

Presented By

ExecutiveCouncil  
of new york

# 2004 Ten Awards

Host Sponsor

**Microsoft®**

Thursday, October 21, 2004  
Gotham Hall, New York, NY

Sponsorship  
Prospectus

## What are the Ten Awards?

Innovation is the cornerstone of any successful enterprise. But innovation is not just about business. It's also about people and their individual contributions that allow their companies and customers to do business better.

The New York Ten Awards is an annual selection of ten individuals in the greater New York business community who have most significantly impacted innovation to improve their business - whether it be financial services, information technology, media, publishing, telecom, or retail. There will also be a special Judges Award honoring a civic leader.

Our vision is that by following their example, innovation and inspiration will continue to be the cornerstone of the New York business community. The goal of the event is to act as an annual milestone highlighting the achievements of New York's business community and our city.

After a thorough screening process, judges select the award recipients. The panel of judges will represent a cross-section of business and media leaders in New York. Winners will be announced at a special dinner gala being held at Gotham Hall on Thursday, October 21, 2004.

## What are the Benefits of Sponsorship?

- ♦ Combination of high-level business networking and awards gala providing access and exposure to over 500 attendees
- ♦ Extended online, offline and onsite publicity, including prominent placement of sponsor name and logo
- ♦ Limited number of sponsors at each level
- ♦ Category exclusivity at Host and Platinum levels
- ♦ National and local media partnerships, including *Business Week*, *Crain's New York Business* and others to be named
- ♦ Cultivate important business relationships and foster new business opportunities
- ♦ Build your brand and show your support for the New York business community and our city

## Ten Awards Sponsorship Opportunities



- Exclusive Host Sponsor of the Ten Awards
- Special recognition during opening remarks and executive stage time for introductory comments
- Prominent recognition with company name and/or logo listed in all regional and select advertising and promotional materials, including Ten Awards event signage (minimum 20 placements).
- Prominent logo placement in full-page color *Business Week* and *Crain's New York Business* ads, recognition in Bloomberg Radio on-air advertisements (\$115K value)
- Company name and/or logo placed on cover of *Zagat's 2004 America's Top Golf Resorts*, a gift for all attendees
- Opportunity to provide company literature or gift item in attendee gift bags
- Opportunity to place company literature at Registration area
- Sponsor ribbons for two (2) company executives
- Two-page color ad in dinner program
- Company name and logo included in event program as Ten Awards Host Sponsor
- Two (2) seats at Keynote Table
- Opportunity to introduce a Ten Awards recipient at awards banquet
- Twenty (20) complimentary award banquet tickets with premiere table placement
- Ten (10) complimentary tickets for pre-awards private reception with guest speakers, sponsors and VIPs
- Access to attendee list



- Special acknowledgement during opening remarks at awards banquet
- Sponsorship exclusivity from major competitors
- Prominent recognition with company name and/or logo listed in all regional and select advertising and promotional materials, including Ten Awards event signage (minimum 20 placements).
- Prominent logo placement in full-page color *Business Week* and *Crain's New York Business* ads, recognition in Bloomberg Radio on-air advertisements (\$115K value)
- Company name and/or logo displayed on event web page and in event program as Ten Awards Platinum Sponsor
- Company name and/or logo placed on cover of *Zagat's 2004 America's Top Golf Resorts*, a gift for all attendees
- Opportunity to provide company literature or gift item in attendee gift bags
- Opportunity to place company literature at Registration area
- Sponsor ribbons for two (2) company executives
- Full-page color ad in dinner program
- Company name and logo included in event program as Ten Awards Platinum Sponsor
- One (1) seat at Keynote Table
- Opportunity to introduce a Ten Award recipient at awards banquet
- Ten (10) complimentary award banquet tickets with prominent table placement
- Two (2) complimentary tickets for pre-awards private reception with guest speakers, sponsors and VIPs
- Access to attendee list

