THE UK SPONSORSHIP Awards | 2020

Celebrating Excellence and Effectiveness in Sponsorship, Partnerships and Brand Activation

The London Marriott Hotel
Grosvenor Square
Evening's events

Hosted by Jonny Dymond
BBC Royal Correspondent and BBC Radio 4 presenter

Award presentations to category winners

The Barrie Gill Award for Most Promising Young Sponsorship Executive

Sponsorship Champions

Sponsorship of the Year Trophy presented to one outstanding winner from the individual categories

Pay Bar in Whitehall Suite
**BEST USE OF SPONSORSHIP TO ENCOURAGE DIVERSITY & INCLUSION**

Antony Gormley & AccessArt25 at the Royal Academy of Arts
Sponsor: BNP Paribas
Entered by: BNP Paribas
Barclays FA Women’s Super League and Grassroots Football in Schools Sponsorship
Entered by: Iris
Coca-Cola and the Premier League – Where Everyone Plays
Entered by: M&C Saatchi Sport & Entertainment
EFL and Mind ‘On Your Side’ partnership
Entered by: EFL
Safe to be Me
Sponsor: Aberdeen Standard Investments
Entered by: Scottish Ballet
Somerset House - Hennessy: For The Culture
Entered by: Somerset House

**BEST USE OF SOCIAL MEDIA & ONLINE PLATFORMS**

Using Cinema to help Communities Defeat Terrorism
Sponsor: Counter Terrorism Policing
Entered by: Wavemaker

**BEST USE OF MOBILE IN A SPONSORSHIP CAMPAIGN**

Google Assistant & Live Nation
Entered by: Live Nation
PayPal & The FA
Entered by: Cake (Havas)

**BRANDED CONTENT**

Pukka Herbs & Mail Media Metro: ‘The Wellness Connection’
Entered by: Mindshare

**BRANDED CONTENT - SPORT**

Care for every position you play
Sponsor: Dove Men+Care
Entered by: CSM

**SPORTS SPONSORSHIP**

Sponsored by Dataflow Events

**PRINT, RADIO AND FILM SPONSORSHIP**

Getting to the Heart of it with TalkTalk
Entered by: m/SIX Agency
Magic Radio & Bensons for Beds
Entered by: Bauer Media
Pukka Herbs & Mail Media Metro: ‘The Wellness Connection’
Entered by: Mindshare
Smash Hits + & Juliet
Entered by: Bauer Media
The Hometime Chip Shop Tour with Maldon Salt
Entered by: The Village Communications

**TV SPONSORSHIP**

Partnered by Thinkbox

Bose Sponsor Channel 4’s F1 Coverage
Entered by: Channel 4
Coors Light ‘Coldest Of All Time’
Entered by: Zenith Media and Publicis Content
Forward Thinking Drama on ITV
Sponsor: Hyundai
Entered by: Innocent UK and Havas Media UK
Hampton by Hilton Sponsorship of Travel & Adventures on Channel 5
Entered by: Hilton
Hillary’s Sponsors Homes on 4
Entered by: Channel 4
I’m a Celebrity... Get Me Out of Here!
Sponsor: Tombola Arcade
Entered by: Uber

**BEST USE OF CELEBRITY & INFLUENCER ENDORSEMENT**

Müller Champions Ambassadors
Entered by: Sylo Communications
Never Fully Dressed, official partner of Made in Chelsea
Sponsor: Never Fully Dressed
Entered by: Channel 4
Norwich City and Seriously - We Believe in the Huuhkajat
Sponsor: Seriously Digital Entertainment
Entered by: Norwich City Football Club
Pukka Herbs & Mail Media Metro: ‘The Wellness Connection’
Entered by: Mindshare
UEFA Europa League vs
Sponsor: UEFA
Entered by: WeAreFearless.
With The Right Support We Can All Be Stars
Sponsor: DHL
Entered by: Maverick

**SPORTS SPONSORSHIP**

Coca-Cola and the Premier League – Where Everyone Plays
Entered by: M&C Saatchi Sport & Entertainment
NatWest & England Cricket
Entered by: M&C Saatchi Sport & Entertainment
OPPO: Be A Shotmaker
Entered by: 160/90
Paddy Power - Save Our Shirt
Entered by: Octagon
Sony Interactive Entertainment x UCL - Playstation F.C Final
Entered by: Ear to the Ground
Specsavers Ashes Series - The Test Experts
Entered by: CSM
GRASS ROOTS SPORTS SPONSORSHIP
partnered by Sport + Recreation Alliance

