



# ACADEMY IR AWARDS

## SPONSORSHIP KIT

**WEDNESDAY 13 SEPTEMBER 2023**  
**HILTON MANILA, NEWPORT WORLD RESORTS,**  
**PHILIPPINES**

 **ACADEMY  
IR aWARDS**

The IAG Academy IR Awards are a live in-person event with a black-tie gala dinner, held alongside the two-day IAG Academy Summit. Organizer Inside Asian Gaming is an Asian born and bred company with an in-depth knowledge of the people and companies who have made the industry in this part of the world what it is today. Publishing around 2,000 news, analysis and opinion articles on the industry in APAC each year, IAG has the credibility and convening authority to organize the most prestigious, credible and recognized Awards for the Asia-Pacific Integrated Resort industry.

Our number one priority with the IAG Academy IR Awards is transparency and fairness. As with everything IAG does, we do it differently. We want to see the true best-of-the-best honored and therefore take extraordinary steps to ensure each category is judged and awarded without fear or favor.

Part of IAG's new "Super September" series, the IAG Academy IR Awards are the true awards of the Asia-Pacific gaming industry!

# WELCOME RECEPTION





# GALA DINNER



# THIS YEAR'S VENUE



**HILTON MANILA BALLROOM**

# ENTERTAINMENT





# 20 AWARDS CATEGORIES

## Division 1: RESORT OFFERINGS

- 1. BEST OVERALL ARCHITECTURAL IMPACT OF AN IR**
- 2. BEST IR RESORT ATTRACTION**
- 3. BEST OVERALL RETAIL OFFERING BY AN IR**
- 4. BEST OVERALL F&B OFFERING BY AN IR**
- 5. BEST HOTEL ATTACHED TO AN IR**

## Division 2: GAMING OFFERINGS

- 6. BEST SLOT SOLUTION**
- 7. BEST ELECTRONIC TABLE GAME (ETG) SOLUTION**
- 8. BEST TABLE GAME SOLUTION**
- 9. BEST MEMBERSHIP PROGRAM**
- 10. BEST GAMING FLOOR**

## Division 3: CORPORATE AWARDS

- 11. BEST CSR INITIATIVE**
- 12. BEST OVERALL CSR PROGRAM**
- 13. BEST LEGAL AND COMPLIANCE PROGRAM**
- 14. BEST INTEGRATED RESORT WORKPLACE**
- 15. BEST CORPORATE IMAGE**

## Division 4: INDUSTRY AWARDS

- 16. BEST INDUSTRY SOLUTION**
- 17. BEST INDUSTRY INNOVATION**
- 18. BEST INDUSTRY SUPPLIER**
- 19. BEST REGIONAL ASIA-PACIFIC INTEGRATED RESORT (OUTSIDE  
MACAU OR SINGAPORE)**
- 20. BEST INTEGRATED RESORT**

# HALL OF HONOR

We will also honor individuals in the Asia-Pacific Integrated Resort industry who have made or are making important industry contributions.

## **RISING STARS**

Three industry performers will be recognized for their contributions and potential. They must be turning 40 or younger in the year of the Awards (date of birth 1 Jan 1983 or later).

## **INDUSTRY ICONS**

As in 2021, three industry icons will be inducted, bringing the total number of industry icons to six, as there were no Awards in 2022 due to the pandemic.

## **OUTSTANDING CEO**

To be awarded to an industry CEO (or highest management officer in an industry organization) in recognition of their innovation, creativity, leadership and original thinking.

## **INDUSTRY LEGENDS**

To be awarded from 2024, with one of the then-pool of Industry Icons being voted as an Industry Legend.



# RUNDOWN

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**18:30** GUEST RECEPTION AND  
WELCOME COCKTAIL

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**19:30** DINNER STARTS

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**19:40** WELCOME TOAST AND  
GROUP PHOTOS

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**20:00** ENTERTAINMENT  
AND PERFORMANCE

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**21:30** GROUP PHOTOS

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**22:00** END

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**AWARDS ANNOUNCED AND PRESENTED  
THROUGHOUT THE NIGHT**

# SPONSOR LOGOS



- Stage backdrop
- Sign-in backdrop

# GUEST RECEPTION AND WELCOME COCKTAIL



- Literature display
- Souvenir distribution
- Sponsor's greeters

# FAREWELL GIFT BAGS



**CONTENTS TO BE JOINTLY AGREED BY  
IAG AND FAREWELL GIFT BAG SPONSOR**



# ON-SITE PRINT



- Full page ad in event guide (on tables and in farewell gift bags)
- Sponsor logo
- Sponsor description
- Gala dinner menu

# THE WEBSITE **IAGACAD.COM**



The screenshot displays the website's navigation and content structure. At the top, the IAG Academy logo is centered, with a hamburger menu icon on the right. Below the logo is a dark red banner labeled "VENUE SPONSOR BANNER". A gold navigation bar contains the text "IR AWARDS > SPONSORS AND PARTNERS". Below this, a white text box states: "Details of the the Sponsorship opportunities for the IAG Academy Summit will be announced soon." A dark red banner labeled "SPONSORS' BANNERS" follows. The main content area features several sections: "WELCOME COCKTAILS SPONSOR" with a single dark red "LOGO" box; "PLATINUM SPONSORS" with two dark red "LOGO" boxes; "ENTERTAINMENT SPONSOR" with a single dark red "LOGO" box; "FAREWELL GIFT SPONSOR" with a single dark red "LOGO" box; and "GOLD SPONSORS" with two dark red "LOGO" boxes.




