

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

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Awards Sponsors



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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.

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



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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



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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

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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

PA IMAGES



The photographic arm of the Press Association, PA Images is a leading provider of powerful image content. Our award-winning coverage inspires audiences across the world within moments through our unmatched network of international media outlets. Trusted partner to agencies, sponsors and governing bodies alike, PA Images fuels the growth and transformation of our clients through commissioned photography, creative consultation, 360 and drone technology, global distribution services and more.

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

UK SPORT



UK Sport is the strategic lead body for high performance sport in the UK. It invests Exchequer and National Lottery funds in Britain's best Olympic and Paralympic sports and athletes to maximise their chances of success on the world stage. To find out more about UK Sport please visit www.ukspor.gov.uk/

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

Arts & Cultural Sponsorship: Events & Awards.

SHORTLIST

Baileys Women's Prize for Fiction

Sponsored by: Baileys

Entered by: **Kallaway**

The objective of this partnership was to raise awareness of Baileys amongst its predominantly female target audience. Not only did the partnership have a significant impact on the Diageo brand's profile and exposure, it was also an opportunity to encourage sampling opportunities among the key demographic.

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

Sponsored by: Baillie Gifford

Entered by: **Edinburgh International Book Festival**

The purpose of this sponsorship is to improve educational opportunities available to children living in Edinburgh, and to ensure the good health of the capital's cultural scene. The sponsorship also aims to provide enriching learning opportunities for Baillie Gifford staff.

DHL Award for International Fashion Potential

Sponsored by: DHL

Entered by: **DHL**

This partnership was an extension of DHL's long-standing relationship with the fashion industry. By becoming a patron of the British Fashion Council, DHL was able to engage with British fashion businesses all year-round, enabling its people to build lasting relationships with the industry – a more grassroots approach to sponsorship.

MullenLowe NOVA Sponsorship & Awards

Sponsored by: MullenLowe

Entered by: **MullenLowe**

This collaboration with Central Saint Martins had several key objectives. In addition to identifying and rewarding the best emerging creative talent, it was designed to reinforce MullenLowe Group's positioning as a global creative boutique with a challenger mentality.

Royal Bank of Canada Principal Sponsorship of Masterpiece London

Sponsored by: Royal Bank of Canada

Entered by: **Royal Bank of Canada**

Masterpiece London provides RBC with an excellent platform for engaging its high-net-worth and ultra-high-net-worth audiences in a luxurious environment where works of art, design, jewellery and antiques are exhibited and sold. As a result, awareness has increased amongst Masterpiece's high-end audience.

The Edinburgh International Festival Standard Life Opening Event

Sponsored by: Standard Life

Entered by: **Edinburgh International Festival**

The Standard Life Opening Event is a three-year partnership. It is designed to promote the Festival's cultural heritage, the partners' shared values of international excellence, ambition and innovation, and to shine a spotlight on the city as an inspiring place to live work and do business.

WINNER

Baileys Women's Prize for Fiction

Sponsored by: Baileys

Entered by: **Kallaway**

In the final year of this impressive partnership, the Baileys Women's Prize for Fiction boosted its reach and profile to deliver outstanding results for its sponsor and for writing by women in 2017. A sustained media campaign was underpinned by extensive digital activity, leading to an increase of 139% in PR value for the sponsor and the Prize.

Arts & Cultural Sponsorship: Theatres, Museums and Galleries

SHORTLIST

Barclays & The Donmar Warehouse: Celebrating 10 Years of Partnership

Sponsored by: Barclays

Entered by: **Donmar Warehouse**

This ten year-old partnership has two key objectives. Firstly, to help Barclays reach a wide and diverse group of stakeholders by providing access to world-class theatre. Secondly, to help Donmar to continue to produce excellent theatre whilst driving forward in its mission to make theatre accessible to all.

Delta Air Lines Angels in America Ballot

Sponsored by: Delta Air Lines

Entered by: **Octagon**

This sponsorship was centred on The National Theatre's production of Angels in America. By creating a post-sell-out ticket ballot, Delta provided opportunities to attend the production and encouraged a younger generation to attend via a lower price point. The integrated campaign drove strong awareness.

