

40 under 40

Event Sponsorship

THE 40 UNDER 40 AWARDS PROGRAM CELEBRATES YOUNG PROFESSIONALS UNDER 40 WHO ARE MAKING SIGNIFICANT IMPACTS IN THEIR FIELDS.

The Business Observer's Annual 40 Under 40 Awards recognizes the top young entrepreneurs and professionals from Tampa Bay to Naples committed to business growth, excellence and community service. These influential Millennials and Gen Z leaders drive innovation and set trends. By participating, your business can connect with these dynamic individuals, showcasing your brand to future leaders and trendsetters.

The 2025 Class of 40 Under 40 are nominated by their peers and the public, and will be chosen by a selection committee and honored at the 40 Under 40 Awards Reception on Thursday, Oct. 9 and in a special print edition of the Business Observer on Friday, Oct. 10.



PUB DATE

Friday, Oct. 10, 2025

AD SPACE DEADLINE

Thursday, Oct. 2, 2025

PRINT

Special Print Edition

ONLINE

Landing pages for each winner featured on BusinessObserverFL.com

READERSHIP

More than 185,446* readers/users each month

*Source: Google Analytics 2025, Circulation Verification Council ending 3/31/23

SPONSORSHIPS*

A 40 Under 40 sponsorship provides great exposure for your business at the event, plus a wide array of marketing leading up to the event — in print, online and through social media.

** Sponsorship descriptions on page 2-3*

SPONSORSHIP DEADLINE

Friday, Sept. 12, 2025

Call your multimedia executive today!

941-366-3468 | advertise@yourobservers.com
1970 Main Street, Floor 3 | Sarasota, FL 34236

Observer
MEDIA GROUP

Sponsorship Levels

	Presenting (1)	Gold (3)	Cheers to You (1)	Centerpiece (1)	Success is Sweet (1)	Video (1)
40 Under 40 Event Tickets	One reserved table with 8 tickets to event (premium)	One reserved table with 8 tickets to event (premium)	4 tickets to the event	2 tickets to the event	2 tickets to the event	2 tickets to the event
Sponsor recognition at event from podium	Sponsor introduction at event and opportunity to address audience for up to three minutes	✓	✓	✓	✓	✓
Your company logo representation at the event	In introduction video and on URL registration page with link	In presentation video.	Drink signage at bar and cocktail napkins	Each table centerpiece	Dessert packaging	Each video as sponsor
Table for display with two chairs with premier placement at the event	✓	✓	—	—	—	—
Opportunity to provide a giveaway and receive stage recognition	✓	✓	✓	—	—	—
Company listed as Sponsor on all marketing materials	✓	✓	✓	✓	✓	✓
Logo on event eblast to Business Observer list	✓	✓	✓	✓	✓	✓
Color ads in Business Observer	Full Page ad in premium position in 40 under 40	Half Page Ad in 40 under 40	Half Page Ad	Half Page Ad in 40 under 40	Half Page Ad in 40 under 40	Half Page Ad in 40 under 40
	Full page ad in Top Deals & Newsmakers	Half page ad (prior to year end)	Half page ad (prior to year end)			
Complimentary full access subscription(s) to the Business Observer (12 months)	4	1	1	1	1	1
BusinessObserverFL.com	Super Leaderboard Roadblocked on all 40 under 40 Article pages	Rich media Enhanced Footer for one week	Rich media Enhanced Footer for one week	150,000* impressions	—	—
	Billboard on Home Page for Week of Oct. 13	300,000* impressions				
	300,000* impressions					
Facebook Posts, your company tagged	2	1	1	1	1	1
Other	PDF of registered attendees	—	—	—	—	:30 second pre-roll of your organization on first video. Video must be supplied by company.
	\$5,750	\$3,400	\$2,850	\$2,300	\$2,450	\$2,450

*Impressions will be ROS served over 3 months

Sponsorship Levels

VIP Congrats Sponsors 40 under 40 Awards Program	Tribute	Way-to-Go	Kudos
Color ad in 40 Under 40	Full Page Ad	Half Page Ad	Quarter Page Ad
Event Tickets	One reserved table with 8 tickets (premium seating)	4 tickets to the event	2 tickets to the event
One Facebook Post	✓	✓	✓
Road Blocked banner to 40 Under 40 recipient article page	✓	✓	✓
Complimentary full access (1) subscription to the Business Observer (12 months)	✓	✓	✓
	\$2,500	\$1,500	\$1,100

Event Details

DATE Thursday, Oct. 9, 2025

TIME 5:30 - 8:00PM

LOCATION The Ora
578 McIntosh Rd.
Sarasota

TICKETS Individual: \$95
Includes heavy hors d'oeuvres and two drinks (beer, wine, cocktails, soda)

5:30 Registration/Networking

6:15 Awards Program

7:15 Celebration Continues

TO PURCHASE TICKETS VISIT:
BusinessObserverFL.com/40-under-40



Call your multimedia executive today!

941-366-3468 | advertise@yourobserver.com
1970 Main Street, Floor 3 | Sarasota, FL 34236

Observer
MEDIA GROUP

Sponsorship Agreement

2025 40 Under 40 Awards

Company	Date
Contact	Account Rep
Address	City/State/Zip
Email	Phone

Sponsorship Packages (Select One)			
	Presenting Sponsor	\$5,750	Centerpiece Sponsor \$2,300
	Gold Sponsor	\$3,400	VIP Tribute Congrats \$2,500
	Cheers to You Sponsor	\$2,850	VIP Way-To-Go Congrats \$1,500
	Success is Sweet Sponsor	\$2,450	VIP Kudos Congrats \$1,100
	Video Sponsor	\$2,450	

Total:

Package Includes			
	Print Ad(s)		Facebook Post(s)
	Banner Ad(s)		Event Tickets
	Rich Media		Additional Event Tickets (\$75 each)

Billing	
Billing Contact	Billing Contact Email
Notes	

Authorized Signature (Required)

Print Name

E-Z Pay Authorization	
Prepay Amount	Auto pay will be charged at the end of each month
Card Number	Exp
Cardholder Name	Security Code
Signature	Date

Call your multimedia executive today!

941-366-3468 | advertise@yourobserver.com
1970 Main Street, Floor 3 | Sarasota, FL 34236

Observer
MEDIA GROUP

8/25