

THE ^{UK} SPONSORSHIP Awards | 2018

Celebrating the very best sponsorships,
partnerships and brand activations across
all markets and sectors

Gala Dinner

The London Marriott Hotel Grosvenor Square
March 27th 2018

SPONSORED BY



Evening's events

Hosted by Viv Groskop

writer, broadcaster and
comedian

Tributes to Andy Kenny,
CAA Sports and Rod
Kohler, Revolution Sports +
Entertainment

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

Art & Cultural Sponsorship - Events & Awards

Baileys Women's Prize for Fiction
Entrant: Kallaway

Curious, Patient, Brave: Edinburgh International Book
Festival and Baillie Gifford
Entrant: Edinburgh International Book Festival

DHL Award for International Fashion Potential
Entrant: DHL

MullenLowe NOVA Sponsorship & Awards
Entrant: MullenLowe

Royal Bank of Canada Principal Sponsorship of
Masterpiece London
Entrant: Royal Bank of Canada

The Edinburgh International Festival Standard Life
Opening Event
Entrant: Edinburgh International Festival

Art & Cultural Sponsorship - Theatre, Museums & Galleries

Barclays & the Donmar Warehouse: Celebrating 10
Years of Partnership
Entrant: Donmar Warehouse

Delta Air Lines Angels in America Ballot
Entrant: Octagon

The Royal Academy of Arts and HS1
Entrant: The Royal Academy of Arts

The British Museum & Mitsubishi Corporation
Entrant: The British Museum

Morgan Stanley's sponsorship of The American Dream:
pop to the present at the British Museum
Entrant: Morgan Stanley

Peroni Ambra and Somerset House
Entrant: Somerset House

Live Entertainment & Event Sponsorship

The Hilton Holipod at Underbelly
Entrant: Hilton

McDonald's Good Times
Entrant: Fuse

NHS BT & the MOBO Awards B-Positive Campaign
Sponsor: NHS Blood and Transport
Entrant: MediaCom Sport and Entertainment

NARS Powermatte Lip launch
Entrants: The Story Lab & Vizeum

The Samsung Slider
Entrant: M&C Saatchi Sport & Entertainment

Virgin TV BAFTA Television Awards 2017
Entrant: Virgin Media & Influence

Charity & Community Engagement Sponsorship

Helping Movember Regain Its Mojo
Sponsor: The Movember Foundation
Entrants: Bountiful Cow, The Value Xchange, News UK
and Sky Media

QTS Youth Athlete Programme
Entrant: QTS Group

The Morgan Stanley Garden at The Chelsea Flower
Show
Entrant: Morgan Stanley

NHS BT & the MOBO Awards B-Positive Campaign
Sponsor: NHS Blood and Transport
Entrant: MediaCom Sport and Entertainment

Education & Learning Sponsorship

Curious, Patient, Brave: Edinburgh International Book
Festival and Baillie Gifford
Entrant: Edinburgh International Book Festival

Lloyds Bank Social Entrepreneurs Programme
Entrant: Four Communications

MullenLowe NOVA Sponsorship & Awards
Entrant: MullenLowe

D&AD New Blood Academy with WPP
Entrant: D&AD

Sustainability Sponsorship

#RaisingTheBAR
Sponsor: 11th Hour Racing
Entrant: Land Rover BAR

Octopus Energy Arsenal Sponsorship
Entrant: Octopus

Best Sponsorship Of Women's Activities

Supported by Women in Sport



Baileys Women's Prize for Fiction
Entrant: Kallaway

Greater Every Run
Sponsor: adidas
Entrant: The Story Lab & Carat

O2: Love the Game, Wear the Rose
Entrant: M&C Saatchi Sport & Entertainment

SSE Wildcats: The FA Girls' Football Centres
Entrant: Synergy Global

Best Use Of Sponsorship To Encourage Diversity & Inclusion

#ShareYourLove - Pride In London 2017
Entrant: Barclays

Bespoke Access Awards
Bespoke Hotels
Entrant: Cardinal Red

Aviva and Rainbow Laces: Championing inclusion and diversity in sport
Entrant: Synergy Global

