

**ARTS & CULTURAL SPONSORSHIP - Events & Awards**

	<b>Sponsor</b>	<b>Entrant</b>
Baileys Women's Prize for Fiction	Baileys	Kallaway
Curious, Patient, Brave: Edinburgh International Book Festival and Baillie Gifford	Baillie Gifford	Edinburgh International Book Festival
DHL Award for International Fashion Potential	DHL	DHL
MullenLowe NOVA Sponsorship & Awards	MullenLowe	MullenLowe
Royal Bank of Canada Principal Sponsorship of Masterpiece London	Royal Bank of Canada	Royal Bank of Canada
The Edinburgh International Festival Standard Life Opening Event	Standard Life	Edinburgh International Festival

**ARTS & CULTURAL SPONSORSHIP - Theatre, Museums & Gallerie**

Barclays & The Donmar Warehouse: Celebrating 10 Years of Partnership	Barclays	Donmar Warehouse
Delta Air Lines Angels in America Ballot	Delta Airlines	Octagon
The Royal Academy of Arts and HS1	HS1	The Royal Academy of Arts
The British Museum & Mitsubishi Corporation	Mitsubishi	The British Museum
Morgan Stanley's sponsorship of The American Dream: pop to the present at the British Museum	Morgan Stanley	Morgan Stanley
Peroni Ambra and Somerset House	Peroni Ambra	Somerset House

**LIVE ENTERTAINMENT & EVENT SPONSORSHIP**

The Hilton Holipod at Underbelly	Hilton	Hilton
McDonald's Good Times	McDonald's	Fuse
NHS BT & the MOBO Awards B-Positive Campaign	NHS Blood and Transplant	MediaCom Sport and Entertainment
NARS Powermatte Lip launch	NARS	The Story Lab & Carat
The Samsung Slider	Samsung	M&C Saatchi Sport & Entertainment
Virgin TV BAFTA Television Awards 2017	Virgin Media	Virgin Media & Influence

**CHARITY & COMMUNITY ENGAGEMENT SPONSORSHIP**

Helping Movember Regain Its Mojo	The Movember Foundation	Bountiful Cow, The Value Xchange, News UK and Sky Media
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QTS Youth Athlete Programme	QTS Group	QTS Group
The Morgan Stanley Garden at the Chelsea Flower Show	Morgan Stanley	Morgan Stanley
NHS BT & the MOBO Awards B-Positive Campaign	NHS Blood and Transplant	MediaCom Sport and Entertainment

#### EDUCATION & LEARNING SPONSORSHIP

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Curious, Patient, Brave: Edinburgh International Book Festival and Baillie Gifford	Baillie Gifford	Edinburgh International Book Festival
Lloyds Bank Social Entrepreneurs Programme	Lloyds Bank	Four Communications
MullenLowe NOVA Sponsorship & Awards	MullenLowe	MullenLowe
D&AD New Blood Academy with WPP	WPP	D&AD

#### SUSTAINABILITY

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#RaisingTheBAR	11th Hour Racing	Land Rover BAR
Octopus Energy Arsenal Sponsorship	Octopus	Octopus

#### BEST SPONSORSHIP OF WOMEN'S ACTIVITIES supported by

##### Women in Sport

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Baileys Women's Prize for Fiction	Baileys	Kallaway
Greater Every Run	adidas	The Story Lab & Carat
O2: Love the Game, Wear the Rose	O2	M&C Saatchi Sport & Entertainment
SSE Wildcats: The FA Girls' Football Centres	SSE	Synergy Global

#### BEST USE OF SPONSORSHIP TO ENCOURAGE DIVERSITY & INCLUSION

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#ShareYourLove - Pride In London 2017	Barclays	Barclays
Bespoke Access Awards	Bespoke Hotels	Cardinal Red
Aviva & Rainbow Laces: Championing inclusion and diversity in sport	Aviva	Synergy Global
BP Igniting the Energy Within	BP	Synergy Global
NatWest - Cricket has no boundaries	NatWest	M&C Saatchi Sport & Entertainment

### TV SPONSORSHIP supposed by Thinkbox

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Superdrug Joins The Love Island Holiday	Superdrug	Mindshare
Standard Life Investments scores a hat trick with Sky Media	Standard Life Investments	Sky Media
Wickes Nails TV Sponsorship With Homes on 4	Wickes	Channel 4, The Story Lab & Carat
giffgaff sponsors Entertainment on E4	giffgaff	All Response Media
Just Eat Sponsors the X Factor; Delivering the perfect night in	Just Eat	m/SIX
KIA hits a six with its sponsorship on Sky Sports Cricket	Kia	Sky Media