The Royal Academy of Arts and HS1

Sponsored by: HS1

Entered by: **The Royal Academy of Arts**

The arrangement saw the two partners, via the Terrace Wires project, bring art and architecture to the community, promote St Pancras as a destination venue, increase traveller dwell time, inspire the next generation of artists, and celebrate 150 years for St Pancras and 250 years for the Royal Academy of Arts.

The British Museum & Mitsubishi Corporation

Sponsored by: Mitsubishi Corporation

Entered by: **The British Museum**

This campaign was part of a strategy by Mitsubishi Corporation to build its European brand and presence with select groups of key stakeholders through a dedicated and sustainable partnership. Mitsubishi chose to work with the British Museum as it bridges different cultures and symbolises global harmony, not just in terms of the exhibits it displays but the audience it attracts.

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

Sponsored by: Morgan Stanley

Entered by: **Morgan Stanley**

The American Dream exhibition at the British Museum marked the bank's 40-year anniversary in the UK and reinforced brand messaging around Consistency in a Time of Change and Giving Back. Activation included an extensive employee programme where Morgan Stanley employees were trained as Art Guides.

Peroni Ambra and Somerset House

Sponsored by: Peroni

Entered by: **Somerset House**

This partnership was designed to promote the Italian brewer's innovative new drink offering, Peroni Ambra. Somerset House was chosen as the launch platform for the new product in 2017 – driving discovery and trial of the 'aperitivo inspired' drink.

WINNER

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

Sponsored by: Morgan Stanley

Entered by: **Morgan Stanley**

This sponsorship provided Morgan Stanley with a strong platform, reaching all its key audiences and allowing it to share messages that emphasised change and consistency, innovation and its American roots. It also enabled the British Museum to challenge perceptions of its own brand and reach a young audience with 21% of the exhibition audience under 24.

HIGHLY COMMENDED

Peroni Ambra and Somerset House

Sponsored by: Peroni

Entered by: **Somerset House**

Live Entertainment & Event Sponsorship

SHORTLIST

The Hilton Holipod at Underbelly

Sponsored by: Hilton
Entered by: Hilton

This campaign was about helping Hilton attract a new leisure audience. Hilton and Smyle created a free immersive experience at Underbelly Festival Southbank, London: The Hilton Holipod. Visitor experiences were captured in a timeslice film and shared on social media to win a Hilton holiday.

McDonald's Good Times

Sponsored by: McDonald's
Entered by: Fuse

The campaign was part of McDonald's attempt to be Britain's most loved restaurant business among millennials. As part of a multi-layered, cross-channel campaign, the brand invited 16-24s to experience 'good times' across the summer by uniting their passion for music and love of McDonald's food.

NHS BT & the MOBO Awards B-Positive Campaign

Sponsored by: NHS Blood and Transplant
Entered by: MediaCom Sport and Entertainment

This partnership was about encouraging the Black community to donate blood. It was aimed at raising awareness of the ease of registration and giving blood, and targeted a younger, less engaged audience – specifically 17-24.

NARS Powermatte Lip launch

Sponsored by: NARS
Entered by: The Story Lab & Vizeum

This was a bold attempt to help the new Powermatte Lip range stand out in the saturated lipstick market. To bring to life the brand's heritage of creativity and female empowerment, NARS partnered with Refinery 29 and created a one of a kind immersive event that celebrated the work of female artists.

The Samsung Slider

Sponsored by: Samsung
Entered by: M&C Saatchi Sport and Entertainment

The Samsung Slider returned to Twickenham for the 2017 HSBC London Sevens to offer a live sport viewing experience, inextricably linked to the latest Samsung QLED TV range. Fully operational for all 45 games of the tournament, Samsung dominated tournament conversation with 4.2 million #SamsungSlider impressions over the course of the weekend.