BP Igniting the Energy Within
Entrant: Synergy Global

NatWest - Cricket has no boundaries
Entrant: M&C Saatchi Sport & Entertainment

TV Sponsorship

Supported by Thinkbox



Superdrug Joins The Love Island Holiday
Entrant: Mindshare

Standard Life Investments scores a hat trick with Sky Media
Entrant: Sky Media

Wickes Nails TV Sponsorship With Homes on 4
Entrants: Channel 4, The Story Lab & Carat

giffgaff sponsors Entertainment on E4
Entrant: All Response Media

Just Eat Sponsors the X Factor; Delivering the perfect night in
Entrant: m/SIX

KIA hits a six with its sponsorship on Sky Sports Cricket
Entrant: Sky Media

Print & Radio Sponsorship

BP Igniting the Energy Within
Entrant: Synergy Global

Oykos Island Escape
Entrant: Wavemaker

Absolute Radio and Wickes
Entrants: Bauer Media, The Story Lab & Carat

Best Use Of Social Media & Online Platforms

giffgaff sponsors Entertainment on E4
Entrant: All Response Media

#ShareYourLove - Pride In London 2017
Entrant: Barclays

BEATS: #BeHeard: AJ Fight of the Century
Entrant: Sky Media

Domino's Delivers Social Impact With Hollyoaks
Entrant: Channel 4

Heineken Open Your World
Entrant: Oath

Tackle The Grey Areas
Sponsor: Just For Men
Entrant: Wavemaker

Branded Content

Helping Movember Regain Its Mojo
Sponsor: The Movember Foundation
Entrants: Bountiful Cow, The Value Xchange, News UK and Sky Media

Kingsman: The Golden Circle - 'Poppy Hacks Channel 4'
Sponsor: 20th Century Fox
Entrant: Mindshare

The Science of Play
Sponsor: Aptamil
Entrant: Wavemaker

Land Rover, The Discovery Adventures
Entrant: Mindshare

Perfection Made Easy
Sponsor: Philadelphia
Entrants: The Story Lab & Carat

Suzuki Passes The Test With All Star Driving School
Entrant: Channel 4

Branded Content - Sport

Manchester City - City2City
Sponsor: Etihad Airways
Entrant: City Football Group

Robert Walters - Recruiting The Ultimate Lions Fan
Entrant: Robert Walters

The Sure Pressure Series
Entrant: CSM

Team Carling: collaboration around the four 'F's': Fridays, fans, fun and football
Entrant: Sky Media

#Wimblewatch
Sponsor: evian
Entrant: Wavemaker

Secret Life Of Cyclists
Sponsor: HSBC
Entrant: Mindshare

Best Use Of Celebrity Endorsement In Sponsorship

ŠKODA - Driven By Something Different
Entrant: MediaCom Sport and Entertainment

Creating A Notorious PR Campaign - Betsafe
Entrant: PrettyGreen and Betsafe

JD Sports and Matchroom Boxing
Entrant: Sportquake

XF Sportbrake Reveal
Sponsor: Jaguar
Entrant: CAA Sports

Sports Sponsorship

Supported by Sport England and UK Sport



Cadbury & The Premier League
Entrant: MKTG

Hilton Garden Inn Best Beds
Entrant: Hilton

#ArnieWould
Sponsor: Mastercard
Entrant: Octagon

NatWest - Cricket has no boundaries
Entrant: M&C Saatchi Sport & Entertainment

ŠKODA - Driven By Something Different
Entrant: MediaCom Sport and Entertainment

Stella Artois - Vantage Point
Entrants: Octagon & FRUKT

Grass Roots Sports Sponsorship

Supported by the Sport + Recreation Alliance



McDonald's - 15 Years of Supporting Community Football
Entrant: Leo Burnett

QTS Youth Athlete Programme
Entrant: QTS Group

Dacia #FlairPlay Awards
Entrant: Fuse

Land Rover BAR Sailing Roadshows
Sponsors: Land Rover & the 1851 Trust
Entrant: CAA Sports