DHL Race to RWC Supporting Grassroots Rugby Globally
Entered by: DHL & Bright Partnerships
Mitsubishi Motors Volunteer Recognition Programme
Entered by: The RFU
PayPal & The FA
Entered by: Cake (Havas)

BEST FOOTBALL SPONSORSHIP
Beko & FC Barcelona
Entered by: M&C Saatchi Sport & Entertainment
Coca-Cola and the Premier League – Where Everyone Plays
Entered by: M&C Saatchi Sport & Entertainment
Hyundai & Chelsea FC
Entered by: Pitch
Marriott Bonvoy & Manchester United
Entered by: 160/90
Reward Yourself with Hotels.com and Tottenham Hotspur
Entered by: Tottenham Hotspur
The eToro Fan Financial Statement
Entered by: Ear to the Ground

BEST WORLD CUP SPONSORSHIP
DHL Rugby World Cup #EpicMoments
Entered by: DHL & Bright Partnerships
FIFA Women’s World Cup 2019™
Sponsor: Visa
Entered by 160/90
NatWest & England Cricket
Entered by: M&C Saatchi Sport & Entertainment
O2 and England Rugby: Be their Armour, Wear the Rose
Entered by: M&C Saatchi Sport & Entertainment
‘One Moment Is All it Takes To Change The Game’
Sponsor: Visa
Entered by: Starcom and Publicis Content
OPPO: Be A Shotmaker
Entered by: 160/90

BEST GAMING BASED SPONSORSHIP
DHL & ESL – The Rise of EffiBOT
Entered by: DHL & Bright Partnerships
KFC & Kairos Esports
Entered by: Kairos Esports

MASS PARTICIPATION SPONSORSHIP
Deloitte Ride Across Britain
Entered by: Threshold Sports
I Am Team GB - presented by Toyota
Entered by: MediaCom Sport & Entertainment, Limelight Sports & Team GB

RIGHTS HOLDER AWARD - BEST ACTIVATION OF ASSETS - Judges’ Award
To be announced on the night

BUSINESS TO BUSINESS SPONSORSHIP
CIPD Simplyhealth Wellbeing at Work
Entered by: b2b partnerships
Deloitte Ride Across Britain
Entered by: Threshold Sports
DHL Fashion Potential Award 2019
Entered by: DHL & Something Big
Morgan Stanley Garden at the RHS Chelsea Flower Show
Entered by: Morgan Stanley
Visa Spend & Win Competition for Great British High Street
Entered by: Visa
Visa’s Women’s Football activities
Entered by: 160/90

BRAND SPONSORSHIP
Sponsored by Sponsorium
Boots brings Glory to Women’s Football
Entered by: MediaCom Sport & Entertainment
Columbia & National Parks
Entered by: National Parks
Getting to the Heart of it with TalkTalk
Entered by: m/SIX Agency
LADbible’s Most Relaxing Place on the Internet
Sponsor: Three
Entered by: Mindshare

FIRST TIME SPONSOR AWARD
Boots brings Glory to Women’s Football
Entered by: MediaCom Sport & Entertainment
Chivas & Manchester United - Success is a Blend
Entered by: Octagon
Fratelli Beretta & Everton
Entered by: Everton Football Club
Sensitive Moments with Sensodyne and Made In Chelsea
Entered by: Spark Foundry and Publicis Content

SPONSORSHIP CONTINUITY
Carlsberg & Live Nation
Entered by: Live Nation
Hilton and McLaren Partnership
Entered by: Right Formula
Morgan Stanley Gardens at the RHS Chelsea Flower Show
Entered by: Morgan Stanley
O2 and England Rugby: Wear the Rose
Entered by: M&C Saatchi Sport & Entertainment

INTERNATIONAL SPONSORSHIP
Beko & FC Barcelona
Entered by: M&C Saatchi Sport & Entertainment
Bridgestone CHASE YOUR DREAM, NO MATTER WHAT
Entered by: WeAreFearless. and Golazo
DHL Rugby World Cup #EpicMoments
Entered by: DHL & Bright Partnerships
OPPO: Be A Shotmaker
Entered by: 160/90
Sony Interactive Entertainment x UCL - Playstation F.C Final
Entered by: Ear to the Ground
The UEFA Europa League Trophy Tour driven by Kia
Entered by: Right Formula

BEST USE OF RESEARCH AND EVALUATION
Sponsored by YouGov Sport
Boots brings Glory to Women’s Football
Entered by: MediaCom Sport & Entertainment
The Barrie Gill Award for Most Promising Young Sponsorship Executive

Partnered by Global Sports

Launched in memory of a pillar of our profession, Barrie Gill, this Award recognises the rising stars in the industry.

