



**Sponsor the IES Chicago Section Illumination Awards  
Virtual Event  
September 17, 2020**

# PEOPLE / CREATE / 2020

## VIDEO COMPETITION

### 15 Second Sponsorship Spot

\$500 Sponsorship Fee (Waived for 2020 Visionary Plus Annual Sponsors)

#### COMPETITION GUIDELINES

- 15 Second Spot to Share Humorous 2020 Experiences of Your Company
- Theme: What has 2020 meant to your brand, company or team?
- Live Voting by Audience Members During Event
- Winner gets Full-Page Ad in 2021 Illumination Awards Program
- Not an Infomercial, should be a People Oriented Message
- Must be Produced on a Hand-Held Device by Team Members
- Focus on Internal Resources, Production Budget not to Exceed \$100.

By sharing a light-hearted take on some of the 'new normal' companies are experiencing, the People's Choice Video Competition is designed to increase audience engagement during our [virtual](#) Illumination Awards event. Participants create a video that tells a story of your company in 2020. Submitted videos will be interspersed throughout the program during the live-streamed event. After the award presentations the audience will vote for their favorite spot through live polling. The most popular video submission will win a People's Choice Award- a full page ad in the 2021 program. The 15 second (max) spot should be produced solely by company team members on a hand-held device and should not incur more than \$100 additional expense to produce. We encourage the inclusion of company employees tied to the Chicago Section. This is meant to be an opportunity to showcase company spirit. The Awards committee reserves the discretion to dismiss product-focused or infomercial submissions. (IES Chicago Section Visionary Plus annual sponsors are allotted a slot at no additional cost.) **Submission deadline is August 10, 2020.**

## VIDEO PRODUCTION SPONSOR

### Sponsor One Award Project Video

\$1600 Sponsorship Fee - Limited Availability with 4 Spots Left

Usually buy a table? Sponsor the video production of one of the 14 projects receiving an award in the 2020 IA virtual event. Our MC, Justin Castellano, will announce your sponsorship during the introduction and conclusion of the award project video. The four available spots will be awarded on a first come first served basis. (Our 10 IES Chicago Section Visionary Plus annual sponsors receive this in lieu of their table sponsorship.)

**Want to Sponsor? Click [HERE](#).**

Questions: [awards@ieschicago.com](mailto:awards@ieschicago.com)