



49TH
ANNUAL
CARBONELL
AWARDS

2026
**SPONSORSHIP
OPPORTUNITIES**

**20TH ANNUAL
BERNAYS AWARDS**

THURSDAY, JULY 23

AIRPORT HILTON
150 AUSTRALIAN AVENUE
WEST PALM BEACH, FLORIDA 33406

**49TH CARBONELL
AWARDS CEREMONY**

(SOUTH FLORIDA'S VERSION OF THE TONY AWARDS®)

MONDAY, NOVEMBER 16

FAU'S UNIVERSITY THEATRE
777 Glades Rd, Boca Raton, FL 33431

2 GOLDEN SPONSORSHIP OPPORTUNITIES



49TH
ANNUAL
CARBONELL
AWARDS

Imagine Your Brand Heading Two of South Florida's Most Influential Signature Events

The Gold Coast PR Council 20th Annual Bernays Awards and
The 49th Annual Carbonell Awards

ONE POWERFUL SPONSORSHIP

Position your brand at the center of the conversations, relationships, and recognition that shape South Florida's public image and cultural landscape.

TWO PRESTIGIOUS NONPROFIT ORGANIZATIONS

Partner with two of South Florida's most respected and long-standing organizations committed to excellence in communications, the arts, and community impact.

SEVEN

**MONTHS OF VISIBILITY
AMONG SOUTH FLORIDA'S TOP
MEDIA, MARKETING, BUSINESS,
AND CULTURAL INFLUENCERS**

Gain unmatched exposure across nearly 1,300 influential leaders, organizations, and decision-makers.

This exclusive partnership offers unparalleled visibility, credibility, and impact —
a rare opportunity to align with excellence, legacy, and influence.

EMCEE



OF THE

20TH ANNUAL BERNAYS AWARDS

Tania Rogers

Co-Anchor, WPTV NewsChannel 5 Morning News

Co-Anchor, WFLX FOX 29 Morning News

*Award-winning journalist, community storyteller,
and trusted South Florida media personality.*

EXCLUSIVE SPONSORSHIP OPPORTUNITY I



20th Annual **BERNAYS** *Awards*

The **GOLD COAST PR COUNCIL** has been South Florida's largest independent organization of PR & Marketing Professionals since 2002, with nearly 800 local media and public relations members and contacts. The nonprofit organization's **20th annual Bernays Awards** will be held at the **Airport Hilton in West Palm Beach on Thursday, July 23.**

EXCLUSIVE SPONSORSHIP OPPORTUNITY II



49TH ANNUAL CARBONELL AWARDS

The **CARBONELL AWARDS** has been honoring excellence at 30+ professional theaters in Broward, Miami/Dade and Palm Beach Counties since 1976, with nearly 500 local cultural contributors and contacts. The nonprofit organization's 49th Carbonell Awards Ceremony (South Florida's version of the Tony Awards®) will be held at

FAU's University Theatre in Boca Raton on Monday, November 16

SPONSORSHIP BENEFITS



Align your brand with excellence in public relations, marketing, communications, and community leadership at the **20th Annual Bernays Awards Luncheon** hosted by the Gold Coast PR Council.

SPONSORSHIP BENEFITS INCLUDE:

- **Premier Brand Visibility** – Reach and engage South Florida’s top communications, business, and civic leaders.
- **Association with Excellence** – Showcase your support for outstanding achievements in PR, marketing, and communications.
- **Targeted Exposure** – Connect with influential professionals, decision-makers, and media representatives.
- **Community Impact** – Demonstrate your commitment to recognizing and elevating industry excellence.
- **Networking Opportunities** – Build valuable relationships in an inspiring, high-profile setting.



- Prominent recognition in all pre-event, event, and post-event materials.
- Onstage recognition during the awards ceremony.
- Visibility on both GCPC and Carbonell Awards websites.
- Social media promotion across both organizations’ platforms.
- Signage and recognition at the awards luncheon.
- Access to an influential audience of 300+ communications, business, and community leaders.

SPONSORSHIP OPTIONS

OPTION A — BOTH EVENTS
Bernays Awards + Carbonell Awards

\$10,000

OPTION B — BERNAYS AWARDS ONLY

\$5,000

OPTION C — CARBONELL AWARDS ONLY

\$5,000

SPONSORSHIP

OPPORTUNITIES & TICKET INFORMATION



Join us in celebrating excellence in public relations, marketing, communications, and community leadership at the 20th Annual Bernays Awards Luncheon hosted by the Gold Coast PR Council.

This premier South Florida event brings together industry professionals, business leaders, media representatives, and community partners from across Palm Beach, Broward, Martin, and Miami-Dade counties.

Early Bird Table Sponsorship | \$500

Includes:

- Reserved seating for 10 guests
- Full-page advertisement in the official event program booklet
- Company recognition featured on the event slideshow presentation

Individual Tickets

Members-\$50 | Non-Members-\$60

Sponsorship Opportunities

Photographer Sponsor		\$500
Floral Sponsor		\$500
Program Booklet Sponsor		\$500

Includes:

- Full-page advertisement in the official event program booklet
- One complimentary luncheon ticket
- One-year recognition on the Gold Coast PR Council website

