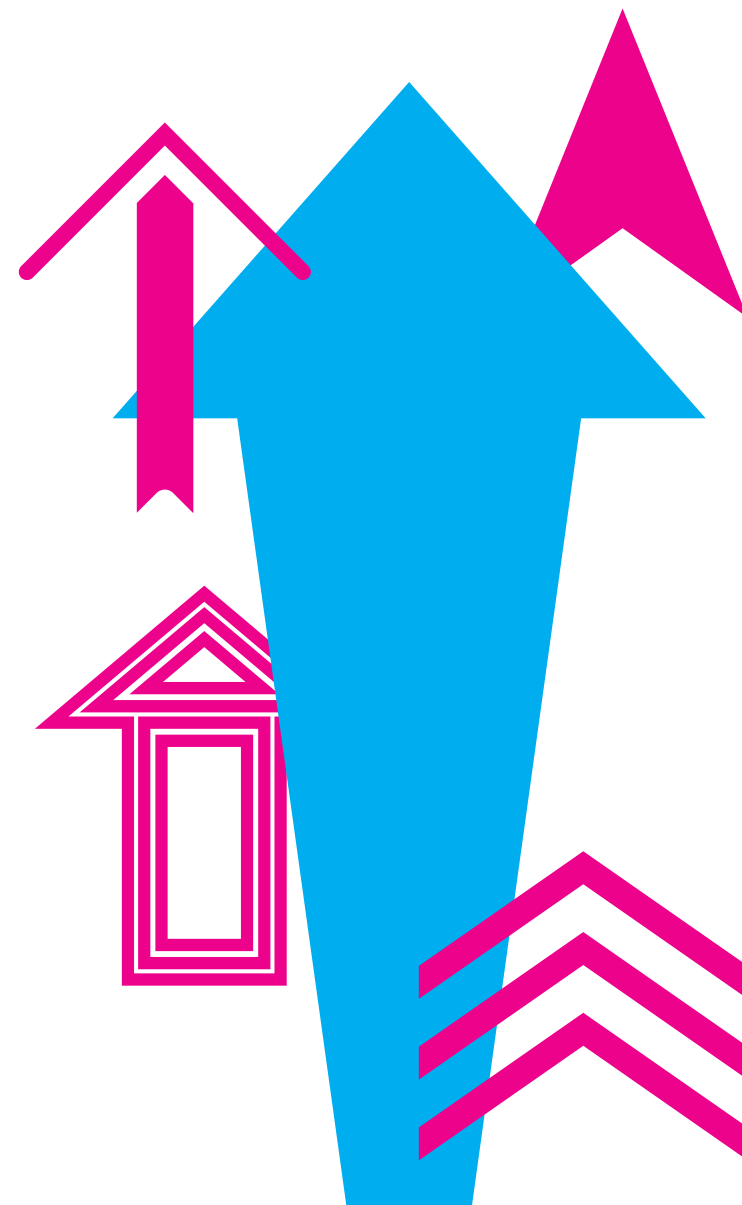
## CUSTOMIZE YOUR PACKAGE!

- One partnership upgrade from upgrade menu (see page 11)
-

# PARTNERSHIP UPGRADES

1. Board Meeting sponsorship with speaking time (up to 4 available)
2. One full page ad in one issue of *PrintQueue* magazine
3. One half-page ad in two issues of *PrintQueue* magazine
4. One quarter-page ad in four issues of *PrintQueue* magazine
5. Four *Pressing News* e-newsletter rectangle ad placements
6. One sponsored email blast to members (PIAG created & sent)
7. imPRESS bar sponsorship\*\* (2 available)
8. Something else we can help you with? **Let's discuss!**

\*\* Requires the use of two upgrades



**À LA CARTE  
SPONSORSHIP  
OPPORTUNITIES**

**piag**

# BOARD OF DIRECTOR MEETINGS

## **AVAILABLE SPONSORSHIPS:**

- Meeting sponsorship (1 per meeting available; 4 total) – \$750
  - ◇ *Ability to speak to the board for up to 15 minutes*
  - ◇ *Company name/logo recognition in board members' meeting packet*
  - ◇ *Recognition by the Chairman during the meeting*
- Material Distribution sponsorship (2 per meeting available; 8 total) – \$350
  - ◇ *Ability to place material at each place setting*
  - ◇ *Company name/logo recognition in board members' meeting packet*
  - ◇ *Recognition by the Chairman during the meeting.*

## **ABOUT BOARD OF DIRECTORS**

As a 501(c)(6), PIAG is guided by a dedicated group of industry leaders who are elected annually by the PIAG membership at the Annual Meeting. The Board of Directors consist of 16 members, with a combination of Active and Associate members.

**16 Board of  
Directors**

**Meetings  
Expected March,  
May, Aug, & Dec**

# ANNUAL MEETING

## **AVAILABLE SPONSORSHIPS:**

- Keynote Sponsor (1 available) – \$1,500
  - ◊ *Speaking opportunity (up to 5 minutes) and ability to introduce speaker*
  - ◊ *Ability to place material at each place setting*
  - ◊ *Two attendee registrations*
  - ◊ *Company name/logo recognition on event promotional materials*
- Parking Sponsor (1 available) – \$750
  - ◊ *2-3 minutes speaking time near end of business meeting*
  - ◊ *One attendee registration*
  - ◊ *Company name/logo recognition on event promotional materials*
- Annual Meeting Supporter (10 available) – \$500
  - ◊ *2-3 minutes speaking time during business meeting*
  - ◊ *One attendee registration*
  - ◊ *Company name/logo recognition on event promotional materials*

## **ABOUT ANNUAL MEETING**

The PIAG Annual Meeting encompasses a keynote speaker, networking, and the annual business meeting where the Board of Directors and Trustees are elected.

