

THE
UK
SPONSORSHIP
Awards | 2024

www.sponsorship-awards.co.uk

The showcase for the sponsorship and brand partnerships sector

**CELEBRATING INNOVATIVE,
INSPIRATIONAL AND
TRANSFORMATIONAL
CAMPAIGNS, PARTNERSHIPS
AND TEAMWORK**

THE CATEGORIES

SPONSORED BY





THE ^{UK} SPONSORSHIP Awards | 2024

Early Bird Deadline:
December 15th 2023

Final Deadline:
January 23rd 2024

ARTS & CULTURAL SPONSORSHIP

The Arts and Cultural Sponsorship category is focused on the traditional arts and culture community; for example – museums, galleries, classical music, opera, theatre. Look for culture-commerce connectivity. In previous editions, this category has been divided into Events & Awards and Theatres, Museums & Galleries. This is dependent on the nature and number of entries received and will be decided upon at deadline.

LIVE ENTERTAINMENT & EVENT SPONSORSHIP

This category is focused on the contemporary music, festival and event sectors (not sport). It recognises the fact that sponsoring the MTV Awards, Glastonbury, a Rock Concert Tour or a Stand Up Comedy Tour is different to sponsoring The National Theatre or Glyndebourne. If you're not sure, please do call us to talk it through.

BEST SOCIAL PURPOSE, COMMUNITY OR CHARITY SPONSORSHIP

This category is designed to reward campaigns that make a difference. Often, the winner will be able to demonstrate that both the sponsor and the sponsored organisation have benefited from the partnership – and this is welcomed by judges. But it is not a hard and fast rule (see last two years). For example, sometimes the sponsor is also the social purpose beneficiary. In other words, this category covers two possible scenarios – a) Commercial Brand X sponsors Charity Y and both achieve goals OR Charity Y sponsors Event Z and Y achieves goals (fundraising, brand engagement etc). If this is unclear, contact the UKSA team to discuss.

EDUCATION AND LEARNING SPONSORSHIP

This category is not restricted to schools or core curriculum. School-based sponsorships are still welcome, but campaigns which achieve broader learning goals are also encouraged. This might mean FE and HE but could also be sponsorships based around re-skilling or adult education.

BEST USE OF SPONSORSHIP TO ENCOURAGE ENVIRONMENTAL GOALS

We're looking for sponsorships with a genuinely green ethos running through them. This category is open to sponsorships of 'green' organisations or campaigns but equally to sponsorships which demonstrate sustainability within their activations. This could be in the context of a new stadium build, stakeholder lobbying, employee activities or cleaning up after a big event such as a festival.



BEST SPONSORSHIP OF WOMEN'S ACTIVITIES

SUPPORTED BY WOMEN IN SPORT

This category rewards brands, associations and agencies for the work they have done with women's projects. This could be anything from opening up access to sport for girls through to celebrity endorsements that are plugged into the wider female empowerment agenda. As with all categories, the judges will want to see some evidence of clear objectives, interesting execution and positive business results related to the sponsorship. But this will be considered in combination with any evidence supplied about how women or girls have been empowered. A sponsorship that fails to achieve business objectives won't win. But judges will take a slightly less rigorous view if they are presented with a truly transformative campaign. Sponsorships of all descriptions are eligible – not just sports. Please contact the UKSA organisers if you are unsure about whether you fit the criteria.

BEST USE OF SPONSORSHIP TO ENCOURAGE DIVERSITY, EQUALITY & INCLUSION

The Diversity, Equality & Inclusion category is recognition that the UK – like many countries – still has a long way to go in achieving true social inclusiveness. Examples of partnerships that might fit this category include sponsorships that support the LGBTIQ+ community, sponsorships that have increased opportunities for minority ethnic communities in some way, and sponsorships that have addressed the numerous challenges that still exist around disability. Echoing the comments made regarding the Women's Activities category, the judges are looking for a combination of business benefits and evidence of social transformation.



TV SPONSORSHIP

PARTNERED BY THINKBOX

TV sponsorship is about partnerships that have a stand-alone television property at their heart. The association might be leveraged across other platforms and channels, but the core IP will be a TV show, a channel or a component of a TV show, such as a celebrity/character/show segment. Brands that partner with free-to-air or PayTV properties are the primary but not exclusive target of this category. As an example, 2020's category winner was Hillarys sponsors Homes on Channel 4. To ensure like for like comparisons, this category may be split by size so please specify the fee paid. Branded content and AFPs should be entered in the Branded Content category – unless they are activations of an overarching TV sponsorship in which case this category may also be relevant.

