



ACCREDITED
GEMOLOGISTS
ASSOCIATION
Est. 1974

BENEFITS OF AGA ANNUAL SPONSORSHIP

| 2023 SPONSORSHIP OPPORTUNITIES | DIAMOND \$10,000 | SAPPHIRE \$5000 | RUBY \$2500 | EMERALD \$1000 |
|---|--|---|--------------------------------------|--------------------------------------|
| | HIGHLY EXCLUSIVE | EXCLUSIVE | FEATURED | PROMINENT |
| CONFERENCE BENEFITS | | | | |
| CONFERENCE REGISTRATION - complimentary | 10 GUESTS | 5 GUESTS | 2 GUESTS | 1 GUEST |
| CONFERENCE SEATING - reserved | 1ST ROUND | 2ND ROUND | 3RD ROUND | 4TH ROUND |
| Tucson Gala Registration - complimentary | 10 GUESTS | 5 GUESTS | 2 GUESTS | 1 GUEST |
| Tucson Gala Table/Seating - reserved | DEDICATED TABLE | RESERVED | RESERVED | RESERVED |
| Address Attendees | 5 MIN. PRESENTATION | 2 MIN. PRESENTATION | - | - |
| President's Welcome | INCLUDED | INCLUDED | INCLUDED | INCLUDED |
| Publications – print and digital | FULL PAGE | 1/2 PAGE | 1/4 PAGE | 1/8 PAGE |
| Intermission Video | 4 SLIDES OR 1 MINUTE VIDEO | 2 SLIDES OR 30 SECOND VIDEO | 1 SLIDE | SHARED SLIDE |
| Display Table | 1ST ROUND | 2ND ROUND | 3RD ROUND | 4TH ROUND |
| Signage | FEATURED | PROMINENT | HIGHLIGHTED | DISPLAYED |
| YEAR-ROUND BENEFITS | | | | |
| Hyperlinked Logo – AGA homepage | FEATURED | PROMINENT | HIGHLIGHTED | DISPLAYED |
| Hyperlinked Logo – AGA communications | FEATURED | PROMINENT | HIGHLIGHTED | DISPLAYED |
| Social Media Exposure - AGA social posts | FEATURED | PROMINENT | HIGHLIGHTED | DISPLAYED |
| Sponsor Badge - digital, print and social use | INCLUDED | INCLUDED | INCLUDED | INCLUDED |
| Recognition at Recorded Events | INCLUDED | INCLUDED | INCLUDED | INCLUDED |

Please contact AGA President [Teri Brossmer](#) (phone: 626-335-6002) to explore additional options for your AGA Sponsorship package.

DIAMOND SPONSORSHIP (\$10,000)

HIGHLY EXCLUSIVE BENEFITS

Be the one and only AGA Diamond Sponsor from your industry sector. Diamond Sponsors enjoy the ultimate in exclusivity. No competing business from the same sector will be offered sponsorship by AGA once a Diamond Sponsorship commitment is received. Sectors include: Auction Houses, Education Providers, Estate Dealers, Gemstone Dealers, Insurance Carriers, Laboratories, Organizations, Retailers, Jewelry Manufacturers, Tool & Equipment Providers, etc.

Complimentary Registrations - Receive complimentary registrations for up to ten individuals at each of the following events: AGA's Tucson Conference, Tucson Gala and Las Vegas Conference.

Reserved Seating - Receive reserved seating for up to ten guests at AGA Tucson and Las Vegas Conferences. As a Diamond Sponsor, AGA offers you first round choice for the location of your reserved seats.

Dedicated Table - Receive a dedicated table for up to ten guests at the Tucson Gala and be served first at meal time. As a Diamond Sponsor, AGA offers you first round choice for the location of your dedicated table.

Address Attendees - You are invited to deliver a 5-minute (max.) themed presentation to Tucson conference attendees, via a live or recorded address. Informational or educational in nature, this is your opportunity to introduce yourself and your business to AGA members and guests.

President's Welcome - You are personally recognized during the AGA President's welcome and opening remarks at all AGA hosted in-person and virtual events, throughout the year.

Conference Publications - Receive a full-page advertisement in each AGA Conference publication. This high-quality print and digital publication is distributed to all attendees and is designed to serve as future reference material. AGA utilizes graphics provided by sponsors. [SAMPLE](#)

Intermission Video - Diamond Sponsors are prominently featured in AGA's Conference intermission video via inclusion of four advertorial slides OR a one-minute promotional video featuring your business. AGA utilizes graphics/video provided by sponsors. [SAMPLE](#) (View the complete 10 min. video [here](#))

Display Table - Receive a promotional display table with electricity (when available) and first round choice of location at AGA's Tucson and Las Vegas conferences. (Optional participation. Non-transferable.)