Wickes Kits For Kids
Entrant: MKTG

Best Domestic Football Sponsorship

Win Global Exposure With DHL and Leicester City
Entrant: DHL

#BluesChallenge
Sponsor: Blackwell Global
Entrant: Everton Football Club

Matchday Road Safety
Sponsor: Yokohama
Entrant: Red Marlin

Betsafe & Manchester City - True Players
Entrant: Fuse

Cadbury & The Premier League
Entrant: MKTG

Hays Partnership with Manchester City Football Club
Entrant: City Football Group

Best International Football Sponsorship

Malaysia Airlines Puts Burns On Seats With LFC MH
Global football team
Entrant: m/SIX Agency Malaysia

Betfair - Magic of Barca
Entrant: CAA Sport

Mastercard - Some call it Madness, we call it Priceless
Entrant: Octagon

PepsiCo's UEFA Champions League
Entrant: Fuse

Special Award For Gaming-Based Sponsorship

To be announced on the night

Most Effective Use Of Mass Participation Sponsorship

Samsung and Tough Mudder
Entrant: M&C Saatchi Sport & Entertainment

Royal Bank of Canada's sponsorship of the Royal Parks
Half Marathon 2017
Entrant: Limelight Sports

Special Award For Naming Rights Sponsorship

To be announced on the night

Business To Business Sponsorship

Win Global Exposure With DHL and Leicester City
Entrant: DHL

Cadbury & The Premier League
Entrant: MKTG

CA Technologies Partnership with Trek-Segafredo and
Eurosport
Entrant: Octagon

Hays Partnership with Manchester City Football Club
Entrant: City Football Group

Mastercard - Some call it Madness, we call it Priceless
Entrant: Octagon

Morgan Stanley's sponsorship of American Dream: from
pop to the present at the British Museum
Entrant: Morgan Stanley

Brand Sponsorship

Sponsored by Performind



JD Sports and Matchroom Boxing
Entrant: Sportquake

#Wimblewatch
Sponsor: evian
Entrant: Wavemaker

KIA hit a six with their sponsorship on Sky Sports Cricket
Entrant: Sky Media

NatWest - Cricket has no boundaries
Entrant: M&C Saatchi Sport & Entertainment

Nissan: Becoming The Most Recognised Sponsor at The
ICC Champions Trophy
Entrant: Fuse

Wickes Delivers The Blueprint for Brand Sponsorship
Entrant: Channel 4, The Story Lab & Carat

First Time Sponsor Award

#BluesChallenge
Sponsor: Blackwell Global
Entrant: Everton Football Club

Unforgettable Experiences with Waldorf Astoria at
Goodwood Festival of Speed
Entrant: Fuse

Octopus Energy Arsenal Sponsorship
Entrant: Octopus

Helping Movember Regain Its Mojo
Sponsor: The Movember Foundation
Entrants: Bountiful Cow, The Value Xchange, News UK
and Sky Media

KAYAK Racing Up The Leaderboard
Sponsor: KAYAK.co.uk
Channel 4

Sponsorship Continuity

Sky Bet EFL
Entrant: EFL

Lloyds Bank Social Entrepreneurs Programme
Entrant: Four Communications

McDonald's - 15 Years of Supporting Community
Football
Entrant: Leo Burnett

Hays Partnership with Manchester City Football Club
Entrant: City Football Group

Sofology Gets Comfortable With Gogglebox
Entrant: Channel 4

Absolute Radio and Wickes
Entrants: Bauer Media, The Story Lab & Carat

International Sponsorship

Win Global Exposure With DHL and Leicester City
Entrant: DHL

Malaysia Airlines Puts Burns On Seats With LFC MH
Global football team
Entrant: m/SIX Agency Malaysia

Bridgestone CHASE YOUR DREAM, NO MATTER WHAT
Entrant: WeAreFearless. & Golazo

Nissan: Becoming The Most Recognised Sponsor at The
ICC Champions Trophy
Entrant: Fuse

Tuborg Open
Entrant: Fuse

Best Use Of Research And Evaluation In A Sponsorship Campaign

Sponsored by SMG Insight



Volvo's Human Made Stories with Sky Atlantic
Entrant: Sky Media in partnership with Future Thinking

Wickes - Official Partner of the EFL
Entrant: MKTG

Hays Partnership with Manchester City Football Club
Entrant: City Football Group

giffgaff sponsors Entertainment on E4
Entrant: All Response Media

Royal Bank of Canada Principal Sponsorship of
Masterpiece London
Entrant: Royal Bank of Canada