PRINT, RADIO AND FILM SPONSORSHIPS

This category is about sponsorships that begin with print, radio or film. It's designed to recognise great work that is often overshadowed by the big budgets available in TV. Again, the sponsorship can (and should) be leveraged across platforms, but it needs to start with Print, Radio or Film IP. This might be a branded supplement or product placement. In the case of film, sponsorships that do not involve product integration into the film itself are also eligible for this category – i.e., a brand may choose to sponsor a period drama film even if it would be anachronistic for it to appear in the production itself.

BEST DIGITAL ACTIVATION IN SPONSORSHIP

This category rewards the most innovative and effective work across all forms of digital activation – with the proviso that they are underpinned by a sponsorship. This could be on owned channels, third party digital brands or social media platforms. Judges will be looking for digital activations that have amplified the way sponsorship supports branding, commercial or corporate objectives. Please provide clear evidence of success, especially around audience engagement levels. This is a broad category that might include activations across

YouTube, TikTok, Instagram etc. The entry might be led by mobile, AR/VR, ecommerce, crypto or search. As long as the entry is recognisably digital in character then it can participate in this category.

BRANDED CONTENT

Best Use of Branded Content is aimed at strategies where the client has been directly involved in the funding and creation of the content in question. It may overlap with TV sponsorship – but it is not the same as sponsoring a traditional TV show or a film. Branded content can be anything from an advertiser-funded show on TV to a piece of content created for the internet. While branded content does not include a standard TV ad, a 3–5 minute film that integrates the brand with more traditional storytelling devices could fall within the definition of branded content. To win this category, entrants must explain why they pursued a branded content strategy and how they activated it across different channels and platforms. Branded content for this category does not need to originate in TV, but can also originate in the online or mobile arenas. In some cases, it can also be a film – such as The Lego Movie – or a game.

BEST USE OF CELEBRITY & INFLUENCER ENDORSEMENT

This category was introduced to recognise the importance of brand–talent relationships. Any sponsorship that involves a celebrity or influencer as part of its activation strategy is eligible (TV, film, sport, music, etc). Judges will look at why the personality was chosen (not just because they were famous), how they were involved and the business benefits they brought. The endorsement must show some evidence of a multi-tiered sponsorship strategy to win. For example, a musician in a TV commercial drinking a brand of beer will not, in itself, be enough to impress judges. Possible scenarios include: Brand A endorses Celebrity X, who then becomes an integrated part of the brand's marketing activity (getting involved in grass roots activities, hosting online forums, speaking to the press on behalf of the brand, launching product lines, motivating employees, etc.). Or, Brand B sponsors Team Y and secures the services of Celebrity Z as part of its package, and then uses the team and celebrity in harmony. If you are unclear about eligibility, please contact the organisers to discuss.

THE CATEGORIES



SPORTS SPONSORSHIP

PARTNERED BY SPORT ENGLAND

There are traditionally two

Awards within this category split by fee, one for campaigns valued at £750,000 or more, another for smaller campaigns to recognise the great work done on tighter budgets. Please ensure that you supply budget details. See also Grass Roots Sports Sponsorship (14), Football Sponsorship (15), Naming Rights (18), Mass Participation Sponsorship (17) and the Rights Holder Award (19).



GRASS ROOTS SPORTS SPONSORSHIP

PARTNERED BY THE SPORT AND RECREATION ALLIANCE

Sports sponsorship isn't all about high-profile activation. Grass roots is a crucial component, so this Award is about the way sponsors and partner organisations reach out to local communities. Echoing the Social Purpose category, the judges like to see how both the brand and the sponsored organisation/community benefited.

BEST FOOTBALL SPONSORSHIP

This category is open to all football sponsorships so that can be anything to do with clubs (from elite to amateur, local to international), leagues or cup competitions for example. Any kind of football sponsorship can be entered regardless of sponsorship designation (eg. title sponsor, category partner), industrial category or focal point (eg. grassroots, naming rights, media activation or endorsement). The UKSA team reserves the right to split this category in two by budget/profile if there are sufficient entries to justify this. Entrants into this category are also encouraged to enter any other category – including sport and grassroots sport.

