# SPONSORSHIP PACKAGES

HIGHLY UNIQUE HONORS 2027 • THE CULTURE ISSUE

*"Trends Fade. Impact Endures. We Are The Culture."*

## The Vision: Impact Over Clout

Trends expire in seconds, but culture endures for generations. Highly Unique Magazine sits at the absolute intersection of music, entertainment, entrepreneurship, and community.

This January, we are changing how Atlanta honors its own. The inaugural **Highly Unique Honors 2027** is an exclusive, invite-only launch party and seated dinner celebrating the release of our flagship special release: **The Culture Issue**.

We are abandoning the traditional popularity contest to focus strictly on **measurable impact and cultural leadership**. By sponsoring this milestone issue, your brand is placed in the literal center of the highest concentration of creative capital in Atlanta—breaking bread with the architects, founders, and executives who define tomorrow.

## The Power of Proximity

You are not purchasing a static logo; you are securing unprecedented placement alongside the city's most influential builders.

- **The Room:** An elite, curated dinner. Your brand executives will sit alongside the top 30 cultural voices in the city, major label heads, civic leaders, and visionary creators.
- **The Pages:** The Culture Issue serves as a permanent historical artifact. We integrate sponsors deeply into the editorial fabric, offering expansive 3-to-4 page custom brand advertorial spreads rather than standard, easily ignored ads.
- **The Ecosystem:** From the Q4 digital rollout and our online radio network to the physical magazine drop and the live gala, your brand owns the cultural conversation across three full months.

## Premier Title Partnerships

### Tier 1: The Apex (Overall Event Presenting Sponsor) — $15,000

LIMIT: 1 EXCLUSIVE PARTNER

Complete ecosystem dominance. Position your brand as the visionary partner making the highest cultural honor in Atlanta possible.

- **Naming Rights:** *"Highly Unique Honors 2027 & Gala Dinner, Presented by [Brand]"*
- **The Room:** Two (2) VIP tables of honor (12 seats total) positioned beside the Culture Man and Woman of the Year.
- **The Stage:** 3-minute executive keynote address during the dinner to welcome the city's top cultural leaders.
- **The Spread:** A massive **4-page premium advertorial spread** in the opening section of the print issue.
- **The Campaign:** 8 weeks of "Presented By" co-branding across digital rollouts, radio broadcasts, and voting portals.

### Tier 2: The HU30 Title Sponsor — $10,000

LIMIT: 1 EXCLUSIVE PARTNER

The HU30 is the most anticipated list in the city, spotlighting the top 30 trendsetting voices across 5 cohorts.

- **Naming Rights:** *"The HU30 Class of 2027, Powered by [Brand]."*
- **The Magazine Spread:** A **custom 3-page brand story** placed directly preceding the 10-page HU30 feature spread.
- **The Dinner:** One (1) VIP table (6 seats) seated directly with a curated selection of HU30 honorees.
- **The Stage:** Brand representative introduces the HU30 Class live on stage during the dinner.
- **The Gift:** Exclusive co-branding on physical "Badge of Honor" plaques delivered to all 30 honorees.

## Category & Activation Partnerships

### Tier 3: Signature Award Sponsors — $6,500 per category

LIMIT: 1 BRAND PER CATEGORY

Align your brand with a specific cultural pillar. This tier provides an expansive canvas to tell your story alongside industry leaders.

**Available Categories:** Culture Man / Woman of the Year, The Visionary Creator Award, The Master Storyteller Award, Music Power Player, (TakeOff) Artist of the Year, Community Impact Award, Organization of Excellence.

- **The Magazine Spread:** A dedicated **3-page advertorial spread** placed immediately adjacent to your sponsored award winner's feature.
- **The Stage & Award:** Present the award live on stage with your logo engraved directly onto the physical trophy.
- **The Dinner:** 4 VIP seats, strategically positioned near your category winner.
- **Digital:** Dedicated co-branded social media graphics congratulating the winner upon public announcement.

### Tier 4: Launch Party Activations — $3,500 – $5,000

Interactive, high-visibility physical activations during the Gala Dinner.

- **The Content Studio Sponsor ($5,000):** Sponsor the cinematic portrait studio at the venue. Your logo is watermarked on high-res digital portraits delivered to all attendees. Includes a 2-page ad in the issue.
- **The Table Anchor Sponsor ($3,500):** Sponsor custom centerpiece floral arrangements and luxury menus across all tables. Includes a 1-page ad and 2 VIP tickets.

## Secure Your Placement

Inventory is strictly limited to preserve event prestige.
To lock in a category or discuss custom activations, contact our partnership executive team.