## Gold Sponsor \$25,000

Limited to five

- Special acknowledgement during opening remarks at awards banquet
- Prominent recognition with company name and/or logo listed in all regional and select advertising and promotional materials, including Ten Awards event signage (minimum 20 placements).
- Prominent logo placement in full-page color *Business Week* and *Crain's New York Business* ads, recognition in Bloomberg Radio on-air advertisements (\$115K value)
- Company name and/or logo displayed on event web page and in event program as Ten Awards Gold Sponsor
- Company name and/or logo placed on cover of *Zagat's 2004 America's Top Golf Resorts*, a gift for all attendees
- Opportunity to provide company literature or gift item in attendee gift bags
- Opportunity to place company literature at Registration area
- Sponsor ribbons for two (2) company executives
- Full-page black & white ad in dinner program
- Opportunity to introduce a Ten Awards recipient at awards banquet
- Ten (10) complimentary award banquet tickets with prominent table placement
- Two (2) complimentary tickets for pre-awards private reception with guest speakers, sponsors and VIPs
- Access to attendee list

## Reception Sponsor \$20,000

Limited to one or co-hosts at \$10,000 each

- Reception will be held on mezzanine overlooking Gotham Hall, prior to dinner
- Special acknowledgement during opening remarks at awards banquet
- Prominent recognition with company name and/or logo listed in all regional and select advertising and promotional materials, including Ten Awards event signage (minimum 20 placements).
- Prominent logo placement in full-page color *Business Week* and *Crain's New York Business* ads, recognition in Bloomberg Radio on-air advertisements (\$115K value)
- Company name and/or logo displayed on event web page and in event program as Ten Awards Reception Sponsor
- Company name and/or logo placed on cover of *Zagat's 2004 America's Top Golf Resorts*, a gift for all attendees
- Sponsor ribbons for two (2) company executives
- Half-page black & white ad in dinner program
- Opportunity to introduce a Ten Awards recipient at awards banquet
- Ten (10) complimentary award banquet tickets with prominent table placement
- Display table in reception room for company literature and gifts

## Silver Sponsor \$12,500

Limited to five

- Special acknowledgement during opening remarks at awards banquet
- Prominent recognition with company name and/or logo listed in all regional and select advertising and promotional materials, including Ten Awards event signage (minimum 20 placements).
- Prominent logo placement in full-page color *Business Week* and *Crain's New York Business* ads, recognition in Bloomberg Radio on-air advertisements (\$115K value)
- Company name and/or logo displayed on event web page and in event program as Ten Awards Silver Sponsor
- Company name and/or logo placed on cover of *Zagat's 2004 America's Top Golf Resorts*, a gift for all attendees
- Opportunity to provide company literature or gift item in attendee gift bags
- Opportunity to place company literature at Registration area
- Sponsor ribbons for two (2) company executives
- Full-page black & white ad in dinner program
- Ten (10) complimentary award banquet tickets with prominent table placement
- One (1) complimentary ticket for pre-awards private reception with guest speakers, sponsors and VIPs

## Bronze Sponsor \$5,000

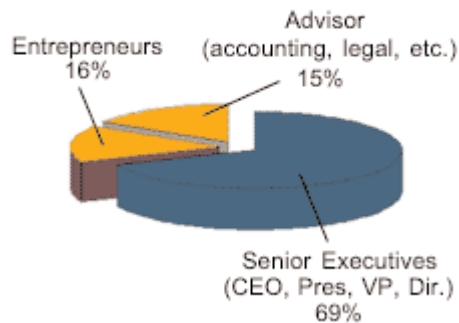
- Ten (10) complimentary award banquet tickets with prominent table placement
- Special acknowledgement during opening remarks at awards banquet
- Company name or logo prominently displayed on event web page, e-mail announcements and print invitations as Ten Awards Sponsor
- Opportunity to place company literature at Registration area
- One (1) complimentary ticket for pre-awards private reception with guest speakers, sponsors and VIPs
- Company name and/or logo prominently displayed throughout the duration of the ceremony with banner and lighting

## The Executive Council of New York

The Executive Council of New York is a non-profit association that brings together New York's business community for the purposes of fostering knowledge-sharing and business networking in a professional environment. Executive Council of New York programs focus on critical business and leadership issues at the intersection of technology and business, with unique industry programs focusing on venture capital, security and corporate governance, among others. Our initiatives and corporate members contribute to the economic prosperity of the region while fostering knowledge and information sharing, professional development and partnership opportunities for our members. Executive Council Corporate Members range from AT&T, IBM and Microsoft to AOL TimeWarner, Citibank, and Merrill Lynch, many other large and emerging growth technology and financial services companies, as well as major law and accounting firms.