Virgin TV British Academy Television Awards 2017

Sponsored by: Virgin TV
Entered by: Virgin Media & Influence

This sponsorship was part of Virgin Media's strategy to be seen as the most irresistible brand in connected entertainment. Linking with BAFTA was viewed as the perfect embodiment of this, promoting Virgin TV's credibility in the TV landscape and building advocacy through customer rewards.

WINNER

Virgin TV British Academy Television Awards 2017

Sponsored by: Virgin TV
Entered by: Virgin Media & Influence

Virgin's partnership with BAFTA generated high levels of advocacy and credibility for the Virgin brand as well as extensive media coverage before, during and after the event. Activation across a range of channels and platforms also created opportunities to make the sponsorship famous through relevant communications, thus building brand equity.

HIGHLY COMMENDED

NHS BT & the MOBO Awards B-Positive Campaign

Sponsored by: NHS Blood and Transplant
Entered by: MediaCom Sport and Entertainment

Charity & Corporate Community Engagement

SHORTLIST

Helping Movember Regain Its Mojo

Sponsored by: The Movember Foundation
Entered by: Bountiful Cow, The Value Xchange, News UK and Sky Media

This partnership was about reminding people what the purpose of Movember was. While awareness remained high, understanding of the charity's purpose had dropped to an all-time low of 19% and advocacy and engagement decreased as people lost sight of its purpose.

QTS Youth Athlete Programme

Sponsored by: QTS
Entered by: QTS

The Youth Athlete programme is a vehicle for supporting the athletes of the future. Since 2015, QTS has invested over £95,000 into athletes from disciplines such as swimming, skiing, tennis, boxing, and golf. The payback for QTS is improved brand awareness and a better appreciation of QTS's role as a positive employer in Scotland.

The Morgan Stanley Garden at The Chelsea Flower Show

Sponsored by: Morgan Stanley
Entered by: Morgan Stanley

This campaign sees Morgan Stanley partner with Groundwork and the National Youth Orchestra in its sponsorship of a show garden at the RHS Chelsea Flower Show. The aim is to deliver an uplift in brand perceptions related to Trust and Community and provide VIP client entertainment. There are also volunteering opportunities for Morgan Stanley employees and community partners.

NHS BT & the MOBO Awards B-Positive Campaign

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Entered by: MediaCom Sport and Entertainment

The partnership was about encouraging the Black community to donate blood. It was aimed at raising awareness of the ease of registration and giving blood, and targeted a younger, less engaged audience – specifically 17-24.

WINNER

NHS BT & the MOBO Awards B-Positive Campaign

Sponsored by: NHS BT
Entered by: MediaCom Sport and Entertainment

This campaign appears to be having an amazing impact of the Black community's attitude towards blood transfusion. The NHS Blood website saw a 252% increase in site traffic in just two weeks following the campaign live date. NHS Blood's post from the MOBO's red carpet received over 1 million views, being liked and re-posted by the likes of Drake and Stormzy.



Education & Learning Sponsorship

SHORTLIST

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

Sponsored by: Baillie Gifford

Entered by: **Edinburgh International Book Festival**

The purpose of this sponsorship is to improve educational opportunities available to children living in Edinburgh, and to ensure the good health of the capital's cultural scene. The sponsorship has driven book sales among pupils and boosted Baillie Gifford's brand recognition.

Lloyds Bank Social Entrepreneurs Programme

Sponsored by: Lloyds Bank

Entered by: **Four Communications**

The Social Entrepreneurs Programme is run in partnership with School for Social Entrepreneurs and jointly funded by Big Lottery Fund. Following five successful years, the partnership was renewed in 2017 for five more years and will help 2350 entrepreneurs to grow social organisations by 2020.

MullenLowe NOVA Sponsorship & Awards

Sponsored by: MullenLowe

Entered by: **MullenLowe**

This collaboration with Central Saint Martins identifies and rewards the best emerging creative talent. It also reinforces MullenLowe Group's positioning as a global creative boutique with a challenger mentality. Launched in 2011, the programme has gained momentum with each passing year, with 2017 heralded as the most successful year in the partnership's history until now.