The typical makeup of Annual Meeting attendees is company owners, directors & senior-level management, and area representatives of larger companies.

**25-50  
attendees**

**Expected  
December 2025**

# imPRESS CELEBRATION OF PRINT

## **AVAILABLE SPONSORSHIPS:**

- Emcee sponsorship (1 available) – \$2,000
- Showcase hors d'oeuvre sponsorship (2 available) – \$1,500
- Photography sponsorship (1 available) – \$1,000
- Parking sponsorship (1 available) – \$750
- Check-in sponsorship (1 available) – \$750
- imPRESS Supporter – \$500

*All imPRESS sponsors include company name/logo inclusion on promotional materials and logo inclusion in the Awards Annual. Full imPRESS sponsorship details can be found at [www.piag.org/products/impress-sponsorships](http://www.piag.org/products/impress-sponsorships).*

## **ABOUT imPRESS**

The annual imPRESS Celebration of Print is PIAG's signature event. The evening consists of awarding the Print Excellence Awards, displaying pieces of work from participating companies & schools, and honoring the Benjamin Franklin and Emerging Leader Award recipients. In addition, there is a showcase with vendors to help attendees find the right partners in the business. Of course, no evening would be complete without connecting with your industry peers!

**125-160  
attendees**

**Expected  
August 2025**

# FOUNDATION FUNDRAISER

## **AVAILABLE SPONSORSHIPS:**

- Principal sponsorship (2 available) – \$1,000
  - ◊ *Three attendee tickets*
  - ◊ *Company name/logo inclusion on event promotional materials*
- Advocate sponsorship (5 available) – \$500
  - ◊ *Two attendee tickets*
  - ◊ *Company name/logo inclusion on event promotional materials*
- Contributor co-sponsor (10 available) – \$250
  - ◊ *One attendee ticket*
  - ◊ *Company name/logo inclusion on event promotional materials*

### **ABOUT PIAG EDUCATIONAL FOUNDATION FUNDRAISERS**

The PIAG Educational Foundation's Fundraisers raise money for the John Dillard Memorial Scholarship Fund, supporting deserving Georgia students studying graphic communications. Scholarships are awarded to students who are enrolled in a graphic communications program at a U.S. college, university, or technical school.

**30-50  
attendees**

**Expected  
Spring 2025**



# ADVERTISING OPPORTUNITIES

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# PRESSING NEWS E-NEWSLETTER

## **AVAILABLE ADVERTISING PLACEMENTS:**

### **LEADERBOARD** (564px x 70px)

- Single placement – \$300 member / \$375 non-member
- Four-issue placement – \$950 member / \$1,200 non-member
- Annual placement\* – \$2,875 member / \$3,600 non-member

### **Rectangle** (264px x 220px)

- Single placement – \$150 member / \$200 non-member
- Four-issue placement – \$475 member / \$650 non-member
- Annual placement\* – \$1,450 member / \$1,925 non-member

### **BASEMENT LEADERBOARD** (564px x 70px)

- Single placement – \$100 member / \$125 non-member
- Four-issue placement – \$325 member / \$400 non-member
- Annual placement\* – \$950 member / \$1,200 non-member

*\*Annual placement is one ad placement per month for a calendar year (January-December).*

### **Artwork Requirements**

Advertiser to provide ad in .png or .jpg format with a URL hyperlink to PIAG.

### **ABOUT PRESSING NEWS**

*Pressing News* is PIAG's bi-weekly e-newsletter that is sent to approximately 700 contacts. The newsletter features upcoming PIAG and industry-related events, along with current affairs, educational pieces, program announcements, and member highlights.



**Pressing  
News**

# PRINTQUEUE MAGAZINE

## **AVAILABLE ADVERTISING PLACEMENTS:**

### **FULL PAGE**

- Single placement – \$600 member / \$750 non-member
- Annual placement – \$1,900 member / \$2,400 non-member

*Full Page (includes bleed): 8.75" w x 11.25" h*

### **HALF PAGE**

- Single placement – \$400 member / \$500 non-member
- Annual placement – \$1,300 member / \$1,600 non-member

*Half Page Horizontal (no bleed): 7" w x 4.75" h*

*Half Page Vertical (no bleed): 3.5" w x 9.5" h*

### **QUARTER PAGE**

- Single placement – \$250 member / \$300 non-member
- Annual placement – \$750 member / \$950 non-member

*Quarter Page Vertical Only (no bleed): 3.5" w x 4.75" h*

### **Artwork Requirements**

All images and logos must be supplied at a minimum 300 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. All color artwork must be in CMYK mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### **ABOUT PRINTQUEUE**

PIAG keeps members up-to-date on state and national happenings through *PrintQueue*, a quarterly printed magazine mailed to approximately 400 contacts.

Industry professionals, graphics buyers, and educators read *PrintQueue*, which collects and disseminates important news surrounding the industry, business tools, educational articles, studies and more.

# The PrintQueue



piag

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