



virtual **BRIDAL**  
SHOWCASE 2021  
The Tribune-Democrat **JOHNSTOWN**  
magazine

**VIRTUAL BRIDAL SHOWCASE & FASHION SHOW**  
**Sunday, January 31 Noon - 1:30 pm**  
[on johnstownbridalshowcase.com](http://johnstownbridalshowcase.com)

**Our 15<sup>TH</sup> ANNUAL Bridal Showcase is now virtual and still the biggest bridal event in the area!**

This is the region's ultimate guide for engaged couples to plan and adapt their wedding plans during this time of COVID-19! The official program will publish on Saturday, January 23, 2021 and in our January issue of Johnstown Magazine. These two publications will provide couples with the resources, new ideas and advice needed to create the picture-perfect wedding day. Our website visitors will be able to interact with the area's best wedding vendors and watch a virtual bridal fashion show.



**IMPORTANT DATES**

Johnstown Magazine Brides Deadline:  
**Wednesday, December 16, 2020**

Deadline for Official Program in The Tribune-Democrat:  
**Tuesday, January 12th, 2021**

All businesses that participate in our virtual show will receive a list of all registered couples that attend our event. The johnstownbridalshowcase web site will be promoted for 4 months, December - April, with a \$50,000 advertising campaign. This campaign includes: Print, digital, electronic media, social media platforms (daily) and on tribdem.com. After the 4 month campaign, we will continue to promote the johnstownbridalshowcase web site for the remainder of the year at no charge to our vendors.

**JOHNSTOWN BRIDAL SHOWCASE VIRTUAL PACKAGES**

**PRESENTING SPONSORS \$2000**

- » Full page, full color ad in Johnstown Magazine
- » Full page, full color ad in the Tribune-Democrat Special Section
- » Leaderboard ad on johnstownbridalshowcase.com
- » Contributor for a Q & A session on Live virtual show
- » Up to 2 minute video on johnstownbridalshowcase.com
- » A list of registering brides-to-be
- » Logo recognition in all social, print, digital and electronic media used to promote JBS2021.
- » 20,000 impressions on tribdem.com (directed to johnstownbridalshowcase.com/sponsor)
- » This package can be billed out over four months. (Dec. - March)

**GOLD SPONSORS \$1000**

- » Half page, full color ad in Johnstown Magazine
- » Half page, full color ad in the Tribune-Democrat Special Section
- » Big Ad on johnstownbridalshowcase.com (locked position)
- » Contributor for a Q & A session on Live virtual show
- » Up to 2 minute video on johnstownbridalshowcase.com
- » A list of registering brides-to-be
- » Logo recognition in all social, print, digital and electronic media used to promote JBS2021.
- » 15,000 impressions on tribdem.com (directed to johnstownbridalshowcase.com/sponsor)
- » This package can be billed out over three months. (Dec. - February)

**SILVER SPONSORS \$500**

- » Quarter page, full color ad in Johnstown Magazine
- » Quarter page, full color ad in the Tribune-Democrat Special Section
- » Big ad on johnstownbridalshowcase.com
- » Participate in group Q & A session on Live virtual show
- » Up to 2 minute video on johnstownbridalshowcase.com
- » A list of registering brides-to-be
- » Logo recognition in all social, print, digital and electronic media used to promote JBS2021.
- » 10,000 impressions on tribdem.com (directed to johnstownbridalshowcase.com/sponsor)

**BRONZE SPONSORS \$350**

- » Bronze sponsor receives:
- » 1/6 page ad, full color ad in Johnstown Magazine
- » 7 inch ad in the Tribune-Democrat Special Section
- » Big ad on johnstownbridalshowcase.com
- » Up to 2 minute video on johnstownbridalshowcase.com
- » A list of registering brides-to-be
- » Logo recognition in all social, print, digital and electronic media used to promote JBS2021.
- » 10,000 impressions on tribdem.com (directed to johnstownbridalshowcase.com/sponsor)

**JOHNSTOWNBRIDALSHOWCASE.COM**