# THE MAGAZINE



PRODUCT ARTICLE, EXECUTIVE PROFILE OR INTERVIEW


# MEDIA COVERAGE



**INSIDE ASIAN GAMING ANNOUNCES FIRST EVER "SUPER SEPTEMBER" IN MANILA COMPRISING IAG ACADEMY SUMMIT, IAG ACADEMY IR AWARDS AND MANILA AFTER DARK**

**Macau, 18 July 2023** – Leading B2B gaming and integrated resort industry media brand Inside Asian Gaming is pleased to announce it will host the first ever **"Super September"** at Manila's Newport World Resorts from 12 to 14 September 2023, comprising the inaugural **IAG Academy Summit** and two exciting networking events.

This important addition to the Asian gaming industry's annual calendar will kick off on the evening of Tuesday 12 September with the return of networking social **Manila After Dark (MAD 18)**, to be held at The Grand Bar and Lounge at Newport World Resorts from 6:30pm to 9:30pm. This represents just the second ever edition of **Manila After Dark** following its debut at Okada Manila in April, with the event doubling as the evening Welcome Cocktails for the **IAG Academy Summit** kicking off the next morning.




**IAG ACADEMY LAUNCHES REVAMPED WEBSITE AHEAD OF INAUGURAL "SUPER SEPTEMBER" SUMMIT, IR AWARDS AND MAD NETWORKING EVENT, ALL IN MANILA**

**Macau, 21 July 2023** – Leading B2B gaming and integrated resort industry media brand *Inside Asian Gaming* is pleased to announce that, following the recent rebranding of the former "Integrated Resorts Academy Asia" (IRAA) to the "IAG Academy", it has now upgraded and redeveloped the IAG Academy website.

Located at [iagacad.com](http://iagacad.com), the IAG Academy website was redeveloped for the purpose of welcoming a wider audience, including the simplification of the membership process to remove eligibility requirements and open up membership to anyone interested in the wider gaming and IR industry.

IAG has also added a new education section to the website which will be further developed in the coming months to offer online learning related to the IR industry, and has upgraded the **IAG Academy Summit** and **IAG Academy IR Awards** sections of the website which will see more information uploaded in the very near future.




**FIRST BATCH OF IAG ACADEMY IR AWARDS JUDGES ANNOUNCED**

**Manila, 28 July 2023** – *Inside Asian Gaming* is pleased to announce the first batch of judges to form the Judging Panel for the upcoming 2023 IAG Academy IR Awards, with 31 judges now confirmed to lend their expertise to the judging process.

The Awards are to be held at The Ballroom at Hilton Manila, Newport World Resorts, on the evening of Wednesday 13 September, and consist of 20 Awards categories plus a special induction ceremony as part of the IAG Academy Hall of Honor, which will include Rising Stars, Industry Icons and a special Outstanding CEO Award.



- IAG website
- *IAG Breakfast Briefing*
- Official LinkedIn (27,000+ followers and growing)
- Official Facebook (over 9,700 active followers)
- Pre and post event news releases
- Media partners



# SPONSORSHIP PACKAGES AT A GLANCE

		WELCOME COCKTAIL	PLATINUM	ENTERTAIN- MENT	FAREWELL GIFT	GOLD
		US \$24,000	US \$16,000	US \$15,000	US \$15,000	US \$11,500
Tables at gala dinner		Premium Position x1	Good position x 1	Good position x 1	Table x1	Table x1
MC Mention		✓	✓	✓	✓	✓
On-site display (Production)	Literature at reception	✓	✓			
	Souvenir Distribution	at cocktail area				
	Sponsor's greeters	at cocktail area				
	Stage backdrop logo	✓	✓	✓	✓	✓
	Signage logo	✓	✓	✓	✓	✓
	Dinner menu logo	✓	✓	✓	✓	✓
Publications	Event Guide - logo & profile	✓	✓	✓	✓	✓
	Event Guide - Ads	Double page spread	Full page	Full page	Full page	Full page
	IAG magazine	Product article or Exec interview				
	IAG magazine event article	Mention	Mention	Mention	Mention	Mention
IAG digital platforms (mention)	Event articles	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website	IAG BB IAG Website
	Event news releases					
	Announcement of sponsors					
	Product promotion					
Gala Dinner website	Banner ad	✓	✓			
	Video on website	2 minutes	1 minute			
	Sponsor logo	✓	✓	✓	✓	✓
	Organization description	100 words	100 words	100 words	100 words	100 words
	Link to your website	✓	✓	✓	✓	✓



# ACADEMY IR AWARDS

**FOR MORE INFORMATION AND  
SPONSORSHIP ENQUIRIES,  
PLEASE CONTACT:**

**MR JADESON HO  
+853 2883 6497  
JH@ASGAM.COM**