

# Sponsor Asset Needs Making Compassion Count Gala

[www.northmemorial.com/gala](http://www.northmemorial.com/gala)



## **ASSETS DUE BY: September 10, 2024**

- Send completed information and assets to [mollie.knowles@northmemorial.com](mailto:mollie.knowles@northmemorial.com)
- Note: If assets are not received by the deadline, we will do our best, but cannot guarantee they will be included at the event.

## **BRONZE & GOLD ONLY**

1. **Logo:** Please send one version of your logo from each of the two options below. We need two different formats to accommodate the various channels where it will be displayed.
  - Either a JPEG or PDF  
AND
  - Either a PNG or EPS
2. **Static Advertisement:** Static advertisement or logo looped on screen throughout live event.
  - Advertisements should be at least 1920x1080px at 72 dpi. 5% crop may occur. Please keep all text and logos inside a 95% window

## **PLATINUM & PRESENTING ONLY**

1. **Logo:** Please send one version of your logo from each of the two options below. We need two different formats to accommodate the various channels where it will be displayed.
  - Either a JPEG or PNG  
AND
  - Either an AI or EPS
2. **Printed Program Ad:** If you would like to include an ad in our printed program to be distributed to all the event attendees, please submit your ad in the following size and format.
  - **Presenting:** Full page - Trim 5.5" wide x 8.5" tall + 1/8 bleed edge OR 4.5" wide x 7.5" tall for non-bleed
  - **Platinum:** Half page - 4.5" wide x 3.625" tall
  - Acceptable formats: 300 DPI JPGs, PGS, EPS, TIF, PDF, or AI files
3. **Video/Commercial:** You are welcome to provide a short video, commercial, or static advertisement that will be shown in looping content throughout the live event.
  - **Presenting:** 30 second spot
  - **Platinum:** 15 second spot
  - Video Specs:
    - Codec: Apple ProRes422 or H.264
    - Format: All video formats are accepted up to 1080p at this time. 1080i is preferred
    - Audio: 2 channel stereo - 41.1 or 48k