The winner (aged 27 or under) will be someone who has taken his or her role beyond the expected.

The Sponsorship Newsletter
To ensure that you are up to speed with what’s happening in the sponsorship sector, sign up to our weekly Sponsorship Newsletter. Simply email news@sponsorship-awards.co.uk. Or follow us on Twitter @sponsnews.

A profile on our Sponsorship Community is free to all our entrants and clients.

Women in Sponsorship
WiS is a non-profit networking group run by Think! Sponsorship and the UK Sponsorship Awards. Email info@sponsorship-awards.co.uk if you would like to join the group or be kept informed of upcoming events.

Hillary’s Sponsors Homes on 4
Entered by: Channel 4

Love Island: The Cultural Zeitgeist
Entered by: ITV

Measurement of Land Rover’s Rugby World Cup Sponsorship 2019
Entered by: MKTG

The eToro Fan Financial Statement
Entered by: Ear to the Ground

The Power of Live: Global Live Music Fan Study
Entered by: Live Nation

SPONSORSHIP INNOVATION OF THE YEAR

DHL x ESL – The Rise of EffiBOT
Entered by: DHL & Bright Partnerships

Game Changing content for Women’s Sport
Sponsor: Visa
Entered by: Sky Media

Google Assistant & Live Nation Digital Programme
Entered by: Live Nation

NatWest & England Cricket
Entered by: M&C Saatchi Sport & Entertainment

Norwich City & Visit Tampa Bay - Flown From The Nest
Sponsor: Visit Tampa Bay
Entered by: Norwich City Football Club

Winning the iPhone battle through AR
Sponsor: Vodafone
Entered by: Wavemaker

2020 VISION AWARD - CELEBRATION OF CRAFT & CREATIVITY

Forward Thinking Drama on ITV
Sponsor: Hyundai
Entered by: Innocean UK and Havas Media UK

Give Nature a Break
Sponsor: Forest Holidays
Entered by: National Parks

Paddy Power - Save Our Shirt
Entered by: Octagon

Using Cinema to help Communities Defeat Terrorism
Sponsor: Counter Terrorism Policing
Entered by: Wavemaker

We Believe in the Huuhkajat - “The Huuhkajat through the Eyes of the Canaries”
Sponsor: Seriously Digital Entertainment
Entered by: Norwich City Football Club

SPONSORSHIP AGENCY OF THE YEAR

Sponsored by CSM Live

The following agencies have been shortlisted in the Agency of the Year category. From this list, judges have awarded best Large Agency, Medium to Boutique and Innovation

- 160/90
- b2b partnerships
- Bright Partnerships
- Ear to the Ground
- M&C Saatchi Sport & Entertainment
- Matchfit Communications
- Octagon
- WeAreFearless.

BEST USE OF PUBLIC RELATIONS IN A SPONSORSHIP CAMPAIGN

Partnered by the PRCA

Beyond The Invisible: How Standard Life turned the lens on endometriosis
Entered by: Team Spirit & Material

CIPD Simplyhealth Wellbeing at Work
Entered by: b2b partnerships

DHL Race to RWC Supporting Grassroots Rugby Globally
Entered by: DHL & Bright Partnerships

Paddy Power - Save Our Shirt
Entered by: Octagon

Virgin Media British Academy Television Awards 2019 PR Campaign
Entered by: Influence Communications

SPECIAL AWARD FOR EFFECTIVE USE OF A SMALLER BUDGET

Anthony Nolan - Charity of the Year
Sponsor: haysmacintyre

Artichoke Trust & Believe Housing – Lumiere Durham, Keys of Light
Entered by: Artichoke