Signage - Diamond Sponsors are featured in signage throughout AGA Tucson and Las Vegas conferences, including posters, table tents, recognition on your personal conference name badge and more. (50% of sponsorship signage)

Hyperlinked Logo - AGA Homepage - Diamond Sponsors are invited to provide a business logo to be featured on AGA's website and hyperlinked to your business website, delivering year-round exposure and recognition.

Hyperlinked Logo - AGA Email Communications - Diamond Sponsors are invited to provide a business logo to be featured on all AGA event email communications and hyperlinked to your business website, delivering year-round exposure and recognition. [SAMPLE](#)

Social Media Exposure - AGA maintains an active social media presence with frequent posts on [Facebook](#), [LinkedIn](#), and [Instagram](#). Diamond Sponsors receive featured recognition on our social media platforms before, during and after AGA events. [SAMPLE](#)

Sponsor Badge - A virtual Diamond Sponsor [badge](#) is provided; personalized with the year (or years) of your generous patronage. Badges can be used digitally and in print, by your business/organization, to promote your philanthropy and commitment to AGA.

Recognition at Recorded Events - Diamond Sponsors are personally recognized during all AGA hosted events, throughout the year, including every AGA webinar and Virtual Career Forum. Recordings of AGA educational events are made available via [AGA Virtual Library](#) to our members and the public, providing sponsors with an extra layer of exposure.

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SAPPHIRE SPONSORSHIP (\$5,000)

EXCLUSIVE BENEFITS

AGA Sapphire Sponsors enjoy the exclusivity of no competing business from the same industry sector will be offered by AGA once a Sapphire Sponsorship commitment is received. Sectors include: Auction Houses, Education Providers, Estate Dealers, Gemstone Dealers, Insurance Carriers, Laboratories, Organizations, Retailers, Jewelry Manufacturers, Tool & Equipment Providers, etc.

Complimentary Registrations - Receive complimentary registrations for up to five individuals at each of the following events: AGA's Tucson Conference, Tucson Gala and Las Vegas Conference.

Reserved Seating - Receive reserved seating for up to five guests at AGA Tucson Conference, Tucson Gala and Las Vegas Conferences. As a Sapphire Sponsor, AGA offers you a choice of location for reserved seats (after Diamond Sponsors).

Address Attendees - You are invited to deliver a 2-minute (max.) themed presentation to Tucson conference attendees, via a live or recorded address. Informational or educational in nature, this is your opportunity to introduce yourself and your business to AGA members and guests.

President's Welcome - Your business will be recognized as a Sapphire Sponsor during the AGA President's welcome and opening remarks at all AGA hosted in-person and virtual events, throughout the year.

Conference Publications - Receive a half-page advertisement in each AGA Conference publication. This high-quality print and digital publication is distributed to all attendees and is designed to serve as future reference material. AGA utilizes graphics provided by sponsors. [SAMPLE](#)

Intermission Video - Sapphire Sponsors are prominently featured in AGA's Conference intermission video via inclusion of two advertorial slides OR a 30-second promotional video featuring your business. AGA utilizes graphics/video provided by sponsors. [SAMPLE](#) (View the complete 10 min. video [here](#))

Display Table - Receive a promotional display table with electricity (when available) at AGA's Tucson and Las Vegas conferences. AGA offers you a choice of table location (after Diamond Sponsors). (Optional participation. Non-transferable.)

Signage - Sapphire Sponsors are prominently featured in signage throughout AGA Tucson and Las Vegas conferences, including posters, table tents, recognition on your personal conference name badge and more. (25% of sponsorship signage)

Hyperlinked Logo - AGA Homepage - Sapphire Sponsors are invited to provide a business logo to be featured on AGA's website and hyperlinked to your business website, delivering year-round exposure and recognition.

Hyperlinked Logo - AGA Email Communications - Sapphire Sponsors are invited to provide a business logo to be prominently featured on all AGA event email communications and hyperlinked to your business website, delivering year-round exposure and recognition. [SAMPLE](#)

Social Media Exposure - AGA maintains an active social media presence with frequent posts on [Facebook](#), [LinkedIn](#), and [Instagram](#). Sapphire Sponsors receive prominent recognition on our social media platforms before, during & after AGA events. [SAMPLE](#)

Sponsor Badge - A virtual Sapphire Sponsor [badge](#) is provided; personalized with the year (or years) of your generous patronage. Badges can be used digitally and in print, by your business/organization, to promote your philanthropy and commitment to AGA.