BEST ESPORTS OR GAMING SPONSORSHIP

As its name suggests, this category is for brands that have made great use of the fast-emerging gaming category. Criteria for success are similar to those in other categories, namely – clear objectives, great execution and proof of business benefits. The fast-emerging field of esports is covered, but so is sponsorship of everything from high-end console games to casual gaming. Sponsors that have managed to take advantage of emerging technology like VR gaming are also eligible.

MASS PARTICIPATION SPONSORSHIP

Open to everything from the London Marathon to large-scale charity events, this category rewards companies that have made effective use of Mass Participation Sponsorship. Clear objectives, innovative activation and great results will be necessary to win this Award. Some indication of why Mass Participation made sense for the sponsor is important.

NAMING RIGHTS

Best Use of Naming Rights is designed to reward companies that have made great use of their assets. While media exposure is a useful benefit of naming rights deals, this category requires some evidence of how the rights in question have been activated in different ways. The scale of the deal is not necessarily a guarantee of success in this category. It is important to show creativity and innovation around assets. Examples of naming rights deals would be the first direct arena, SSE Arena, The O2, the Emirates Arena Glasgow, etc.



RIGHTS HOLDER AWARD

PARTNERED BY SPORTBUSINESS

The purpose of this category is to showcase rights holder organisations that have used their assets to maximise their income streams and provide better and more attractive offerings for potential sponsors and partners.

The three awards on offer are for: Arts Rights Holder, Media Rights Holder and Sports Rights Holder. Unlike the majority of UKSA's awards, these three new categories will not focus on the strength of a single campaign. Instead, they will look at the success of organisations as facilitators of sponsorship across the entire year.

UKSA's judges will look at everything individual rights holders have done to make their platform more appealing to sponsors. They will look at new business wins, returning clients, and examples of creativity and innovation. Overall, the new awards are an opportunity to shine the spotlight on a broader range of industry work.

The Arts Rights Holder award might celebrate a cultural venue that has revamped its approach to individual exhibitions, securing a new profile of sponsor. The Media Rights Holder category could be a broadcaster, radio station or social media platform that has created innovative branded content opportunities for sponsors. In Sports, the winner could be a club that has reorganised its official provider tier and secured important new revenues as a result. Read more – www.sponsorship-awards.co.uk/guidelines.

To support this category, a UKSA Case File looks at ways rights holders can support/improve their offering. Click [here](#) to read more.

B2B/CORPORATE SPONSORSHIP

In this category we are looking for the very best sponsorships which have helped a business organisation or corporate entity reach out to business/public sector/governmental stakeholders businessmen/women and/or high net worth individuals. One important point to note is that we are also interested in how the sponsorship has influenced the company's relationship with its employees (greater loyalty, improved productivity, etc.). So b2b should not just be thought of as the relationship between the sponsor and third party organisations. It is also about internal business benefits.



BRAND SPONSORSHIP

SPONSORED BY SPONSORIUM

This category is aimed at sponsorships where the primary objective is the promotion of a brand or a group of brands. So we're looking for sales data and brand image shifts. Like sport, this category is split into two budget bands. Please ensure that you state the budget level on the entry form.

FIRST TIME SPONSOR AWARD

As its name suggests, this category is open to campaigns conducted by companies or brands that have executed sponsorship programmes for the first time in the last two years. This category is not open to first time sponsorships but to first time sponsors/brands – i.e., the first time that particular brand has used sponsorship as a marketing vehicle.

SPONSORSHIP CONTINUITY

This category is open to sponsorship campaigns which have been in place for a minimum of four years and have been renewed at least once. Entries are judged on the success of the campaign and how it has been developed year by year. Evidence of how insights have been developed and applied during the course of the relationship is a key consideration. There's no penalty for saying, "X didn't work in year 1, so we did Y in year 2 and boosted sales".

INTERNATIONAL SPONSORSHIP AWARD

A multi-market sponsorship, for brand or corporate entity, which is targeting/ has targeted audiences in three or more countries.

THE CATEGORIES



BEST USE OF RESEARCH, MEASUREMENT AND EVALUATION

SPONSORED BY YUGOV

Entries should include details regarding : Objectives of research programme; budget level; methods and implementation; quality procedures; integration within sponsorship programme; how research was used to measure success, add value to project, attract new sponsors, etc. Emphasis should be placed on how the research was used to create, develop, edit and revamp the sponsorship.