Give Nature a Break
Sponsor: Forest Holidays
Entered by: National Parks

The Hometime Chip Shop Tour with Maldon Salt
Entered by: Bauer Media
Menu

Smoked Haddock & Leek Fishcake, Pickled Cucumber, Spring Onion Remoulade, Yuzu

Be seen, heard and engage. Access over 280 million shoppers every year! Hammerson create vibrant, continually evolving spaces, in and around thriving cities, where people and brands want to be. Hammerson are proud to be the owner manager and developer of some of the world’s most iconic retail locations including, Bullring & Grand Central, Birmingham and Dundrum Town Centre, Dublin

Hammerson offers a unique platform with innovative opportunities in 12 prime retail nationwide locations across the UK. Whether you want to launch a new product or concept, take advantage of peak shopping seasons with a pop-up store, or partner with us on our Super Events calendar, we can help. Our industry-leading flagship destinations welcome millions of consumers through their doors every day, and Hammerson enables you to be a part of this experience. Discover the possibilities. Explore your options for brand experiences, sponsorships, promotions, digital media, mall retail or pop up shops at some of the most exciting retail destinations in the country.

Call Jennifer Thompson, Sponsorship and Advertising Manager, on 07792255211 or email jennifer.thompson@hammerson.com

Inkerman is the designer and sponsor of the trophies and awards to your requirements. Inkerman is a distinctive British Brand specialising in a range of beautifully designed corporate and personal gifts and offering a bespoke service producing gifts, trophies and awards to your requirements. Inkerman is the designer and sponsor of the 2020 UK Sponsorship Awards. Please visit www.inkerman.co.uk

Specialist Speakers is delighted to support the UK Sponsorship Awards once again. In 2020, for the second year running, we present Jonny Dymond who wowed and entertained us so well as host in 2019 that you insisted we have him back. Jonny has worked on BBC flagship programmes such as Newsnight and as BBC Westminster reporter. As Washington correspondent he covered US Presidential elections and held the post of BBC Europe Correspondent for five years. In his early career he covered the 9/11 attacks for the BBC in New York. Today Jonny presents BBC Radio 4’s Sunday morning news magazine show Broadcasting House in addition to being BBC Royal Correspondent - testing times!

For Jonny, or any speaker, host or presenter call us on 0203 002 4125 – we are at www.specialistspeakers.com

Awards Sponsors

YouGov Sport

YouGov Sport is a global sports, sponsorship and entertainment research company, working with sports key stakeholders to unlock meaningful, actionable insights.

Founded as SMG Insight in July 2010, YouGov Sport is the sports division of YouGov – one of the world’s largest and most respected research firms. We have an international panel of 8 million across over 40 markets helping you create a global picture of how consumers and brands interact through sport.

Since our inception we have looked to build strong and lasting customer relationships that put an emphasis on:

- Client service
- Insight that goes beyond the numbers
- Rigorous, readable and robust data
- The commercial requirements of our clients

For more information please visit sport.yougov.com or contact Bruce Cook at bruce.cook@yougov.com.

Sponsorium

(ignite your art - deliver with science)

Ages ago, when we were Sponsorship and Community consultants, we developed an evaluation methodology that worked beautifully then and still works now. A customer suggested we market our solution as software, and we never looked back. We are no longer consultants but now offer our method on the cloud, so we’re all about leading edge technology. But it’s our background in Sponsorship and Community investments that drives our thinking and shapes our software solutions. Run a pilot program and see how 25 years of perfecting something really makes a world of difference.

Please visit www.sponsor.com for more information.

dataflow events

In partnership with our extensive customised delegate registration capabilities, we offer a full spectrum of services and options to facilitate Sponsor Ticket Management and Brand Management. Our arrangements can accommodate multiple partnerships, to facilitate Hosts to request tickets and assign these to guests, or send them invitations. Ticket allocations can be divided into markets and can either be allocated to Hosts for them to distribute, or are available for them to request. Our Brand Hub and Brand Asset approval tools will host partnership assets and ensure that brand values are protected. Most importantly, it is our unique database structure that allows for complete customisation, both for front-end design, but also for system arrangements and processes. This is a key USP for Dataflow Events.

We are very fortunate to be working with some of the best sports marketing agencies and corporate clients delivering the highest standard of work, as well as achieving a retention rate of over 95%. Current clients include MKTG, Gallagher and Infrared.

