



THE WASHINGTON INFORMER PRESENTS

The Best of The DMV

2026 Sponsorship Opportunities

Recognizing the businesses, organizations, and individuals shaping Washington, D.C., Maryland, and Virginia, chosen by the community that knows them best.

Trusted reporting, rooted locally.

REACH

2025 Campaign Highlights



15K

Total Votes Cast

20K+

Campaign Page Views

17K+

Newsletter Subscribers

40K+

Readers Per Edition (CVC)

140K+

Monthly Website Views

50K+

Social Media Followers

2025 campaign and audience figures. Campaign metrics are approximate.

Partner With Us

All tiers include advertising discounts on BOTDMV-related placements

COMMUNITY PARTNER

\$500

- Ballot Button branding
- Sub-category sponsorship (1)
- Logo on event signage
- Community Roundup social post
- Certificate of Partnership
- 1 general admission ticket
- Advertising discounts on BOTDMV placements

CAMPAIGN PARTNER

\$1,250

Everything in Community, plus:

- Category banner ad (desktop and mobile)
- Logo in WIN Daily newsletter block
- 2 general admission tickets

RECOMMENDED

PREMIER PARTNER

\$2,500

Everything in Campaign, plus:

- Custom Voting Page
- Sponsor logo in voting-page header
- Dedicated social recognition post
- Preferred rate on Special Issue ad

Premium Partnership Tiers

Category ownership, exclusivity, and a featured presence at the live awards event

PRESENTING SPONSOR

\$5,000

Up to two, different verticals

Everything in Premier, plus:

- “Co-Presented by” campaign credit
- Full category ownership (one category)
- Dedicated sponsored content feature, labeled sponsored
- Logo in WIN Daily across the full campaign
- Reserved table and upgraded ticket block

SIGNATURE SPONSOR

\$15,000

Up to two, different verticals

Everything in Presenting, plus:

- Named award presented on stage, “The [Brand] Award for [Category]”
- Category exclusivity, no competing sponsor in your vertical
- Produced video feature
- Expanded campaign integration across the voting window
- Campaign results snapshot

TITLE SPONSOR

Custom

By invitation · Exclusive

- The most comprehensive partnership available
- Benefits tailored to your organization’s goals
- Full campaign and event integration
- Contact us to design your package

ADVERTISING ADD-ONS

Preferred Sponsor Rates

Owned Digital Display

50% off regular rate

Print Advertising

25% off regular rate

Paid Social, Newsletter, Email & Video

25% off regular rate

Special Issue: Congrats Ad

25% off regular rate

On BOTDMV-related placements during the active campaign.

Sponsorship Benefits

- Discounts apply to BOTDMV-related ads only
- Discounts apply across the active campaign window
- Custom placements available on request
- Premier, Presenting, and Signature tiers receive enhanced placement

Custom Benefits

We welcome the opportunity to tailor additional sponsorship benefits to align with your organization's branding and CSR goals. Possible custom benefits include but are not limited to:

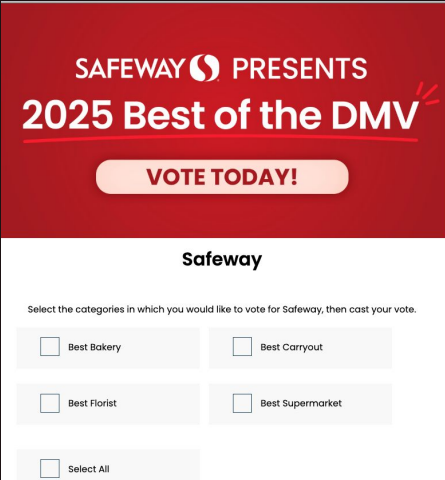
- Customized Guest Experience
- Reserved Premium Seating
- Content Co-Creation

Sponsor Visibility in Action



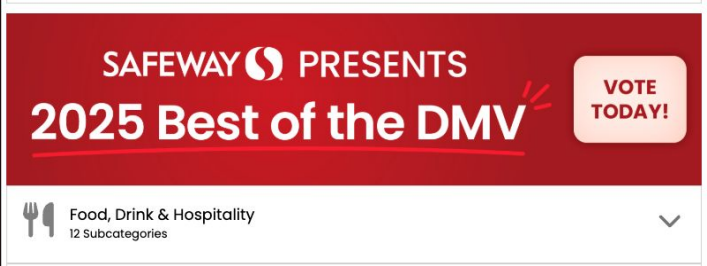
The banner features the Washington Informer 'Best of the DMV 2025' logo at the top. Below it, the text reads 'Sponsored By: SAFEWAY'. The main headline is 'The Best of the DMV', followed by a sub-headline: 'Join us in celebrating the outstanding businesses and individuals across the District of Columbia, Maryland, and Virginia.' At the bottom, a red bar contains the text 'SAFEWAY PRESENTS 2025 Best of the DMV' and a 'VOTE TODAY!' button.

