THE UK SPONSORSHIP AWARDS 20/21
Celebrating Excellence and Effectiveness in Sponsorship, Partnerships and Brand Activation

SPONSORED BY
**ARTS & CULTURAL SPONSORSHIP**

Anthony Gormley & AccessArt at the Royal Academy of Arts
Sponsor: BNP Paribas
Entered by: BNP Paribas
DHL Fashion Potential Award 2019
Entered by: DHL & BNP Paribas
English National Ballet and Clandon Dance the Atlantic
Entered by: English National Ballet
Portrait of an Artist
Sponsor: BP
Entered by: LondonisArt
Scottish Ballet Dance Health supported by Baille Gifford
Entered by: Scottish Ballet
Somerset House - Henry VIII For The Culture
Entered by: Somerset House

**LIVE ENTERTAINMENT & EVENT SPONSORSHIP**

Sponsored by Hammerson

Artichoke Trust & Believe Housing - Lumiere Durham. Keys of Light
Entered by: Artichoke
Cardiology & Live Nation Festival Programme 2019
Entered by: Live Nation
English National Ballet and Clandon Dance the Atlantic
Entered by: English National Ballet
Huawei & All Points East
Entered by: Artichoke Trust & Believe Housing - Lumiere Durham, Keys of Light

**SPORTS SPONSORSHIP**

Barclays FA Women’s Super League and Grassroots Football in Schools Sponsorship
Entered by: Material
Beyond The Invisible - How Standard Life turned the lens on endometriosis
Entered by: Iris
Football in Schools Sponsorship
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: MBF Sport & Entertainment
EFL and ‘On Your Side’ partnership
Entered by: EFL
Safe to be Me
Sponsor: Aberdeen Standard Investments
Entered by: EFL
Somerset House - Henry VIII For The Culture
Entered by: Somerset House

**EDUCATION & LEARNING SPONSORSHIP**

Partnership with thinkbox

Boleyn Channel 4’s F1 Coverage
Entered by: Channel 4
Costline ‘Called Out Of Time’
Entered by: Zerph Media and Publicis Content
Future Thinking Day
Entered by: Team GB
Hampton by Hilton Sponsorship of Travel & Adventures on Channel 5
Entered by: Hilton
Hilary’s Sponsor Homes on 4
Entered by: Channel 4
I’m a Celebrity...Get Me Out Of Here!
Sponsor: Tomatoes Arcade
Entered by: Channel 4

**PRINT, RADIO AND FILM SPONSORSHIP**

Getting to the Heart of it with TalkTalk
Entered by: mCUBE Agency
Magic Radio & Bees will Feed
Entered by: Brentford Community Foundation
Pukka Herbs & Malt Media Metro ‘The Wellness Connection’
Entered by: Channel 4

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

Pulka Herbs & Malt Media Metro ‘The Wellness Connection’
Entered by: Mindshare

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

Red Eye: Fish FingerLasagne
Entered by: Zerph Media and Publicis Content
DHL Rugby World Cup #EpicMoments
Entered by: EFL & Bight Partners
Gumtree House of Rugby
Entered by: The Stylo Lab

**BEST USE OF CELEBRITY & INFLUENCER ENDORSEMENT**

Müller Champions Ambassador
Entered by: TalkTalk Communications
Never Fully Dressed, official partner of Made in Chelsea
Sponsor: Never Fully Dressed
Entered by: Channel 4
Norwich City and Serious: We Believe in the Huuhkajat
Sponsor: Serious Digital Entertainment
Entered by: Norwich City Football Club

**BRANDED CONTENT**

Pulka Herbs & Malt Media Metro ‘The Wellness Connection’
Entered by: Mindshare

**Game Changing content for Women’s Sport**

Sponsor: Visa
Entered by: Sky Media
Mantori Bonney & Manchester United
Entered by: 160/90
CO2: Travel Film in Japan
Entered by: JUMP (group of Havas Media Group)

**BEST USE OF MOBILE & MALL MEDIA**

Three & LADbible’s Most Relaxing Place on the Internet
Entered by: Sky Media

**GAME CHANGING CONTENT FOR WOMEN’S SPORT**

Sponsor: Visa
Entered by: Sky Media
Mantori Bonney & Manchester United
Entered by: 160/90
CO2: Travel Film in Japan
Entered by: JUMP (group of Havas Media Group)