This category will be judged against the following criteria:

- Sponsorship scope and objectives: What were the objectives of the sponsorship and how were these to be achieved (scope of activities)?
- Aims of the Evaluation: What were the key aims of the research, measurement and evaluation?
- Scope of activities: What activities were used to achieve the aims? What role did each of the activities have in contributing to overall learnings?
- Evaluation design considerations: What factors were important in determining the type of evaluation conducted; what options (e.g. media valuations, profiling, tracking, impact assessment, market research...) were considered, and why/how was the eventual programme selected?
- Brief outline of information/data collected/generated: a brief overview of the results, or type of data collected, with annotations where appropriate as to how the insights answered the original objectives.
- Conclusions drawn and actions taken: How did the evaluation meet the objectives of the brief, and how it was used; what decisions or strategies were taken or amended or re-confirmed based on the results; in the case of evaluation or effectiveness research, what did the results demonstrate and has this/will this impact on future sponsorship campaigns?



BEST USE OF PUBLIC RELATIONS

PARTNERED BY THE PRCA

This category is open to two kinds of entries: PR stunts/ tactical campaigns and PR as a piece of integrated strategy. Both can win and have won. If the category attracts enough entries, it is possible that we may split it to reflect both varieties. Ambush-style stunts are initially more eye-catching, but winning entries need to show some strategic depth. If stunt-based, try to show us how the stunt came about and how you managed to leverage the impact it generated.

BEST USE OF A SMALLER BUDGET

(UNDER £150,000)

Another category designed to recognise the great work being done with a smaller budget. Usual criteria apply but we are conscious of the fact that less budget limits what can be done in activation.

UKSA SPOTLIGHT AWARD

BEST SPONSORSHIP IN THE TRAVEL, TOURISM & LEISURE SECTOR (airlines, hotels, rail operators, travel companies, etc.)

To win the Spotlight Award, entrants will need to meet the same criteria as in other categories: namely proof of clear objectives, examples of innovative and effective activation, and concrete results. The big difference is that the judges will be comparing sponsorships from the same industrial space. As a result they will be able to drill more deeply into the specific nuances associated with this competitive sector.

20/20 VISION AWARD

A CELEBRATION OF SPONSORSHIP CRAFT & CREATIVITY

The 20/20 Vision Award is looking for outstanding executions where sublime craft has brought an exceptional creative idea to life. The category is open to every area of the sponsorship sector and will focus on areas such as design, craft, artistry, technique, expertise, talent, vision and iconic imagery. It runs alongside UKSA's innovation award, which is concentrated more on the use of future-facing, game-changing or unorthodox technology.

BEST USE OF TECHNOLOGY IN SPONSORSHIP

This category is about technology. It has some overlap with innovation, but is more tightly-defined and less subjective. The goal here is to reward companies that use or supply technology solutions to amplify/impact a sponsorship campaign. This could be digital Out Of Home screens, digital perimeter boards, smart TVs, robots or self-driving cars – anything where a tech solution has clearly had a game-changing impact. It doesn't have to be hardware however. VR/AR/metaverse, innovative data manipulation and delivery, smart use of mobile technology could all fit the bill. Keep in mind that the emphasis here is more on effectiveness than innovative solutions – so the winner will be the company/companies that have shifted the needle rather than simply delivered an eye-catching idea. Also remember this is an entered category, whereas innovation is decided by judges. So this is an opportunity to argue a tailored case rather than hope your entry will be selected from across the entire 2024 entry pool.



**SPONSORSHIP
AGENCY OF THE YEAR**
SPONSORED BY CSM LIVE

This category will be split into segments by size of agency, and possibly by type. It is essential therefore that you provide information on fee income. In previous years, this has meant one for large agencies (likely to have turnovers of £5 million plus) and another for Medium to Small or boutique consultancies. We also (depending on the entries) award for Innovation and in 2024 we will also be looking for the Best Breakthrough Agency. Entries are encouraged from both the sponsorship sales and the advisory and activation sides of the business as we will be awarding a prize to the best sales team. However the final decision as to which category an agency falls into will be down to the judges. Judges will receive all entries in one group and then filter them into sub-groups, awarding a winner in each. Their decision is final. This approach is to make sure we are measuring like with like and not unfairly penalising SMEs. No agency should feel it is precluded from entering because of size.