For more information, please contact Hannah Evans on +44 (0)20 8544 7790 or hannah@dataflowevents.co.uk

(Cooperative options, etc. only as pre-ordered)
Awards Partners

Activative provides creative and strategic intelligence to fuel game-changing sports and sponsorship marketing. Through our subscription services and bespoke work, we offer insights that enable our clients - rights owners, brands, agencies and professional services - to stay at the forefront of this evolving landscape. Our focus is on keeping our clients up to date with the latest stand-out creative, innovative campaigns, award-winning work, original thinking, new technologies and emerging strategies across the global sports marketing and partnership space. email contact@activative.co.uk visit www.activative.co.uk

Global Sports is the leading careers platform for the international sports industry whose mission is to inspire individuals to build amazing careers in the business of sport whilst providing data-driven digital career advertising and branding solutions to sports companies, academic institutions and training providers around the world wanting to engage with our audience. iSportconnect is the world’s largest private community for sports business executives, with more than 23,000 members across the globe. www.globalsportsjobs.com

iSportconnect acts a community for those within the sports business industry, working to build relationships and create opportunities for our members through our online platforms and events.

Our events are invitation-only for people within the industry and created in order to help the community develop and learn from their peers, while also enjoying fantastic networking opportunities. Events run by iSportconnect are split into two types, our Masterclass events, which are usually held in London, and our Summits, which take place in various cities across the globe.

iSportconnect can be found via our website, isportconnect.com, on Twitter and LinkedIn or via our OTT TV channel for the sports industry, iSportconnect TV. Overall, iSportconnect has a clear aim – to improve the sports business industry through the way we make valuable personal connections within our community of members.

PA Images is the official photography partner to a wide range of national governing bodies and sporting rightsholders, including The Jockey Club, Sport England, The Professional Footballers Association, British Triathlon, The Scottish Football Association, the Clipper Round The World Race and London 2012. The extensive reach of our PA wire service and network of over 70 agency partners worldwide, allows photographic coverage of your sport reaching thousands of major media outlets within minutes of action, maximising the exposure of both your sport and brand to local and international markets.

Our award-winning assignment photographers are highly skilled in capturing stunning imagery across all types of photography projects, including studio, reportage, action and event photography. In addition to our live service, we have an online archive of over 30 million images, charting more than 180 years of sporting history available to our partners for both commercial and editorial use. www.paimages.co.uk

The Public Relations and Communications Association (PRCA) is the world’s largest professional PR body. We represent more than 35,000 PR professionals in 66 countries worldwide. With offices in London, Singapore, Dubai, and Buenos Aires, we are a global advocate for excellence in public relations.

Our mission is to create a more professional, ethical, and prosperous PR industry. We champion - and enforce - professional standards in the UK and overseas through our Professional Charter and Code of Conduct. The Code compels members to adhere to the highest standards of ethical practice. www.prca.org.uk

Sportcal is a world leading market intelligence service providing unparalleled independent news, data, reports, analysis and insights into the competitive world of sport. Sportcal provides global sports media rights, sponsorship and event intelligence through one easy-to-navigate platform while our in-house expert analysts also produce specially commissioned reports and market media landscapes. Sportcal is now a part of GlobalData PLC, the trusted, gold standard intelligence provider to the world’s largest industries. www.sportcal.com

SportBusiness is one of the most trusted global intelligence services, providing unique news, analysis, data, consulting and events which deliver competitive advantage to executives in the business of sport. SportBusiness Sponsorship provides data and analysis on the relationships between leading sports properties and the brands that sponsor them, including databases of deals and activations. www.sportbusiness.com/

Thinkbox is the marketing body for commercial TV in the UK, in all its forms. We work with the marketing community with a single ambition: to help advertisers get the best out of today’s TV.

Our shareholders are Channel 4, ITV, Sky Media, Turner Media and UKTV, who together represent over 99% of commercial TV advertising revenue through their owned and partner TV channels. Thinkbox is here to help businesses meet their marketing objectives and there are lots of ways we can do that: from presentations and training, to events, research insights, press enquiries, publications and TV planning advice – all free to access. If you’d like to find out more, drop us a line at info@thinkbox.tv, call on 020 7630 2320 or have a look around www.thinkbox.tv.
See You Next Year!

THE UK SPONSORSHIP AWARDS 2021

Rewarding excellence and effectiveness in partnerships across all sectors and markets