

PR COUTURE PRESENTS

+ BCAs

THE BESPOKE COMMUNICATION AWARDS

2019 SPONSORSHIP OPPORTUNITIES

ABOUT THE BCAS

The Bespoke Communication Awards (the BCAs) recognize and celebrate excellence among PR and marketing agencies, in-house teams, and individuals in the fashion and lifestyle sector. First launched in 2017, the BCAs seek to highlight outstanding efforts on behalf of communication experts to creatively and strategically fuel and sustain great brands.

AUDIENCE OVERVIEW

PR Couture's media-savvy audience and BCA applicants are comprised of motivated professionals in careers that encompass public relations, marketing, social media, branding and other affiliated roles. No matter the specifics of experience or job title our audience aims to stand out among peers and clients as true communication experts.



Agency Owners &
Freelancers



PR, Marketing &
Social Media
Professionals



CEOs/In-house
Comm Teams

IMPACT & REACH

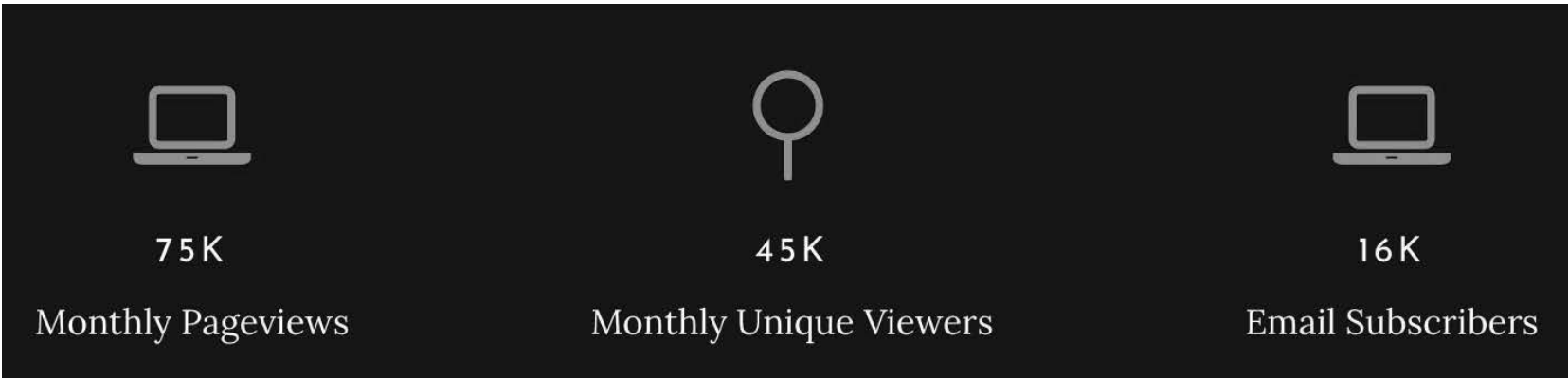
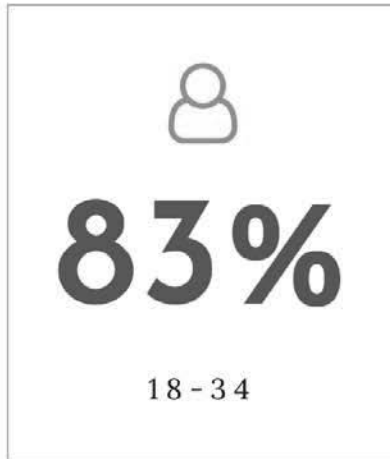
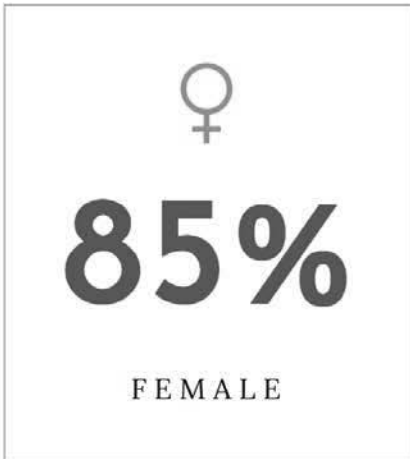
44K