Best Use Of PR In A Sponsorship Campaign

Supported by the PRCA



Creating A Notorious PR Campaign - Betsafe
Entrant: PrettyGreen and Betsafe

Baileys Women's Prize for Fiction
Entrant: Kallaway

XF Sportbrake Reveal
Sponsor: Jaguar
Entrant: CAA Sports

Special Award For Effective Use Of A Smaller Budget

Pimm's All England Tennis Club Pourage Activation
Entrant: Verve Live Agency

Copella Blossoms With RHS
Entrant: Fuse

D&AD and Microsoft House Party
Entrant: D&AD

Sponsorship Innovation

giffgaff sponsors Entertainment on E4
Entrant: All Response Media

Helping Movember Regain Its Mojo
Sponsor: The Movember Foundation
Entrants: Bountiful Cow, The Value Xchange, News UK and Sky Media

NHS BT & the MOBO Awards B-Positive Campaign
Sponsor: NHS Blood and Transport
Entrant: MediaCom Sport and Entertainment

Win Global Exposure With DHL and Leicester City
Entrant: DHL

Hilton Garden Inn Best Beds
Entrant: Hilton

#ArnieWould
Sponsor: Mastercard
Entrant: Entered by 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



- Altius
- MediaCom Sport and Entertainment
- Right Formula
- WeAreFearless.

The Barrie Gill Award For Most Promising Young Sponsorship Executive

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.

Jobs@
SPONSORSHIP

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

Visit www.sponsorship-awards.co.uk/sponsorship-community

Join the
**SPONSORSHIP
COMMUNITY**

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.

**WOMEN
IN
SPONSORSHIP**

A Think!Sponsorship & UK Sponsorship Awards
Networking Group
JOIN US TODAY! info@sponsorship-awards.co.uk

Menu

G2 Gin & Tonic Salmon, Shaved
Fennel, Pickled Lemon Relish

Roast Chicken Supreme, Wing
Drumette, Garlic Puree, Creamed
Leeks, Baby Carrots, Parsley Mash

Assiette of lemon meringue, orange
crème brûlée, white chocolate &
strawberry éclair

Coffee, Tea and Petits Fours

(Vegetarian options as pre-ordered)

Awards Sponsors



CSM Live

CSM Live creates and delivers award-winning brand and live experiences around the world.

As well as delivering world-class branding solutions for venues and host cities for the likes of FIFA, Ryder Cup and Formula E, we also create engaging activations to help bring sponsorship to life.

Sponsorship activations, when done well, 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 award-winning experiences with impact. 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



Inkerman

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 2018 UK Sponsorship Awards.

To view our products and services, please visit www.inkerman.co.uk.

Contact: sj@inkerman.co.uk



SMG INSIGHT

SMG Insight are a leading global provider of sport and sponsorship research, delivering modern data solutions in the areas of Media Valuation, Consumer Insight, Sponsorship Strategy, and Commercial Development. As part of the YouGov corporate family, SMG have access to an internationally renowned panel of more than 5 million adults across 38 countries providing bespoke insights, audience analysis and tracking data on hundreds of major sports properties and thousands of major brands. Modern insight solutions for today's rapidly evolving sport and sponsorship landscape.

Contact: Charlie Dundas, charlie.dundas@smg-insight.com



SPONSORIUM INTL INC

Sponsorium offers PerforMind™ as a software-as-a-service product you access through the Cloud. PerforMind™ is the most effective, robust sponsorship and community investment evaluation solution in the market.

Visit: www.sponsor.com for more information.



SPECIALIST SPEAKERS

Specialist Speakers, the speaker bureau, is delighted to support the UK Sponsorship Awards. For the third year we present the wonderful Viv Groskop, writer, broadcaster and comedian, as our host for this evening. A regular on the Edinburgh Fringe, Viv is a presenter on BBC Radio 4 and writes on arts, TV and culture for the Guardian and Observer as well as for The Times, Telegraph, Independent and Financial Times. Her book on stand-up, I Laughed, I Cried, was an Amazon Comedy No.1 bestseller. Viv's most recent publishing success is The Anna Karenina Fix: Life Lessons From Russian Literature, published by Fig Tree.