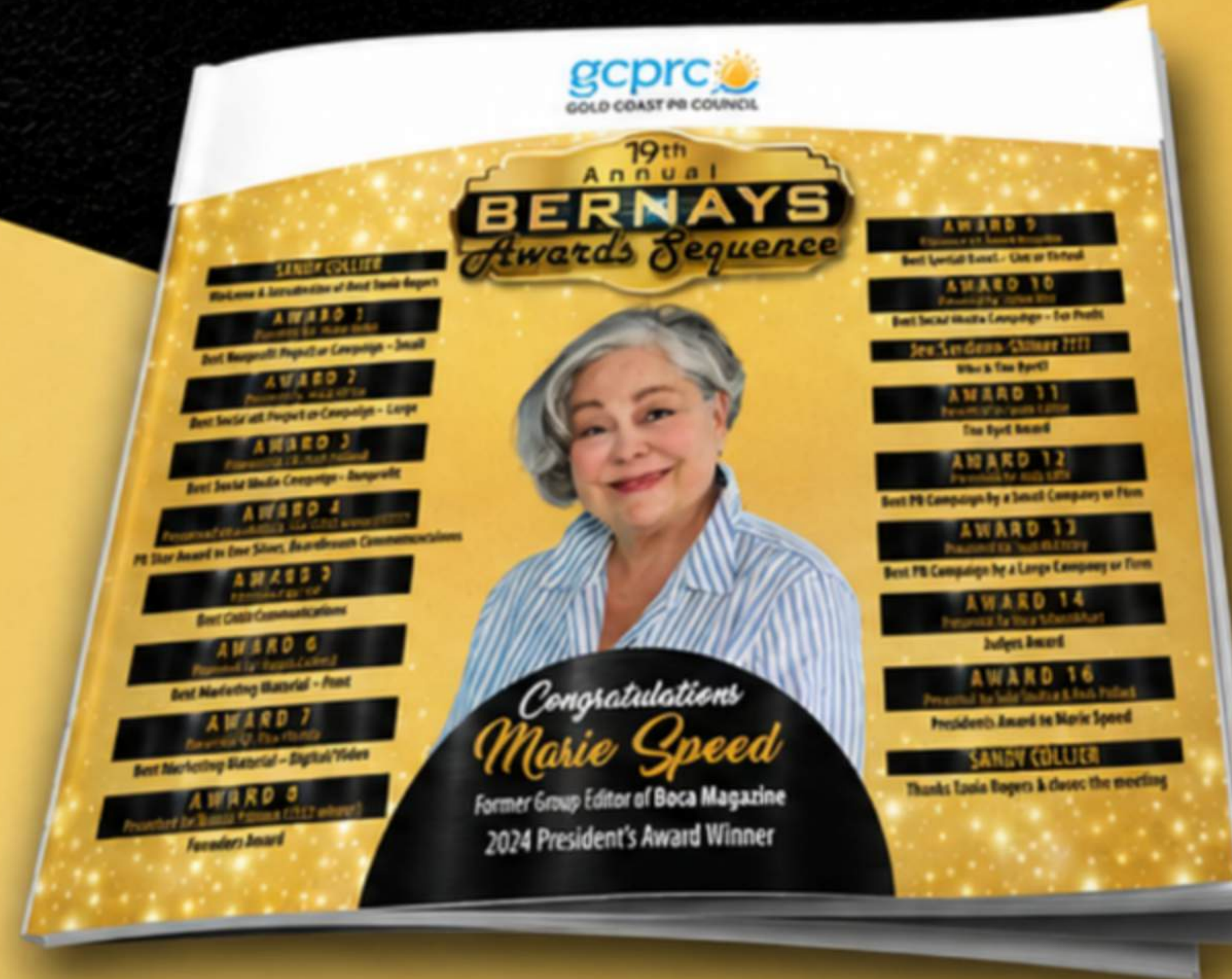
PROGRAM BOOKLET

ADVERTISING & TICKET BUNDLES

Promote your business, organization, or brand while gaining valuable exposure among South Florida's communications, business, and community leaders.

The official Bernays Awards Luncheon program booklet provides premium visibility to attendees and supporters throughout the region.

Align your brand with excellence and be seen by influential professionals, decision-makers, and media representatives at this premier event.



Advertising & Ticket Bundle Packages

Full Page Ad Bundle | \$185

Includes:

- One Full Page Ad in the Official Event Program Booklet
- One Complimentary Luncheon Ticket

Half Page Ad Bundle | \$100

Includes:

- One Half-Page Ad in the Official Event Program Booklet
- One Complimentary Luncheon Ticket

Quarter Page Ad Bundle | \$70

Includes:

- One Quarter Page Ad in the Official Event Program Booklet
- One Complimentary Luncheon Ticket

Ad-Only Rates

Full Page Ad | \$150

Half Page Ad | \$75

Quarter Page Ad | \$50



About Gold Coast PR Council

The Gold Coast PR Council, Inc. is South Florida's largest independent organization of public relations, marketing, and communications professionals serving Palm Beach, Broward, Martin, and Miami-Dade counties.

Based in Boca Raton, Florida, the organization provides networking, professional development, and community engagement opportunities for communications professionals throughout the region. Take advantage of this opportunity to showcase your business while supporting one of South Florida's premier communications and public relations events.



www.goldcoastprcouncil.com



20TH ANNUAL BERNAYS AWARDS
THURSDAY, JULY 23
AIRPORT HILTON
150 AUSTRALIAN AVENUE,
WEST PALM BEACH, FLORIDA 33406



49TH CARBONELL AWARDS CEREMONY
(SOUTH FLORIDA'S VERSION OF THE TONY AWARDS®)
MONDAY, NOVEMBER 16
FAU'S UNIVERSITY THEATRE
777 Glades Rd, Boca Raton, FL 33431