D&AD New Blood Academy with WPP

Sponsored by: WPP

Entered by: **D&AD**

The New Blood Academy is an accelerator programme that makes young graduates work ready by providing them with access to the creative work environment. For WPP, the partnership raises awareness of its business and brand among graduates and enables the group to connect with exceptional young talent.

WINNER

D&AD New Blood Academy with WPP

Sponsored by: WPP

Entered by: **D&AD**

The New Blood Academy has done a great job of raising WPP's profile among its target audience and has also acted as a very effective recruitment tool. For example, 21 of the 50 New Blood Academy Class of 2017 were employed by WPP.

HIGHLY COMMENDED

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

Sponsored by: Baillie Gifford

Entered by: **Edinburgh International Book Festival**



Best Use of Sponsorship to Encourage Sustainability

SHORTLIST

#RaisingTheBAR

Sponsored by: 11th Hour Racing

Entered by: **Land Rover BAR**

#RaisingTheBAR is part of 11th Hour Racing's attempt to establish partnerships to promote collaborative systemic change benefitting the health of our oceans, spreading the critical message of sustainability. By partnering with Land Rover BAR, the sponsorship aimed to leverage the team's high profile position to raise awareness and inspire change.

Octopus Energy Arsenal Sponsorship

Sponsored by: Octopus Energy

Entered by: **Octopus Energy**

This partnership is about harnessing the power of football to drive Octopus' thought leadership in renewable energy. By partnering with a football club with similar values and clear sustainability goals, the challenger brand energy supplier aims to turn green energy into a mass proposition for homes across Britain.

WINNER

#RaisingTheBAR

Sponsored by: 11th Hour Racing

Entered by: **Land Rover BAR**

11th Hour Racing seeks to ensure a sustainable future by inspiring excellence, supporting smarter futures and driving innovation. Key themes it has addressed through its work include Technology and Innovation, Alternative Materials, Invasive Species, Ocean Plastics and The New Plastics Economy, with initiatives to raise awareness in all these areas.



Best Sponsorship of Women's Activities

SUPPORTED BY WOMEN IN SPORT.



SHORTLIST

Baileys Women's Prize for Fiction

Sponsored by: Baileys
Entered by: Kallaway

The objective of this partnership was to raise awareness of Baileys amongst its predominantly female target audience. Not only did the partnership have a significant impact on the Diageo brand's profile and exposure, it was also an opportunity to encourage sampling opportunities among the key demographic.

Greater Every Run

Sponsored by: adidas
Entered by: The Story Lab & Carat

This campaign is a partnership between adidas and R29. Rather than focusing on the physical benefits of running, it displays how activity can have a positive effect on mental balance and build confidence for millennial women. The campaign also provides a safe space for women to escape their busy lives.

O2: Love the Game, Wear the Rose

Sponsored by: O2
Entered by: M&C Saatchi Sport & Entertainment

The sponsorship was about O2's efforts to get the public supporting the England Rugby Women's Team – the Red Roses – ahead of the Women's Rugby World Cup. The campaign achieved high levels of brand exposure, growing O2's association with rugby and reaching a younger audience.

SSE Wildcats: The FA Girls' Football Centres

Sponsored by: SSE
Entered by: Synergy Global

SSE Wildcats is a national programme that gives girls aged 5-11 the opportunity to enjoy football at girls-only sessions. Created via a partnership with the FA, year one of the programme gave 5000 girls the chance to play football. The ambition is to quadruple the size of the SSE Wildcats scheme during 2018.

WINNER

SSE Wildcats: The FA Girls' Football Centres

Sponsored by: SSE
Entered by: Synergy Global

Not only does the SSE Wildcats programme boost female participation in football, it has also had a positive impact on the SSE brand. In addition to high levels of media exposure, SSE brand perception has improved among target audiences against measures such as trust, reliability and distinctiveness.