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

Awards Partners

ACTIVATIVE

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

THE INCORPORATED SOCIETY OF BRITISH ADVERTISERS



ISBA represents the leading UK advertisers. We champion the needs of marketers through advocacy and offer our members thought leadership, consultancy, a programme of capability and networking.

We influence necessary change, speaking with one voice to all stakeholders including agencies, regulators, platform owners and government.

Our members represent over 3000 brands across a range of sectors.

ISBA is a member of the Advertising Association and represents advertisers on the Committee of Advertising Practice and the Broadcast Committee of Advertising Practice, sister organisations of the Advertising Standards Association, which are responsible for writing the Advertising Codes. We are also members of the World Federation of Advertisers. We are able to use our leadership role in such bodies to set and promote high industry standards as well as a robust self-regulatory regime.

iSportconnect



iSportconnect is the network of choice for senior sports business professionals, connecting and supporting our members through inspirational events and cutting-edge digital content. Our platform will help you develop an effective strategy for pursuing your own professional pathway, build your network and maximise your

impact in the global sports industry. There are no introductory fees, however, we do operate a strict door policy to ensure you are able to build your network with senior decision makers. Become a member at www.isportconnect.com

THE PUBLIC RELATIONS & COMMUNICATIONS ASSOCIATION



The PRCA is the largest PR and communications association in Europe, representing over 24,000 people in agencies, in-house teams, and individuals. The PRCA promotes all aspects of PR and communications and is committed to raising and protecting industry standards. PRCA members are bound by strict codes of conduct, and benefit from exceptional training.

For more information please visit www.prca.org.uk

THE SPORT AND RECREATION ALLIANCE



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.

As the voice of the sector, we work with Government, policy makers and the media to make sure grassroots sport and recreation grows and thrives. Having an active nation is important as it delivers huge benefits to society and the millions of participants, volunteers, staff and spectators.

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

SPORTCAL



Sportcal is a world-leading provider of sports market intelligence, supplying information and expert analysis through its subscription website, independent daily news service, Insight magazine and bespoke research projects.

Sportcal also produces the annual Global Sports Impact (GSI) Report which analyses the impact of major world championships and multi-sport games each year on their host cities and nations. www.sportcal.com

SPORTBUSINESS GROUP



SportBusiness Group has been supporting sport business professionals for 20 years, with a reputation for high quality, integrity and global insight, our information services are relied upon by the industry year after year. We connect and engage with some of the most influential figures from sporting federations, governing bodies and key rights holders to leading sponsors, broadcasters and sport marketing companies. Our services are valued and trusted worldwide and include: SportBusiness International, Sports Sponsorship Insider and TV Sports Markets

SPORT ENGLAND



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



Thinkbox is the marketing body for commercial TV in the UK. In all its forms. It works with the marketing community with a single ambition: to help advertisers get the best out of today's TV.

Its shareholders are Channel 4, ITV, Sky Media, Turner Media Innovations and UKTV, who together represent over 99% of commercial TV advertising revenue through their owned and partner TV channels. Associate Members are Discovery Networks Norway, Disney, RTL Group, TalkTalk, TAM Ireland, Think TV (Australia), thinktv (Canada), TNV Media (Poland), TV Globo (Brazil), TV 2 (Norway), TV 2 (Denmark) and Virgin Media. Discovery Networks UK & Ireland and STV also give direct financial support.

Thinkbox is here to help you get the best out of TV, and there are lots of ways we try to do that: from presentations and training, to events, research insights, press enquiries, publications and TV planning advice.

To find out more: www.thinkbox.tv, info@thinkbox.tv, 020 7630 2320

WOMEN IN SPORT



Women in Sport's vision is a society where gender equality exists in every sphere. Since 1984 we have worked to advance gender equality through sport, to ensure that every woman and girl in the UK can access the physical, mental, emotional and social benefits that sport provides, in order to lead fulfilling lives. We work across the UK to advocate for women's and girls' rights to access sport; driving change in the sector and the way that sport is designed and delivered.

www.womeninsport.org

See You Next Year!

When we will be celebrating 25 years of rewarding
excellence in the sponsorship, partnership and
brand activation sectors

THE
UK
SPONSORSHIP | Awards 2019

Rewarding excellence and effectiveness in partnerships across all sectors and markets