**GAME CHANGING CONTENT FOR WOMEN’S SPORT**

Sponsor: Visa
Entered by: Sky Media
Mantori Bonney & Manchester United
Entered by: 160/90
CO2: Travel Film in Japan
Entered by: JUMP (group of Havas Media Group)

**BEST USE OF MOBILE & MALL MEDIA**

Three & LADbible’s Most Relaxing Place on the Internet
Entered by: Sky Media
GRASS ROOTS SPORTS SPONSORSHIP
partnered by Sport & Recreation Alliance

DHL & ESL - The Rise of ESL
Entered by: DHL & Bright Partnerships

KFC & Kota’s Exports
Entered by: Kota’s Exports

MASS PARTICIPATION SPONSORSHIP

Deloitte Rio Across Britain
Entered by: Threshold Sports

Fast Food Takeaway footprints
Entered by: MediaComm Sport & Entertainment

Lamigo’s Sports & Team GB

RIGHTS HOLDER AWARD - BEST ACTIVATION OF ASSETS - Judge’s Award

To be announced on the night

BUSINESS TO BUSINESS SPONSORSHIP

CIPD Simplicity Wellbeing at Work
Entered by: b2b partnerships

Deloitte Rio 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

Vodafone & Win Win Competition for Great British High Street
Entered by: Vida

Vida’s Women’s Football activities
Entered by: 100X0

BRAND SPONSORSHIP

Sponsored by Sprout

Sponsorship Newsletter. Simply email info@sponsorship-awards.co.uk if you would like to join the group or be kept informed of upcoming events.

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
- 160/90 partnerships
- Bright Partnerships
- To the Ground
- DHL & Bright Partnerships
- National Parks

SPONSORSHIP INNOVATION OF THE YEAR

DHL’s ESL - The Rise of ESL
Entered by: DHL & Bright Partnerships

Game-changing content for Women’s Sport
Entered by: Sky Media

Google Assistant & Live Nation Digital Programme
Entered by: DHL & Bright Partnerships

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

Norwich City & Visit Tampa Bay - From The Next Big Thing to Blue & Big
Entered by: Norwich City Football Club

Winning the iPhone battle through All Sports’ Valentine
Entered by: Wavemaker

SPONSORSHIP AGENCY OF THE YEAR

Sponsored by CSM Live

The Barlie Gill Award for Most Promising Young Sponsorship Executive

Partnership

GLOBAL SPORTS

Launched in many of a pillar of our professional, Global Sport Recognition Programme

Women in Sponsorship

WiS is a non-profit networking group run by Think Sponsorship and the UK Sponsorship Awards (UKSA). If you would like to join the group or be kept informed of upcoming events, visit www.sponsorship-awards.co.uk/sponsorship-community
Jonny has worked on BBC flagship programmes such as Strictly Come Dancing. As Washington correspondent he covered US presidential elections and sport. Correspondent for five years. In his early career he covered the Olympic Games for the BBC in Athens and Beijing. Today Jonny presents BBC Radio 5 Live’s morning news show, Sunday morning, the UK’s number one programme in addition to daily shows on BBC World News.

For Jonny, or any speaker, host or presenter call us on 020 3002 4125 – we are at your service. For Jonny, or any speaker, host or presenter call us on 020 3002 4125 – we are at your service.

Think!Sponsorship

Think!Sponsorship delivers sponsorship research and intelligence with a commercial spin. We believe that sponsorship is a fantastic business tool and opportunity for brands and organisations alike. We are passionate about our subject and want to help others to better understand sponsorship and make better decisions.

Think!Sponsorship is a leading research and insights company, working with sports, rights owners, brands, agencies and media organisations to deliver compelling evidence of sponsorship’s value.

Think!Sponsorship research, data and insights help businesses and organisations make smarter sponsorship decisions. We deliver intelligent and engaging content through our website, whitepapers, reports, data and digital tools - to help you make the most of your sponsorship investment.

Join our free twice-weekly newsletter, SponTalk to keep up to date with the latest in sponsorship.

www.thinksponsorship.com