WEBSITE



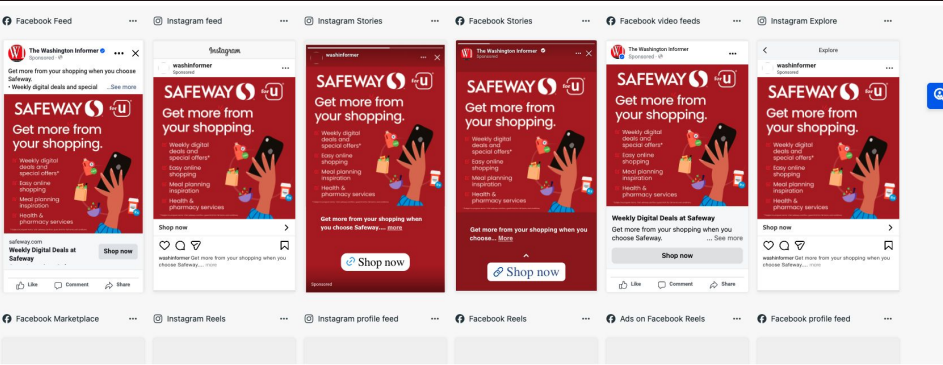
The interface has a red header with 'SAFEWAY PRESENTS 2025 Best of the DMV' and a 'VOTE TODAY!' button. Below, the 'Safeway' logo is displayed. A prompt asks users to 'Select the categories in which you would like to vote for Safeway, then cast your vote.' There are four checkboxes: 'Best Bakery', 'Best Carryout', 'Best Florist', and 'Best Supermarket', along with a 'Select All' option.

IN-PLATFORM VOTING



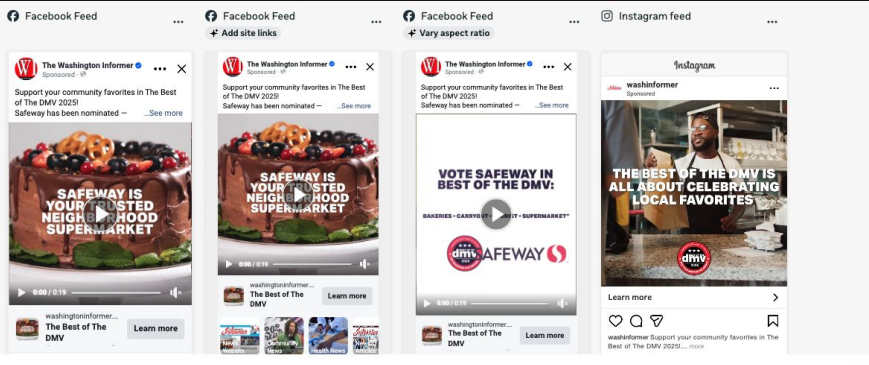
The banner features the Washington Informer 'Best of the DMV 2025' logo and 'SAFEWAY PRESENTS' text. The main headline is '2025 Best of the DMV' with a 'VOTE TODAY!' button. Below, a category selection bar shows 'Food, Drink & Hospitality' with '12 Subcategories' and a dropdown arrow.

CATEGORY BANNER



A grid of six social media ad examples. Each ad features the Safeway logo, the text 'Get more from your shopping.', and a list of benefits: 'Weekly digital deals and special offers', 'Easy online shopping', 'Meal planning inspiration', and 'Health & pharmacy services'. Each ad includes a 'Shop now' button.

PAID SOCIAL



A grid of four video ad examples. The first three ads feature a cake with the text 'SAFEWAY IS YOUR TRUSTED NEIGHBORHOOD SUPERMARKET' and a 'Learn more' button. The fourth ad features a man holding a sign that says 'THE BEST OF THE DMV IS ALL ABOUT CELEBRATING LOCAL FAVORITES' and a 'Learn more' button.

VIDEO



2025 Awards Celebration

THE WASHINGTON
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THE LIVE CELEBRATION

The Best of The DMV Awards Celebration

Date and venue to be announced

A live evening celebrating this year's winners and finalists, with music, a hosted reception, and a community program recognizing standout businesses, creators, and organizations across the region.