



# ACADEMY IR AWARDS

## SPONSORSHIP PACKAGE

**TUESDAY 10 SEPTEMBER 2024**  
**HILTON MANILA, NEWPORT WORLD RESORTS,**  
**PHILIPPINES**



**The IAG Academy** was founded in 2021 by **Inside Asian Gaming**, to advance professionalism and education within the land-based Integrated Resort industry and to recognize industry executives and their contributions.

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

# WELCOME RECEPTION



# GALA DINNER

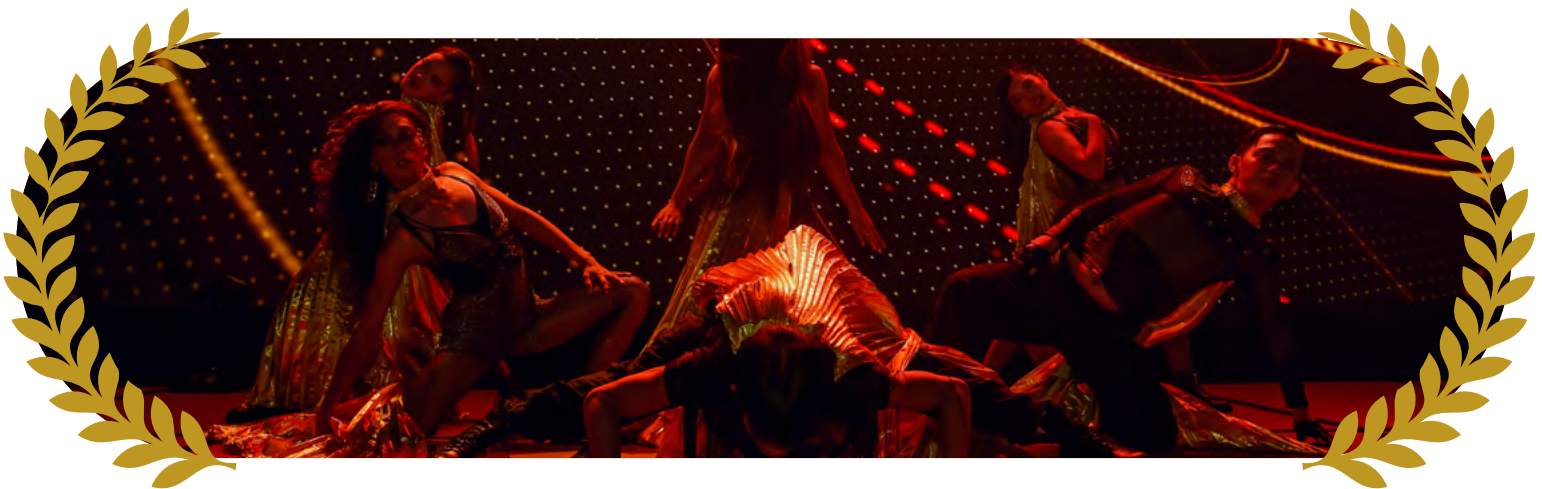


# THIS YEAR'S VENUE



**HILTON MANILA BALLROOM**

# ENTERTAINMENT



# AWARDS CATEGORIES

## Division 1: OFFERINGS (For Operators)

*Elements of Asia-Pacific based Integrated Resorts other than gaming.*

- 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

*Gaming elements of Asia-Pacific based Integrated Resorts.*

- 6. BEST SLOT SOLUTION**
- 7. BEST ELECTRONIC TABLE GAME (ETG) SOLUTION**
- 8. BEST TABLE GAME SOLUTION**
- 9. BEST SPORTS BETTING SOLUTION IN AN IR**
- 10. BEST POKER ROOM IN AN IR**
- 11. BEST IR MEMBERSHIP PROGRAM**
- 12. BEST IR GAMING FLOOR**

## Division 3: CORPORATE AWARDS (Open to Operators and Suppliers)

*Elements that relate to overall governance and activities of companies that operate Asia-Pacific based Integrated Resort businesses.*

- 13. BEST CSR INITIATIVE**
- 14. BEST OVERALL CSR PROGRAM**
- 15. BEST LEGAL AND COMPLIANCE PROGRAM**
- 16. BEST WORKPLACE**
- 17. BEST OVERALL MARKETING PROGRAM**

## Division 4: INDUSTRY AWARDS

*Elements relating to the wider industry of and serving Integrated Resorts in the Asia-Pacific region.*

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

# HALL OF FAME

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

## **RISING STARS**

Awarded to three industry performers turning 40 or younger in the year of the Awards (date of birth 1 Jan 1984 or later), who have demonstrated consistent leadership and innovation, with great potential for more to come. Previous IAG Academy Rising Star Award winners are ineligible.

## **OUTSTANDING CEO**

Awarded to the industry CEO (or equivalent management officer in an industry organization) who, in the opinion of the judges, has shown the most innovation, creativity, leadership and original thinking leading to positive outcomes and incremental value for his or her organization in the prior 12 months. Winners of previous Outstanding CEO awards may be nominated in subsequent years.

## **INDUSTRY ICONS**

As in 2021 and 2023, three industry icons will be inducted, bringing the total number of industry icons to nine, as there were no Awards in 2022 due to the pandemic.

## **INDUSTRY LEGENDS**

To be awarded for the first time in 2024, this category will see one person from the 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**



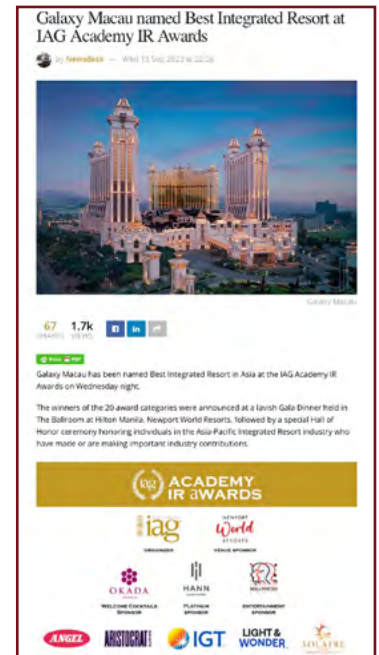
The screenshot displays the website's navigation and content structure. At the top, the IAG Academy logo is centered, with a hamburger menu icon on the right. Below the logo is a dark red banner labeled "VENUE SPONSOR BANNER". A gold navigation bar contains the text "IR AWARDS > SPONSORS AND PARTNERS".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

# THE MAGAZINE



PRODUCT ARTICLE, EXECUTIVE PROFILE OR INTERVIEW

# MEDIA COVERAGE



- IAG website
- *IAG Breakfast Briefing*
- Official LinkedIn (30,000+ followers and growing)
- Official Facebook (over 11,000 active followers)
- Pre and post event news releases
- Other media



# SPONSORSHIP PACKAGES AT A GLANCE

		VENUE	WELCOME COCKTAIL	PLATINUM	ENTERTAINMENT	FAREWELL GIFT	GOLD
		US \$88,000	US \$24,000	US \$16,000	US \$15,000	US \$15,000	US \$11,500
Tables at gala dinner		Best non-vip Position x2	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	Double page spread	Full page	Full page	Full page	Full page
	IAG magazine	Product article or Exec interview	Product article or Exec interview				
	IAG magazine event article	Mention	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 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	2 minutes	1 minute			
	Sponsor logo	✓	✓	✓	✓	✓	✓
	Organization description	100 words	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:**

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