## Attendee Profile

### Member Profile



### Industries Represented

- ◆ Financial Services
- ◆ Information Technology
- ◆ Media
- ◆ Publishing
- ◆ Retail
- ◆ Telecom

## Ten Awards Exclusive Media Partnerships

The Executive Council has arranged exclusive media partnerships to provide Ten Awards Sponsors with premium exposure and visibility, including:



- Sponsor recognition in on-air advertisement promoting the Ten Awards
- Forty 60-second radio spots leading up to the Ten Awards gala
- Time slots to occur: Monday through Friday, 5:00 am - 10:00 am; 3:00 pm - 8:00 pm



- Sponsor logos prominently displayed
- Full-page color ads, New York Metro: 125,000 circulation
- Full-page color ads, Northeast Regional: 175,000 circulation



- Online ads
- Print ads
- E-mail ads



- Online ads
- Print ads
- E-mail ads

## 2003 Ten Awards Winners & Speakers

**Keynote Speaker:** Craig Barrett, CEO, Intel  
**Master of Ceremonies:** Liz Claman, Anchor, CNBC's "Wake-Up Call"

Shelby Bonnie, Chairman and CEO, CNET  
Jason Devitt, CEO, Vindigo  
Hossein Eslambolchi, CTO, AT&T; President, AT&T Labs  
Donna Iucholano, President, e-Scholastic  
Sallie Krawcheck, CEO, Smith Barney  
Kumar Mahadeva, CEO, Cognizant  
Jim McCann, CEO, 1-800-FLOWERS  
Martin Nisenholtz, CEO, New York Times Digital  
Alan Patricof, Chairman, Apax Partners  
Kevin Ryan, CEO, DoubleClick

2003 Civic Award Winner: Lindsay Nohr, Founder and Executive Director, Fertile Hope

# Nominations Guidelines

## What are the Ten Awards?

Innovation is the cornerstone of any successful enterprise. But innovation is not just about business. It's also about people and their individual contributions that allow their companies and customers to do business better. The New York Ten Awards is an annual selection of ten individuals in the greater New York business community who have most significantly impacted innovation to improve their business - whether it be financial services, information technology, media, publishing, telecom, or retail. There will also be a special Judges Award honoring a civic leader. Our vision is that by following their example, innovation and inspiration will continue to be the cornerstone of the New York business community. The goal of the event is to act as an annual milestone highlighting the achievements of New York's business community and our city. After a thorough screening process, judges select the award recipients. The panel of judges will represent a cross-section of business and media leaders in New York. Winners will be announced at a special dinner gala being held at Gotham Hall on Thursday, October 21, 2004.

## Who is eligible?

Any person involved in the New York business community who has had a significant impact on business innovation through technology is eligible. This includes executives from financial services, information technology, media, publishing, telecom or retail companies who are responsible for using technology to improve their business. Executives are eligible to be named to the New York Ten Awards only once every three years. Eligibility is not confined to the geographical boundaries of New York. Only nominations for a specific individual will be accepted. No teams, companies or groups will be considered.

## How is one nominated?

Nominations should be in the form of a 250-word abstract describing the nominee's direct contribution to their industry in New York and beyond. This abstract should be submitted along with the nominee's contact information and a 100-word biography. If a third party is submitting the nomination, the third party's contact information should also be included. Factors to be considered by the judges include: Company's impact on business innovation, both in New York and nationally; Nominee's impact on Company's objectives and leadership; and Nominee's industry leadership beyond Company.