Best Use of Sponsorship to Encourage Diversity And Inclusion

SHORTLIST

#ShareYourLove - Pride In London 2017

Sponsored by: Barclays
Entered by: Barclays

'#shareyourlove' is about actively supporting customers, clients and colleagues to live in the way they choose and to love whoever they choose to love. Based around Barclays' ongoing commitment to Pride In London, the campaign has had a positive impact for the bank through social media platforms like Facebook and YouTube.

Bespoke Access Awards

Sponsored by: Bespoke Hotels
Entered by: Cardinal Red

The Bespoke Access Awards were created in 2016 to help improve access to hotels for disabled people. Bespoke's ambition is to provide the focal point for an industry-wide initiative that promotes high quality hotel experiences for all guests, and also has an impact on internal and government stakeholders.

Aviva and Rainbow Laces: Championing inclusion and diversity in sport

Sponsored by: Aviva
Entered by: Synergy Global

This activity was linked to Stonewall's Rainbow Laces campaign, of which Aviva is a founding member. 2017 was the biggest display of support by Aviva as the brand brought together a coalition to make a difference – global leaders, employees, Premiership Rugby, Norwich City Football Club (NCFC), Stonewall, TeamPride, celebrities, customers, fans, players, and media.

BP Igniting the Energy Within

Sponsored by: BP
Entered by: Synergy Global

Igniting the Energy Within saw BP give three young para athletes and three young journalists with disabilities an unforgettable experience at the London 2017 World Para Athletics Championships, which showed them exactly what they were capable of doing. A partnership with The Telegraph gave them the platform to tell their stories to an audience of approximately 3.5 million.

NatWest - Cricket has no boundaries

Sponsored by: NatWest
Entered by: M&C Saatchi Sport & Entertainment

In 2017, NatWest evolved the role sponsorship plays in its business by aligning it to a higher purpose and promoting solutions to an issue of social importance. It did so to underpin its new brand promise 'We are what we do', inviting customers to judge the bank on its actions. As part of this, NatWest launched 'Cricket has no boundaries', a campaign that celebrates diversity and inclusivity in England and Wales.

WINNER

NatWest - Cricket has no boundaries

Sponsored by: NatWest
Entered by: M&C Saatchi Sport & Entertainment

Cricket has no boundaries has had an immediate impact on NatWest's brand, with an uplift in the number of people viewing it as an inclusive brand. This, in turn, has led to a growth in consideration amongst those aware of the sponsorship. In addition, it has proved a valuable platform for engagement with employees, clients and other stakeholders.



TV Sponsorship

SUPPORTED BY THINKBOX



SHORTLIST

Superdrug Joins The Love Island Holiday

Sponsored by: Superdrug
Entered by: Mindshare

Sponsored by Superdrug and entered by Mindshare, this sponsorship of Love Island was designed to help the brand raise awareness and keep it top of mind among 16-34 females. Throughout the summer, Love Island was the most talked about TV series and Superdrug were part of that conversation.

Standard Life Investments scores a hat trick with Sky Media

Sponsored by: Standard Life Investments
Entered by: Sky Media

The main objective of this alliance was to increase awareness of SLI and increase brand engagement. Using broadcast sponsorship, in-programme editorial, competitions, digital content, VLOGS & on the ground activation, the partners achieved a 300% increase in spontaneous brand awareness.

Wickes Nails TV Sponsorship With Homes on 4

Sponsored by: Wickes
Entered by: Channel 4, The Story Lab & Carat

This partnership was designed to change perceptions about Wickes and drive sales. By reaching 83% of the adult population, the sponsorship helped improved perceptions of Wickes as a place "I feel comfortable shopping in" and that "makes doing home improvements easy". Positive brand impressions translated into much higher Easter sales.

giffgaff sponsors Entertainment on E4

Sponsored by: giffgaff
Entered by: All Response Media

This campaign was about heading off a potential threat before it happened. Giffgaff's unique brand positioning and strong values were winning valuable market share. But it was concerned that competitors would launch lookalike brands to win back market share – using cost as the key battleground

Just Eat Sponsors The X Factor; Delivering the perfect night in

Sponsored by: Just Eat
Entered by: m/SIX

This was a multi-tiered campaign designed to future proof Just Eat's business against an ever-changing category. With almost half of the UK's population yet to order food online, the brand wanted to acquire new customers but also get its existing customers ordering more frequently.