Recognition at Recorded Events - Sapphire Sponsors are personally recognized during all AGA hosted events, throughout the year, including every AGA webinar and Virtual Career Forum. Recordings of AGA educational events are made available via [AGA Virtual Library](#) to our members and the public, providing sponsors with an extra layer of exposure.

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RUBY SPONSORSHIP (\$2,500)

FEATURED BENEFITS

AGA Ruby Sponsors enjoy the exclusivity of no competing business from the same industry sector will be offered by AGA once a Sapphire Sponsorship commitment is received. Sectors include: Auction Houses, Education Providers, Estate Dealers, Gemstone Dealers, Insurance Carriers, Laboratories, Organizations, Retailers, Jewelry Manufacturers, Tool & Equipment Providers, etc.

Complimentary Registrations - Receive complimentary registrations for up to two individuals at each of the following events: AGA's Tucson Conference, Tucson Gala and Las Vegas Conference.

Reserved Seating - Receive reserved seating for up to two guests at AGA Tucson Conference, Tucson Gala and Las Vegas Conferences. As a Ruby Sponsor, AGA offers you a choice of location for your reserved seats (after Diamond & Sapphire Sponsors).

President's Welcome - Your business will be recognized as a Ruby Sponsor during the AGA President's welcome and opening remarks at all AGA hosted in-person and virtual events, throughout the year.

Conference Publications - Receive a 1/4 page advertisement in each AGA Conference publication. This high-quality print and digital publication is distributed to all attendees and is designed to serve as future reference material. AGA utilizes graphics provided by sponsors. [SAMPLE](#)

Intermission Video - Ruby Sponsors are highlighted in AGA's Conference intermission video via inclusion of one advertorial slide featuring your business. AGA utilizes graphics provided by sponsors. [SAMPLE](#) (View the complete 10 min. video [here](#))

Display Table - Receive a promotional display table with electricity (when available) at AGA's Tucson and Las Vegas conferences. AGA offers you a choice of table location (after Diamond & Sapphire Sponsors). (Optional participation. Non-transferable.)

Signage - Ruby Sponsors are highlighted in signage throughout AGA Tucson and Las Vegas conferences, including posters, table tents, recognition on your personal conference name badge and more. (15% of sponsorship signage)

Hyperlinked Logo - AGA Homepage - Ruby Sponsors are invited to provide a business logo to be highlighted on AGA's website and hyperlinked to your business website, delivering year-round exposure and recognition.

Hyperlinked Logo - AGA Email Communications - Ruby Sponsors are invited to provide a business logo to be highlighted on all AGA event email communications and hyperlinked to your business website, delivering year-round exposure and recognition. [SAMPLE](#)

Social Media Exposure - AGA maintains an active social media presence with frequent posts on [Facebook](#), [LinkedIn](#), and [Instagram](#). Ruby Sponsors receive highlighted recognition on our social media platforms before, during and after AGA events. [SAMPLE](#)

Sponsor Badge - A virtual Ruby Sponsor [badge](#) is provided; personalized with the year (or years) of your generous patronage. Badges can be used digitally and in print, by your business/organization, to promote your philanthropy and commitment to AGA.

Recognition at Recorded Events - Ruby Sponsors are recognized during all AGA hosted events, throughout the year, including every AGA webinar and Virtual Career Forum. Recordings of AGA educational events are made available via [AGA Virtual Library](#) to our members and the public, providing sponsors with an extra layer of exposure.

EMERALD SPONSORSHIP (\$1,000)

PROMINENT BENEFITS

AGA Emerald Sponsors enjoy shared recognition with like-minded colleagues and businesses and receive complimentary registration at AGA events. AGA does not limit the number of Emerald Sponsorships available or limit like industry sectors represented.

Complimentary Registrations - Receive complimentary registrations for one individual at each of the following events: AGA's Tucson Conference, Tucson Gala and Las Vegas Conference.

Reserved Seating - Receive reserved seating for one individual at AGA Tucson Conference, Tucson Gala and Las Vegas Conferences. Emerald Sponsors are offered a choice of their reserved seat location (after Diamond, Sapphire & Ruby Sponsors).