17.4K



14K



100 + Nominations & Applications

Top award categories include: Best Agency to Work For, Agency of the Year, PR Campaign, Bloom and Blush Awards

100 + Years Experience Across Judging Panel

L'Oreal, Sephora, Swarovski, Coach, Prada, Stella and Dot, SPANX, Lululemon, Under Armour, Zappos, Women's Wear Daily, Tommy Hilfiger, Valentino, Revlon and more.

PAST Winners

Rue La La, J Public Relations, Reformation, Style House PR, AMP3 PR, Business of Fashion, Jeneration PR, Instagram, Manuka Doctor + Kourtney Kardashian, Be Social PR, Heron Agency, and more!

13 + Previous Sponsors & Partners

Tribe Dynamics, NewsAI, Mariposa Communications, White Book Agency, CI Revolution, Linger Magazine, Marque Media, Durrah Jewellery, WriteGirl and more!

PROGRAM
SUCCESS



WINNER TESTIMONIAL

"The BCAs have given the fashion & beauty PR niche a much-needed opportunity to share and celebrate accomplishments within our competitive industry. Our BCA accolades have given us the ability to showcase our break-through campaigns and how we differentiate in the space."

Alyson Roy
Co-Founder, AMP3PR
2018 Agency of the Year
2017 Bloom Award, Communicator of the Year





Sponsor & Partner Benefits

For a comprehensive list of benefits or to discuss a custom package, email Lindsey@palmerpublic.com or call 619-507-5281.

Title Sponsor

\$10,000

***1 SPOT AVAILABLE**

- "PR Couture and YOUR NAME HERE present The 2019 Bespoke Communication Awards" on all communication and materials
- Primary logo placement on PR Couture and BCA homepage with Title Sponsor recognition
- Company name in press releases, media outreach and boilerplate
- Company name placement on all trophies
- Logo placement in header of all BCA-related email marketing
- 6 months of sidebar or homepage digital advertising space on prcouture.com
- 2 premium job listings
- 1-3-part sponsored content series
- 1 dedicated PR Couture e-newsletter
- 1 editorial feature on prcouture.com
- Opportunity to host educational webinar with PR Couture Council (ie. agency owners and decision makers)
- Social media promotion
- Optional: gift product/service for winner prize packs

Gold Sponsor

\$5,000

***3 SPOTS AVAILABLE**

- Primary logo placement on BCA web page with Gold Sponsor recognition
- 4 months sidebar digital advertising space on prcouture.com
- 2 Logo placements in footer on BCA related emails (ie. call for entry; don't miss out)
- 1 premium job listing
- 1 editorial feature on prcouture.com
- Social media promotion
- Optional: gift product/service for winner prize packs

Silver Sponsor

\$2,500

*** 3 SPOTS AVAILABLE**

- Primary logo placement on BCA web page with Silver Sponsor recognition
- 2 months sidebar digital advertising space on prcouture.com
- 1 logo placement in footer on BCA related email (ie. there's still time)
- 1 logo placement in winner announcement email marketing
- Main sponsor recognition for 2019 on campaign and placement award profile
- Social media promotion
- Optional: gift product/service for winner prize packs

In-Kind Partner

Support by donating time, money, services, products and more in exchange for brand exposure. We kindly ask that the donation is valued at \$1,000 or more.

- Social Media and Marketing Cross-Promotion
- Winner, Judge, and Sponsor
- Gift Bag Items
- Other



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We're looking for some of the best companies to be our
Partners for the 2019 BCAs. Interested in joining us?

Contact: Lindsey@palmerpublic.com / 619-507-5281
prcouture.com/thebcas2019