Entries for this category need to offer:

- Evidence of success over the past 12 months – indicators: revenue growth, profit uplift, new business wins, client retention, success in securing sponsors for rights holders
- Examples of creativity and innovation either in terms of sponsorship campaigns or rights sales strategy.
- Examples of campaign success within the industry
- New initiatives within industry/influence/ influencers within the sector
- Staff motivation and training
- Client testimonials

PLEASE NOTE THAT THE ENTRY FORM IS THE SAME FOR ALL CATEGORIES THEREFORE SOME INFORMATION REQUESTED IS NOT RELEVANT TO THIS CATEGORY. PLEASE TYPE N/A IN ALL IRRELEVANT BOXES – I.E., SPONSOR NAME, MISSION STATEMENT, ETC.

SPONSORSHIP INNOVATION OF THE YEAR

Entries to this Award are put forward by the judging team during the shortlisting process. The trophy will go to the agency, rights holder or brand behind an eye-catching, game changing innovation. For this category, we will take a slightly softer line on objectives and evidence but will not reward innovation for innovation's sake. The winning campaign will be one which, in the judges' opinion, introduces a creative solution to a campaign's objectives – something fresh and inventive. It does not need to be a winner in any of the categories.

SPECIAL AWARD FOR BEST SPONSOR OF THE LAST 30 YEARS

This new award, decided by an open vote, will seek to identify one sponsor that stands out as the sector's best in class. To enter, a sponsor needs to be nominated by one person and backed by a 200–300 words statement of support. This should include 2–3 reasons why the sponsor deserves to be recognised for its achievement.

Long-running or game-changing sponsorships will be a key aspect of entries. But nominations should also reference a sponsor's range of work over time. Brands may have evolved their strategy in line with changed conditions or introduced key innovations that were later picked up on by other sponsorship stakeholders. Nominations must be in by January 23rd 2024 – send your nomination to rosie@sponsorship-awards.co.uk

THE CATEGORIES

THE SPONSORSHIP OF THE YEAR TROPHY 2024

The top prize will be awarded to one outstanding winner chosen from the winners of the individual categories.

UKSA CHAMPIONS OF SPONSORSHIP

This initiative shines a spotlight on some of the most talented and influential figures in the sponsorship and partnership sector. The Champions programme replaces UKSA's long-standing Personality of the Year Award.

Champions consists of five awards covering the full gamut of sponsorship activities: Arts & Entertainment, Sport, Community, Media and Innovation. All we need is your recommendation with a couple of paragraphs outlining why you are nominating this individual sent to info@sponsorship-awards.co.uk. Our most recent Champions were: Andrew Selby, Deloitte, Abby Stanworth, mSix & Partners, Jon Dutton, former chief executive of the Rugby League World Cup and Amanda Fone, co-founder of NOTURNINGBACK2020 and founder and CEO of F1 Recruitment & F1 Search and Adrian Walcott, co-founder of NOTURNINGBACK2020 and founder & MD of Brands with Values. To view their profiles, please click [here](#).

THE BARRIE GILL AWARD FOR MOST PROMISING YOUNG SPONSORSHIP EXECUTIVE

PARTNERED BY GLOBAL SPORTS

This award recognises young executives (27 or under) working within agencies, client companies or rights holders who are making a significant impact within their organisation and the sector at large. Judges need a profile outlining what in particular makes this candidate exceptional, how he/she has impacted on your business, exceeded expectations on particular tasks and campaigns and how this translates into future career development.

Please send a maximum of 750 words outlining what in particular makes this candidate exceptional, how he/she has impacted on your business, exceeded expectations on particular tasks and campaigns and how this translates into future career development.

The submission should ideally come from the executive's line manager and can include input from clients if appropriate.

Please address the points below:

Name of candidate:

Company:

Job Title:

Length of time in role:

Previous experience:

1. Why did you put this candidate through for this Award?
2. What qualities stand out as worthy of the BG Award? What does this executive bring to his/her role over and above what can be expected?
Please consider: Personality (motivation and drive); adaptability (flexibility of personality); credibility (knowledgeable, confident); innovation (tried new approaches with what results); ambition (drive and desire to succeed), team building/mentoring skills, outreach to the industry.
3. Where do you think he or she will be in five years time?