KIA hits a six with its sponsorship on Sky Sports Cricket

Sponsored by: Kia
Entered by: Sky Media

The sponsorship set out to position KIA as an auto brand offering both quality, and value for money. With broadcast sponsorship at the heart of the campaign, the brand achieved strong results. Spontaneous awareness increased by 21% across the campaign, furthered by strong 11% increase in purchase intent.

WINNER

giffgaff sponsors Entertainment on E4

Sponsored by: giffgaff
Entered by: All Response Media

Giffgaff decided the best way to counter a race to the bottom was to build brand consideration amongst its core audience, not resort to a hard sell. That decision has paid off, with consideration among 16-34 adults increasing by 42% between 2014 and 2017. Awareness grew to an all time high and brand liking remains the highest of the competitor set.

HIGHLY COMMENDED

Wickes Nails TV Sponsorship With Homes on 4

Sponsored by: Wickes
Entered by: Channel 4, The Story Lab & Carat

Print & Radio Sponsorship

SHORTLIST

BP Igniting the Energy Within

Sponsored by: BP
Entered by: Synergy Global

Igniting the Energy Within saw BP link up with the Telegraph to empower three young para athletes and three young journalists by allowing them to tell their stories. The positive impact this campaign has had on BP's brand and the positive response from BP's internal stakeholders has exceeded all expectations.

Oykos Island Escape

Sponsored by: Oykos
Entered by: Wavemaker

This partnership with OK! Magazine promised to turn audiences' daydreams into a reality. By immersing the audience in travel inspired content for its 'Oykos Island Escape', the brand achieved increased brand metrics and increased sales.

Absolute Radio and Wickes

Sponsored by: Wickes
Entered by: Bauer Media, The Story Lab & Carat

The aim of this sponsorship is to make Wickes a part of what entertains people, not what interrupts it. A long-term strategic partnership that embeds the Wickes message into the fabric of Absolute Radio's editorial, it has helped the brand build a relationship that is founded on trust.

WINNER

Oykos Island Escape

Sponsored by: Oykos
Entered by: Wavemaker

This well-integrated campaign hit targets for Oykos across a range of branding and media engagement measures. In a cluttered category, the brand managed to increase unaided brand awareness as well as brand familiarity and favourability. Most important of all, this positive messaging translated into increased purchase intent.

ADVERTISEMENT FEATURE

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WITH PETER ANDRE

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ISLAND
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4 The secrets of the beautiful villa where the escape is found

7 Why an Oykos Island Escape is the perfect getaway

How you could be joining Peter Andre at the Oykos Island Escape villa

Best Use of Social Media & Online Platforms

SHORTLIST

giffgaff sponsors Entertainment on E4

Sponsored by: giffgaff

Entered by: All Response Media

The Entertainment on E4 campaign was about heading off a potential threat from rival brands before it happened. A strong presence across traditional and social media led to impressive brand recall and preference, creating the perfect platform as giffgaff takes over The Voice sponsorship on ITV.

#ShareYourLove - Pride In London 2017

Sponsored by: Barclays

Entered by: Barclays

'#shareyourlove' is about actively supporting customers, clients and colleagues to live in the way they choose and to love whoever they choose to love. Based around Barclays' ongoing commitment to Pride In London, the campaign made heavy use of social media platforms like Facebook, YouTube and Instagram. Particularly impactful was social content involving diver Tom Daley.

BEATS: #BeHeard: AJ Fight of the Century

Sponsored by: Beats

Entered by: Sky Media

This cleverly-constructed campaign saw Beats secure an exclusive behind the scenes position as British boxer Anthony Joshua prepared for his heavyweight clash with Wladimir Klitschko. Partnering with Sky Sports, Beats was thus able to give fans an all access pass to exclusive content leading up to the event and including the night itself, dominating all social conversation.