### PRINT & RADIO SPONSORSHIP

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BP Igniting the Energy Within	BP	Synergy Global
Oykos Island Escape	Oykos	Wavemaker
Absolute Radio and Wickes	Wickes	Bauer Media, The Story Lab & Carat

### BEST USE OF SOCIAL MEDIA & ONLINE PLATFORMS

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giffgaff sponsoring Entertainment on E4	giffgaff	All Response Media
#ShareYourLove - Pride In London 2017	Barclays	Barclays
BEATS: #BeHeard: AJ Fight of the Century	BEATS	Sky Media
Domino's Delivers Social Impact with Hollyoaks	Domino's	Channel 4
Heineken Open Your World	Heineken	Oath
Tackle The Grey Areas	Just For Men	Wavemaker

### BRANDED CONTENT

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Helping Movember Regain Its Mojo	The Movember Foundation	Bountiful Cow, The Value Xchange, News UK and Sky Media
Kingsman: 'The Golden Circle' – 'Poppy Hacks Channel 4'	20th Century Fox	Mindshare
The Science of Play	Aptamil	Wavemaker
Land Rover, The Discovery Adventures	Land Rover	Mindshare
Perfection Made Easy	Philadelphia	The Story Lab & Carat
Suzuki Passes The Test With All Star Driving School	Suzuki	Channel 4

## BRANDED CONTENT - SPORT

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Manchester City - City2City	Etihad Airways	City Football Group
Robert Walters - Recruiting The Ultimate Lions Fan	Robert Walters	Robert Walters
The Sure Pressure Series	Sure	CSM
Team Carling: collaboration around the four 'F's':	Carling	Sky Media
Fridays, fans, fun and football		
#Wimblewatch	evian	Wavemaker
Secret Life Of Cyclists	HSBC	Mindshare

## BEST USE OF CELEBRITY ENDORSEMENT IN SPONSORSHIP

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ŠKODA - Driven By Something Different	ŠKODA	MediaCom Sport and Entertainment
Creating A Notorious PR Campaign - Betsafe	Betsafe	PrettyGreen and Betsafe
JD Sports and Matchroom Boxing	JD Sports	Sportquake
XF Sportbrake Reveal	Jaguar	CAA Sports

## SPORTS SPONSORSHIP

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Cadbury & The Premier League	Cadbury	MKTG
Hilton Garden Inn Best Beds	Hilton	Hilton
#ArnieWould	Mastercard	Octagon
NatWest - Cricket has no boundaries	NatWest	M&C Saatchi Sport & Entertainment
ŠKODA - Driven By Something Different	ŠKODA	MediaCom Sport and Entertainment
Stella Artois - Vantage Point	Stella Artois	Octagon & FRUKT

## GRASS ROOTS SPORTS SPONSORSHIP

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McDonald's - 15 Years of Supporting Community Football	McDonald's	Leo Burnett
QTS Youth Athlete Programme	QTS Group	QTS Group
Dacia #FlairPlay Awards	Dacia	Fuse
Land Rover BAR Sailing Roadshows	Land Rover & the 1851 Trust	CAA Sports
Wickes Kits For Kids	Wickes	MKTG

### **BEST DOMESTIC FOOTBALL SPONSORSHIP**

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Win Global Exposure With DHL and Leicester City	DHL	DHL
#BluesChallenge	Blackwell Global	Everton Football Club
Matchday Road Safety	Yokohama	Red Marlin
Betsafe & Manchester City - True Players	Betsafe	Fuse
Cadbury & The Premier League	Cadbury	MKTG
Hays Partnership with City Football Marketing	Hays	City Football Group

### **BEST INTERNATIONAL FOOTBALL SPONSORSHIP**

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Malaysia Airlines puts bums on seats with LFC MH Global football team	Malaysia Airlines	m/SIX Agency Malaysia
Betfair - Magic of Barca	Betfair	CAA Sports
Mastercard - Some call it Madness, we call it Priceless	Mastercard	Octagon
PepsiCo's UEFA Champions League	PepsiCo	Fuse

### **BEST GAMING-BASED SPONSORSHIP**

To be announced on March 27<sup>th</sup> at the Gala Dinner

### **MASS PARTICIPATION**

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Samsung and Tough Mudder	Samsung	M&C Saatchi Sport & Entertainment
Royal Bank of Canada's sponsorship of the Royal Parks Half Marathon 2017	Royal Bank of Canada	Limelight Sports

### **NAMING RIGHTS SPONSORSHIP**

To be announced on March 27<sup>th</sup> at the Gala Dinner

### **BUSINESS TO BUSINESS SPONSORSHIP**

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Win Global Exposure With DHL and Leicester City	DHL	DHL
Cadbury & The Premier League	Cadbury	MKTG
CA Technologies Partnership with Trek-Segafredo and Eurosport	CA Technologies	Octagon

