



**AUTOTECH  
BREAKTHROUGH  
AWARDS**

PROMOTIONAL PACKAGES  
LICENSING OVERVIEW AND RATE CARD



# Congratulations on winning a coveted AutoTech Breakthrough Award.

With over 1,400 nominations for our 2nd annual award program, the competition was fierce for each and every award category.

The **AutoTech Breakthrough Award** winner recognition is a significant opportunity to promote how your company or product BREAKS THROUGH the AutoTech clutter, and we have several promotion options to help make the most of your award recognition, from licensing the award winner badge to content creation, social media co-promotion, demand generation and more!

Incorporating the AutoTech Breakthrough award badge, quotes and content in your marketing efforts provides your audience with an unbiased, trusted recommendation they can rely on when making a purchasing decision.

BREAK THROUGH by placing your accolade on a variety of marketing materials, including:

- + Public Relations
- + Social Media Channels
- + Company Website and Collateral
- + Content Marketing
- + Event and Tradeshow Booths and Content
- + Sales Enablement
- + Investor Communications
- + Customer Presentations and RFP Responses

Contact Us Today!

“  
AWARDS  
AND  
TESTIMONIALS  
ARE THE  
MOST  
TRUSTED  
FORM OF  
ADVERTISING.  
”





# AutoTech Breakthrough Award Promotional Packages

## SILVER PROMOTIONAL PACKAGE - \$2,950

- + Inclusion in AutoTech Breakthrough issued press release highlighting featured winning companies across all categories. Press release will be issued via Cision's global wire distribution service and sent to key AutoTech analysts, media, investors and influencers
- + Social media promotion via AutoTech Breakthrough social channels (2x updates on LinkedIn and Twitter), including links/tags as requested
- + 1-year award logo licensing rights to promote the 2021 award win and display the official award winner badge on Company website, in marketing collateral, social media, sales collateral and any other marketing and company materials.
- + Fully written custom press release draft to announce the award win, including a quote attributed to a AutoTech Breakthrough executive, and support and review of any press releases issued by your company regarding the award

## GOLD PROMOTIONAL PACKAGE - \$4,500

- + Silver package, plus:
- + Unlimited licensing rights to promote the award on Company website and marketing collateral, in annual reports, social media, tradeshows, and other marketing and company collateral.
- + AutoTech Breakthrough Award crystal trophy, etched with the award information and award logo

## PLATINUM – \$5,500

- + Gold package, plus:
- + Press release written and distributed via wire service by AutoTech Breakthrough, with custom content and quotes, exclusively highlighting your Company win. The press release will be issued by AutoTech Breakthrough via wire distribution.
- + Demand Generation focused content syndication with 2x updates on AutoTech Breakthrough's LinkedIn and Twitter channels, driving our AutoTech audience to your selected Company content (whitepaper, link, video, etc.)



# AutoTech Breakthrough Award Promotional Packages

The 3 promotional packages are designed to help maximize your AutoTech Breakthrough Award win. The packages feature several compelling programs to partner with AutoTech Breakthrough for creating richer content around your award in, participating in co-promotional activities and highlighting your award win in our external communications campaigns.

## AWARD WINNER BADGE - LICENSED USAGE OPPORTUNITIES



Using the official AutoTech Breakthrough Award winner badge on your content marketing and social media channels are two high-impact ways for your company to promote the award among customers and help gain industry prominence, credibility, and ultimately drive sales.

Use these additional mediums to show off your AutoTech Breakthrough Awards winner badge:

- + Website
- + Product or product packaging
- + Social media
- + Email and newsletters
- + Intranet and internal correspondence

**Contact Us Today!**