President's Welcome - You are recognized during the AGA President's welcome and opening remarks at all AGA hosted in-person and virtual events, throughout the year.

Conference Publications - Receive a 1/8 page advertisement in each AGA Conference publication. This high-quality print and digital publication is distributed to all attendees and is designed to serve as future reference material. AGA utilizes graphics provided by sponsors. [SAMPLE](#)

Intermission Video - Emerald Sponsors are displayed in AGA's Conference intermission video via inclusion of a shared advertorial slide featuring your business. AGA utilizes your logo graphic, if provided. [SAMPLE](#) (View the complete 10 min. video [here](#))

Display Table - Receive a promotional display table with electricity (when available) at AGA's Tucson and Las Vegas conferences, availability permitting. Display tables are limited and AGA offers you a choice of table location (after Diamond, Sapphire & Ruby Sponsors). (Optional participation. Non-transferable.)

Signage - Emerald Sponsors are displayed in signage throughout AGA Tucson and Las Vegas conferences, including posters, table tents, recognition on your personal conference name badge and more. (10% of sponsorship signage)

Hyperlinked Logo - AGA Homepage - Emerald Sponsors are invited to provide a business logo to be displayed on AGA's website and hyperlinked to your business website, delivering year-round exposure and recognition.

Hyperlinked Logo - AGA Email Communications - Emerald Sponsors are invited to provide a business logo to be displayed on all AGA event email communications and hyperlinked to your business website, delivering year-round exposure and recognition. [SAMPLE](#)

Social Media Exposure - AGA maintains an active social media presence with frequent posts on [Facebook](#), [LinkedIn](#), and [Instagram](#). Emerald Sponsors receive recognition on our social media platforms before, during and after AGA events. [SAMPLE](#)

Sponsor Badge - A virtual Emerald Sponsor [badge](#) is provided; personalized with the year (or years) of your generous patronage. Badges can be used digitally and in print, by your business/organization, to promote your philanthropy and commitment to AGA.

Recognition at Recorded Events - Emerald Sponsors are recognized during all AGA hosted events, throughout the year, including every AGA webinar and Virtual Career Forum. Recordings of AGA educational events are made available via [AGA Virtual Library](#) to our members and the public, providing sponsors with an extra layer of exposure.

SAMPLE - EMAIL FOOTER (Sponsors)

Email Footers - promoting AGA Sponsors included in all event emails



(May 2022)

2022 AGA ANNUAL SPONSORS

Generous financial support from these organizations helps us deliver the superior year-round level of education and participant experience our attendees have come to expect from AGA. We encourage AGA members and supporters to consider our sponsors for your professional needs.

Sponsor opportunities remain open, to learn more about sponsor benefits and levels, contact: [AGA](#).



2022 AGA SPONSORS

Generous financial support from these organizations helps us deliver the superior year-round level of education and participant experience our supporters have come to expect from AGA.

We encourage AGA members & supporters to consider our sponsors for your professional needs.

To learn more about sponsorship levels and opportunities available - [contact AGA](#)



SAMPLE - SPONSOR BADGE

Personalized AGA Sponsor Badge for your digital/print use promoting your AGA support



SAMPLE - SOCIAL MEDIA POSTS (2022)

AGA Social posts - shared on AGA Facebook, Instagram and Linked In



SAMPLE: AGA CONFERENCE PUBLICATIONS / Sponsor Recognition and Advertising (June 2022)

CONFERENCE PUBLICATIONS:

- printed & digital distribution
- archived on [AGA website](#)
- 20+ pages (Full size: 8.5 x 11")
- 4 color



SPONSOR LEVEL

| | | | |
|-------------------------|-----------|--------------------------|----------|
| DIAMOND SPONSORS | Full Page | SAPPHIRE SPONSORS | 1/2 Page |
| RUBY SPONSORS | 1/4 Page | EMERALD SPONSORS | 1/8 Page |

Sponsor Recognition Pages



SAMPLE: AGA CONFERENCE INTERMISSION VIDEO

Sponsor Recognition and Advertising (June 2022) - View the complete 10 min. video [here](#)

DIAMOND SPONSOR

4 slides (repeating in video loop) OR 1 minute video (featured once during video)



SAPPHIRE SPONSOR*

3 slides (repeating in video loop) OR 30 second video (featured once during video)

RUBY SPONSOR*

2 slides (repeating in video loop)

EMERALD SPONSORS

shared slide (repeating video loop)



*NOTE: Sapphire & Ruby Sponsor not visually represented in example above

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