Please email your submission to info@sponsorship-awards.co.uk by the deadline of Monday February 20th 2024. Please do not hesitate to contact us if you need any further information or assistance. A member of the judging team will contact your candidate for a telephone conversation following which the candidate may be invited in for a more in depth face to face conversation with the Barrie Gill judging panel.

All finalists will be invited to the Awards Ceremony.

Please note that once you have selected the appropriate category/categories, you should also consider the [Guidelines](#) which should form the basis of all category entries.



CSM Live creates and delivers award-winning brand and live experiences around the globe. As well as providing world-class branding solutions for venues and host cities for the likes of Birmingham 2022, Formula E, FIFA and UEFA, we also create engaging activations to help bring sponsorship to life.

Effective sponsorship activations engage the target audience in compelling ways by interacting with people's emotions. We use our vast knowledge, expertise and in-house production capabilities to define, design and deliver immersive and innovative experiences.

Our work connects brands with rights holders and the people that matter to them and, through these connections, we help invent new revenue streams, create more extraordinary experiences and deliver richer, deeper and more impactful engagement.

For more information, please contact Andrew Hodson on +44 (0) 7931 382262 or andrew.hodson@csmlive.com



Specialist Speakers is once again delighted to support the UK Sponsorship Awards. In 2024, for the fourth year running, we present Jonny Dymond who wowed and entertained us so well as host in 2023 that you absolutely insisted we have him back! Jonny was a foreign correspondent for the BBC for 15 years, with postings in Istanbul, Washington DC and Brussels, reporting on everything from the attacks on 9/11 to the war in Iraq to the EU's financial crisis with dozens of elections, natural and unnatural disasters in between. He currently presents The World This Weekend and The World at One for BBC Radio 4 and is Royal Correspondent for BBC News. www.specialistspeakers.com



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Inkerman are highly respected trophy makers, working with some of the most famous sporting events, sponsors and venues throughout the world. We work with each client to produce initial trophy drawings and our craftsmen produce the highest quality pieces from these designs.

We passionately support British manufacture and work with the most skilled and established British craftsmen including silversmiths, leathersmiths, pewterers, glassmakers, box makers, engravers and etchers, many with whom we've worked with since 1996.

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AWARD SPONSORS



In our early days as Sponsorship and Community consultants, we developed an evaluation methodology that was effective then and still is now. To keep up with changing market requirements, we transformed our solution into software and never looked back. Our focus on advanced technology has enabled us to transition from consultants to cloud-based providers. Our extensive experience in Sponsorship and Community investments informs our thinking and shapes our software solutions. If you're interested in seeing the results of 25 years of perfecting our product, try our pilot program Sponsorium Blueprint. For more information, please visit www.sponsorium.com.



YouGov is an international online research data and analytics technology group.

Our mission is to offer unparalleled insight into what the world thinks.

Our innovative solutions help the world's most recognised brands, media owners and agencies to plan, activate and track their marketing activities better.

With operations in the UK, the Americas, Europe, the Middle East, India and Asia Pacific, we have one of the world's largest research networks.

At the core of our platform is an ever-growing source of connected consumer data that has developed daily over our 20 years of operation. We call it living data. All of our products and services draw upon this detailed understanding of our 24+ million registered panel members to deliver accurate, actionable consumer insights.

As innovators and pioneers of online market research, we have a strong reputation as a trusted source of accurate data and insights. Testament to this, YouGov data is regularly referenced by the global press, and we are the most quoted market research source in the world.

YouGov. Living Consumer Intelligence.

For more information, visit <https://business.yougov.com/> or <https://sport.yougov.com/>

ACTIVATIVE

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 – 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

We are committed to realising human potential through sport, and helping sporting organisations build a better future. We want individuals to build amazing careers in the business of sport and provide the essential tools needed to increase their employability and advance their careers in sport. Our data-driven digital career advertising and branding solutions help sports companies, educational organisations and training providers around the world connect with the quality and diversity of talent they need to transform their business.

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iSportconnect is the world's largest private community for sports business executives, with more than 23,000 members across the globe.

iSportconnect acts as 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.

www.globalsportsjobs.com

AWARD PARTNERS



Assignments is the commercial photography and video division of PA Media, the UK and Ireland's national news agency. We empower our customers to succeed across the entire news ecosystem by connecting their brands directly to journalists. We produce and distribute exceptional creative and editorial visual content, consulting when required to ensure projects are editorially worthy and will resonate with the target audience.