## Is there a nomination fee?

There is no nomination fee.

## Where do I send the nominations?

Nominations should be submitted to the Executive Council via email, fax or snail mail.

Executive Council of New York  
Attention: New York Ten Awards  
680 Fifth Avenue, 8th Floor  
New York, NY 10019  
Email: [kathryn@execcouncil.org](mailto:kathryn@execcouncil.org)  
Fax: 212-202-4388

## What is the deadline for submissions?

Nominations for the upcoming New York Ten Awards must be postmarked or emailed by 11:59 p.m. on June 11, 2004. Late nominations will be considered for the following year.

## When will the winners be chosen?

The 20 finalists will be announced in early Fall and the 10 winners will be formally announced at the Ten Awards Gala on October 21, 2004. Recipients will be notified prior to the event.

## When will the winners be made public?

New York Ten Awards finalists will be announced in early Fall. Winners will be formally announced at the Awards Ceremony on the evening of October 21, 2004 at the Gotham Hall. To maximize media exposure, we ask that winners do not pre-announce their award before this time.

## If I have questions, whom do I ask?

Inquiries should be directed to Kathryn Foreman, (212) 931-5232 or email [kathryn@execcouncil.org](mailto:kathryn@execcouncil.org)  
For sponsorship information, please contact Bob Johnston at 212-931-5235 or email [bobj@execcouncil.org](mailto:bobj@execcouncil.org)

## Awards

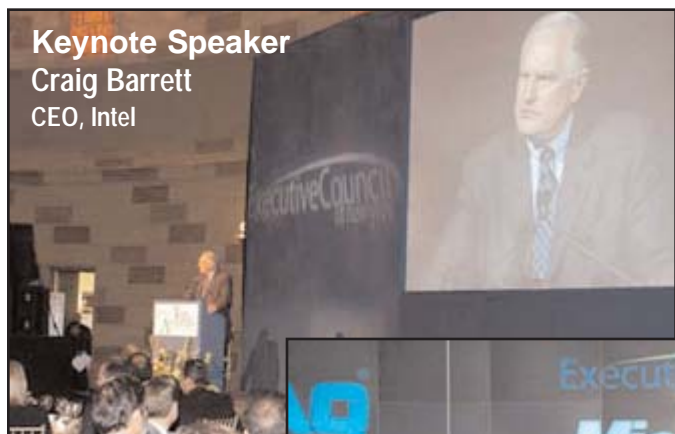
The awards are etched lead-crystal from Tiffany's in New York.

## Sponsorship Information

For sponsorship information, please contact Bob Johnston at 212-931-5235 or email [bobj@execcouncil.org](mailto:bobj@execcouncil.org)



# 2003 Ten Awards Highlights



**Keynote Speaker**  
**Craig Barrett**  
 CEO, Intel



**Master of Ceremonies**  
**Liz Claman**  
 Anchor, CNBC's  
 "Wake-Up Call"



**Ten Awards Winners and Guests Open the NASDAQ Stock Market**



Bob Johnston of the Executive Council and Marty Cassidy of Microsoft accept the NASDAQ crystal



Several winners pose in front of the NASDAQ Tower in Times Square

## 2003 Ten Awards Winners

**Shelby Bonnie**  
 Chairman and CEO, CNET

**Jason Devitt**  
 CEO, Vindigo



**Hossein Eslambolchi**  
 CTO, AT&T; President, AT&T Labs



**Donna Iucholano**  
 President, e-Scholastic



**Sallie Krawcheck**  
 CEO, Smith Barney



**Jim McCann**  
 CEO, 1-800-FLOWERS

**Kumar Mahadeva**  
 CEO, Cognizant

**Lindsay Nohr**  
 Founder and Exec. Dir., Fertile Hope

**Martin Nisenholtz**  
 CEO, New York Times Digital

**Alan Patricof**  
 Chairman, Apax Partners

**Kevin Ryan**  
 CEO, DoubleClick



2003 Civic Award Winner