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Hi,

We would like to invite you and your good office to be part of the 2008 Philippine Blog Awards – an event of the Philippine Blogger Awards Inc, a non-stock and non-profit organization. Contained in this document are facts and details of the event that you might find useful. Should you need any additional information please feel free to contact us and we would be more than willing to assist you in this matter.

Sincerely yours,
Noemi Lardizal-Dado
President
The Philippine Blog Awards
Philippine Blogger Awards Inc

WHAT IS THE PHILIPPINE BLOG AWARDS?

The Philippine Blog Awards (PBA) is an annual event that aims to recognize Filipino-owned blogs that represent the best in the vibrant and diverse Filipino blogging community. This diversity is seen in the different niches, ranging from but not limited to the arts, culture, technology and politics and the new forms and medium of blogging like podcasting and video blogging. Indeed Filipinos here and abroad and netizens from around the world have become more familiar and regular punters or visitors of the Filipino blogging industry and community.



But there is still more. Not only does the Philippine Blog Awards limits itself as a venue to showcase notable Filipino blogs but it is also an annual event that aims to promote blogging as a growing new media industry.

A SHORT HISTORY OF THE AWARDS

The Philippine Blog Awards was a project conceived in the latter part of 2006 to recognize quality content in the Philippine Blogging Community. The PBA as it was to be known was



co-founded by bloggers Gail Dela Cruz, Abe Olandres and Jayvee Fernandez.

The 2007 Philippine Blog Awards was successfully held on March 31, 2007 at the RCBC Theater, RCBC Tower, Makati City with over 200 bloggers and participants attending the awards night. The awards were covered by Inquirer.net, GMA News.tv, Manila Bulletin, RPN 9 and hundreds of bloggers across the world.

In 2008, the Philippine Blog Awards was able to register and is now officially recognized as a non-stock and non-profit organization – Philippine Blogger Awards Inc.

This year, the awards night is tentatively slated on July 2008.

The Main Awards

The 2008 Philippine Blog Awards has three award divisions:



- (i) Blog Division
- (ii) Blog Post Division and
- (iii) the Special Awards Division.

I. The Fifteen Categories of the Blog Division

- Technology
- Travel
- Entertainment
- Personal
- Food & Beverage
- Family & Living
- News & Media
- Business/Entrepreneur
- Sports
- Hobby/Recreation
- Fashion & Lifestyle
- Photo Blog
- Culture & Arts
- Commentary (Social, Political, Science & History)
- Videocast/Podcast

II. The Fifteen Categories of the Blog Post Division

- Technology
- Travel
- Entertainment
- Personal
- Food & Beverage
- Family & Living
- News & Media
- Business/Entrepreneur
- Sports
- Hobby/Recreation
- Fashion & Lifestyle
- Photo Blog
- Culture & Arts
- Commentary (Social, Political, Science & History)
- Videocast/Podcast

III. The Six Categories of the Special Awards Division –

- Bloggers' Choice Award
- Best Blog Design
- Best OFW Blog
- Best Free Custom Theme
- Best Blog Plug-in/Extension
- Best Network Blogger

Sponsor's Package

Co Presenter Package P100,000

Awards Night:

- 1 sponsored award
- Mention of product / brand 15 times during the event
- Logo on PBA AVP
- 5 minute AVP maximum
- Provision for up to 6 tarp banners and booth fabrication
- Special execution during intermission number

Internet:

- Banner on PBA site for 1 year
- Advertorial page on PBA site for 1 year
- Mention in all press releases and promotional materials
- Logo on PBA AVP

Gold Sponsor Package P25,000

Awards Night:

- Mention of product / brand 10 times during the event
- Logo on PBA AVP
- 2 minute AVP maximum
- Provision for up to 2 tarp banners and booth fabrication
- Special execution during intermission number
- Gift Room

Internet:

- Banner on PBA site for 1 year
- Advertorial page on PBA site for 1 year
- Mention in all press releases and promotional materials
- Logo on PBA AVP

Media Value: Total Media Value in excess of P250,000.00

- Covered by INQUIRER.net
- Covered by GMA News.TV
- Covered by Manila Bulletin
- Coverage by RPN 9
- Covered by bloggers