Hays Partnership with City Football Marketing	Hays	City Football Group
Mastercard - Some call it Madness, we call it Priceless	Mastercard	Octagon
Morgan Stanley's sponsorship of American Dream: from pop to the present at the British Museum	Morgan Stanley	Morgan Stanley

#### BRAND SPONSORSHIP

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JD Sports and Matchroom Boxing	JD Sports	Sportquake
#Wimblewatch	evian	Wavemaker
KIA hit a six with their sponsorship on Sky Sports Cricket	Kia	Sky Media
NatWest - Cricket has no boundaries	NatWest	M&C Saatchi Sport & Entertainment
Nissan: Becoming The Most Recognised Sponsor at The ICC Champions Trophy	Nissan	Fuse
Wickes Delivers Blueprint For Brand Sponsorship	Wickes	Channel 4, The Story Lab & Carat

#### FIRST TIME SPONSOR

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#BluesChallenge	Blackwell Global	Everton Football Club
Unforgettable Experiences with Waldorf Astoria at Goodwood Festival of Speed	Waldorf Astoria	Fuse
Octopus Energy Arsenal Sponsorship	Octopus	Octopus
Helping Movember Regain Its Mojo	The Movember Foundation	Sky Media, Bountiful Cow, The Value Xchange and News UK
KAYAK Racing Up The Leaderboard	KAYAK.co.uk	Channel 4

#### SPONSORSHIP CONTINUITY

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Sky Bet EFL	Sky Bet	EFL
Lloyds Bank Social Entrepreneurs Programme	Lloyds Bank	Four Communications
McDonald's - 15 Years of Supporting Community Football	McDonald's	Leo Burnett
Hays Partnership with City Football Marketing	Hays	City Football Group
Sofology Gets Comfortable With Gogglebox	Sofology	Channel 4
Absolute Radio and Wickes	Wickes	Bauer Media, The Story Lab & Carat

#### INTERNATIONAL SPONSORSHIP

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Win Global Exposure With DHL and Leicester City	DHL	DHL
Malaysia Airlines puts bums on seats with LFC MH Global football team	Malaysia Airlines	m/SIX Agency Malaysia
Bridgestone CHASE YOUR DREAM, NO MATTER WHAT	Bridgestone	WeAreFearless. & Golazo
Nissan: Becoming The Most Recognised Sponsor at The ICC Champions Trophy	Nissan	Fuse
Tuborg Open	Tuborg	Fuse

#### BEST USE OF RESEARCH AND EVALUATION IN A SPONSORSHIP CAMPAIGN – sponsored by SMG Insight

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Volvo's Human Made Stories with Sky Atlantic	Volvo	Sky Media
Wickes - Official Partner of the EFL	Wickes	MKTG
Hays Partnership with City Football Marketing	Hays	City Football Group
giffgaff sponsoring Entertainment on E4	giffgaff	All Response Media
Royal Bank of Canada Principal Sponsorship of Masterpiece London	Royal Bank of Canada	Royal Bank of Canada

#### BEST USE OF PR IN A SPONSORSHIP CAMPAIGN – supported by the PRCA

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Creating A Notorious PR Campaign - Betsafe	Betsafe	PrettyGreen
Baileys Women's Prize for Fiction	Baileys	Kallaway
XF Sportbrake Reveal	Jaguar	CAA Sports

#### SPECIAL AWARD FOR EFFECTIVE USE OF A SMALLER BUDGET

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Pimm's All England Tennis Club Pourage Activation	Pimm's	Verve Live Agency
Copella Blossoms With RHS	Copella	Fuse
D&AD and Microsoft House Party	Microsoft	D&AD

#### SPONSORSHIP INNOVATION

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Giffgaff sponsors Entertainment on E4	giffgaff	All Response Media
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Helping Movember Regain Its Mojo	Movember Foundation	Bountiful Cow, The Value Xchange, News UK and Sky Media
NHS BT & the MOBO Awards B-Positive Campaign	NHS BT	MediaCom Sport and Entertainment
Win Global Exposure With DHL and Leicester City	DHL	DHL
Hilton Garden Inn Best Beds	Hilton	Hilton
#ArnieWould	Mastercard	Octagon

**SPONSORSHIP AGENCY OF THE YEAR – LARGE – sponsored by**

**CSM Live**

**CAA Sports**

**Fuse**

**M&C Saatchi Sport & Entertainment**

**MKTG**

**Octagon**

**SPONSORSHIP AGENCY OF THE YEAR - Medium To Boutique –**

**Sponsored by CSM Live**

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Altius

MediaCom Sport and Entertainment

Right Formula

WeAreFearless.

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