We offer a range of content from fast turnaround, same-day shoots and edits to full scale commercial projects. We are proud that much of the work we do with our clients lands in front of the right audiences with maximum exposure – with many of our projects enjoying awards and shortlisting at PR Week Awards and many other communications events.

<https://pa.media/pa-mediapoint/assignments/>



The Public Relations and Communications Association (PRCA) is the world's largest professional PR body. We represent more than 35,000 PR professionals in 82 countries worldwide. With offices in London, Hong Kong, Dubai, Singapore, 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/



The Sport and Recreation Alliance believes that the power of sport and recreation can change lives and bring communities together. Together with our members and in partnership with the wider sector, we make the most of opportunities and tackle the areas that provide a challenge.

We provide advice, support and guidance to our members and the sector, who represent traditional governing bodies of games and sport, county sports partnerships, outdoor recreation, water pursuits, and movement and dance exercise.

To discuss opportunities to work closer with the whole sport sector please contact membership@sportandrecreation.org.uk or visit our website www.sportandrecreation.org.uk/



SportBusiness Group is at the heart of the business of sport.

Our news, data and analysis is the industry's most trusted independent source for media rights and sponsorship deals and values globally. Teams, franchises, leagues and tournaments, sponsors, broadcast companies, agencies, venues and financial institutions have come to rely on the depth, accuracy and credibility of our insights and advice. Over the last 25 years, we have helped our clients grow by unlocking value across their businesses.

www.sportbusiness.com/



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In an increasingly fast-moving, complex, and uncertain world, it has never been harder for organisations and decision-makers to predict and navigate the future. This is why GlobalData's mission is to help our clients to decode the future and profit from faster, more informed decisions. As a leading information services company, thousands of clients rely on GlobalData for trusted, timely, and actionable intelligence. Our solutions are designed to provide a daily edge to professionals within corporations, financial institutions, professional services, sporting organisations and government agencies.

www.globaldata.com



Sport England is a public body and invests more than £300 million of National Lottery and government money each year in projects and programmes that help people get active and play sport.

It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That's why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active – like women, disabled people and people on lower incomes.

www.sportengland.org



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 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 to events, research insights, press enquiries, publications, TV planning advice as well as our online training course TV Masters – 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.



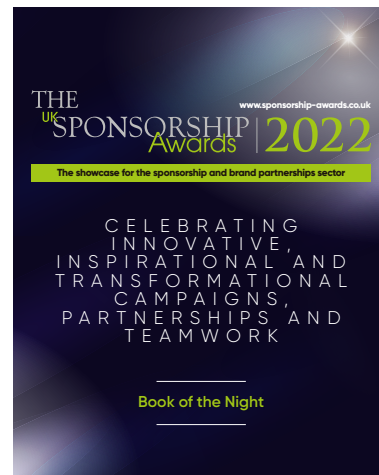
Think!Sponsorship delivers sponsorship intelligence to the UK sponsorship marketplace. Our flagship conference has been widely acclaimed as the trade meeting ground for sponsorship in the UK and has seen over 7000 delegates attend the event. We specialise in working with sponsorship-seekers to identify and hone their sponsorship offer with expertise in pricing, strategy development and sales. We have trained over 1000 individuals via our acclaimed training series the Sell!Your Sponsorship Workshops and partner with the European Sponsorship Association in the delivery of the industry's first sales accreditation programme – the ESA Sponsorship Sales Certificate. Our intelligence tool, Find!Sponsorship tracks sponsorship activity globally and contains details of over 26000 sponsorship deals and we proudly co-run the Women in Sponsorship networking group with the UK Sponsorship Awards.

www.thinksponsorship.com



Women in Sport was founded in 1984 and its vision is that no-one is excluded from the joy, fulfilment and lifelong benefits of sport and exercise. Recognising that gender stereotypes and institutional bias are holding women back in life and in sport, the charity's purpose is to create lasting positive change for women and girls in sport and society. The charity has a track record of success in securing change based on its deep understanding of the needs and aspirations of women and girls at each life stage and its determination to break down stubborn gender inequalities through its work within the sports sector and beyond.

For more information visit
www.womeninsport.org.



To take a look at the winning and shortlisted entries from 2023, please [click here](#)

GUIDELINES

Within the entry, the following headings should be considered:

1. Campaign background

Why was sponsorship, and this sponsorship project in particular, chosen to fulfil the communication requirement? Make reference to the selection process. Explain why this project was the right one for your business purposes. What did the business seek to achieve? Appropriateness to business goals and originality are key. Judges will be looking to see evidence of sound strategic pre-planning. Give evidence of your understanding of your target audience. Campaigns showing particular evidence of innovation will be put forward for the Sponsorship Innovation of the Year Award

2. Objectives

Be as specific as possible about what the campaign was designed to achieve and why (what its targets were – image shift, sales uplifts, return on investment etc.) and define your target market.

3. Execution and exploitation

Be as specific as possible about the mechanics of the sponsorship, the creative exploitation of the project (what tools were used to really make it work) and how it was communicated to its audiences. Talk about how the campaign was promoted, the innovative exploitation of social media, the effective use of new platforms, apps, etc. Outline potential for future opportunities and long term benefits.

4. Outcome and evaluation

Relate results to original core objectives and provide researched results. If the campaign is on-going, provide results to date.

Whilst creativity and innovation are both very important criteria, the judges will be looking for evidence of effectiveness based on the objectives established at planning stage and on measurement of the results obtained to date. Highlight what you consider makes your campaign particularly outstanding/groundbreaking.

Word Count: 1,200 max (not including the 100 word mission statement). Please prepare your submission offline and ensure that you have saved it. Entry submissions will need to be cut and pasted into the online entry form. Any fonts or typesizes will not be saved. Please note that entries which include charts within the submission should be uploaded as either a word document or a PDF (you will be given the opportunity to do this when you begin to complete the entry form). We would also ask you to cut and paste the text parts of your document into the relevant boxes.

SUPPORTING MATERIAL

Illustrations: You may upload up to four illustrations of the campaign. Each upload can be one image or a composite of images. 200MB is the maximum file size.

Video links can also be embedded within the text (particularly if they are very large). Please ensure however that the supporting illustrative material is just that and not integral to the core entry. Please also ensure that your links do not have an early expiry. Judging will take place mid February.

Please select illustrations which could be used in an AV presentation if the entry is successful in being shortlisted (only stills will be used in the presentation). They must be high resolution images (300 dpi in jpeg, tiff, png, gif, pdf, mp3, mp4, wmf avi and ppt formats). If possible, when uploading the files, please use relevant tag. Please avoid spaces, special characters and keep filenames to under 30 characters.

THE UK SPONSORSHIP Awards | 2024

www.sponsorship-awards.co.uk

UK Sponsorship Awards – Why Should You Enter?

Reasons why the world's most famous marketing brands and agencies to enter year after year.

- ✓ Independent Benchmarking Of Success
- ✓ Opportunity to Showcase Idea, Skills and Credentials
- ✓ Self Reflection and Focus
- ✓ Team-Building Benefits
- ✓ Recruiting The Best Talent
- ✓ Opening The Door to Business Opportunities
- ✓ Monitoring Industry Best Practice
- ✓ Corporate Hospitality
- ✓ Visibility/B2B Marketing/Media Coverage

The Power of UKSA

There are many award events showcasing marketing communications – but none that take such a comprehensive approach to sponsorship in all its forms. The UK Sponsorship Awards is the biggest sponsorship awards event in Europe and leads the way in category innovation. It provides a rare opportunity for experts in the arts, entertainment, sport and media to learn from each other and cross-fertilise ideas.

Testimonials

“

"To help our clients Xylem win the UK Sponsorship Award was a special moment for us at SPORTFIVE. The awards showcase the best in the business and we're proud to be placed alongside some of the biggest brands and most insightful campaigns."

SPORTFIVE

“

"Getting recognition from the Sponsorship Awards is always such a great feat as sponsorships are some of the most creative, collaborative and interesting types of campaigns. Winning these awards truly congratulates all parties involved for our hard work and strong partnerships, from our teams to our clients and agencies."

Bauer Media

“

"Being awarded Agency of the Year at the UK Sponsorship Awards 2023 is a hugely appreciated acknowledgement from the industry of our work, creativity and our brilliant people. It's a welcome encouragement for the agency and a real accolade to celebrate."

M&C Saatchi Sport + Entertainment

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