Domino's Delivers Social Impact With Hollyoaks

Sponsored by: Domino's

Entered by: Channel 4

The Hollyoaks partnership has been driven on by skilful social media activity, including images and videos of Hollyoaks cast members enjoying Domino's pizza both on and off set. Hollyoaks-produced, Domino's-branded content has racked up over 10.5 million video views, 240,000 likes and 77,000 shares.

Heineken Open Your World

Sponsored by: Heineken

Entered by: Oath

This inspiring campaign set out to prove there is more that unites us than divides us. In partnership with Oath and HuffPost, Heineken created an authentic content series, helping consumers find common ground through various facets of life. Unprecedented engagement resulted in an uplift in brand positioning of 23%.

Tackle The Grey Areas

Sponsored by: Just For Men

Entered by: Wavemaker

Sponsored by Just For Men and entered by Wavemaker, this astute partnership with the NFL offered Just For Men the opportunity to increase brand awareness and grow consumer loyalty by communicating across multiple touchpoints to their shared target audience, to ultimately drive sales. 'Tackle The Grey Areas' educated UK fans on the basics of the NFL, whilst also communicating what Just for Men's products do.

WINNER

BEATS: #BeHeard: AJ Fight of the Century

Sponsored by: Beats

Entered by: Sky Media

The results of Beats' partnership with Sky Media and AJ were knock-out, including ecommerce sales up 18% and website visits up 350% week-on-week during fight week. Beats also achieved 24.4m views and 890,000 engagements across all AJ '#BeHeard' content on social media. Beats showed how a brand can take broadcast sponsorship to new heights on social.

Branded Content

SHORTLIST

Helping Movember Regain Its Mojo

Sponsored by: The Movember Foundation

Entered by: Bountiful Cow, The Value Xchange, News UK and Sky Media

This partnership was about reminding people what the purpose of Movember was. While awareness remained high, understanding of the charity's purpose had dropped to an all-time low of 19% and advocacy and engagement decreased as people lost sight of its purpose

Kingsman: The Golden Circle - 'Poppy Hacks Channel 4'

Sponsored by: 20th Century Fox

Entered by: Mindshare

Poppy Hacks Channel 4' was an ingenious branded content partnership that saw the villain from Kingsman 2 interrupt C4 audiences in real-time as they sat watching their favourite entertainment programming. Reaching a huge portion of its target audience the strategy had a marked impact at box office.

The Science of Play

Sponsored by: Aptamil

Entered by: Wavemaker

The aim of this campaign was to communicate Aptamil Growing Up Milk's expertise in Toddlerhood, leveraging this to reinforce the role of Growing Up Milk in a toddlers' daily diet. With many parents feeling like they don't get enough advice, Aptamil developed a content series called 'The Science of Play' with its partner Huffington Post.

Land Rover, The Discovery Adventures

Sponsored by: Land Rover

Entered by: Mindshare

This campaign centred on an immersive mystery-drama podcast series set in some of the UK's most extraordinary places. Recorded in innovative binaural sound specifically for the environment of in-car listening, it was designed to create a positive Land Rover experience for families on the move.

Perfection Made Easy

Sponsored by: Philadelphia

Entered by: The Story Lab & Carat

The partnership with the Telegraph set out to boost sales for soft cheese Philadelphia. A combination of savvy programmatic distribution, brand ambassador Lorraine Pascale and slick in-house production made for a category driving partnership that boosted Philadelphia's market share by 2.5%.

Suzuki Passes The Test With All Star Driving School

Sponsored by: Suzuki

Entered by: Channel 4

This first ever co-branded entertainment series on E4 was a reality show in which celebrity learner drivers were put through their paces to ditch the L plates once and for all. Airing in September 2017, All Star Driving School is one of E4's most talked about series and has had a major impact on Suzuki's brand profile and sales.

WINNER

Helping Movember Regain Its Mojo

Sponsored by: The Movember Foundation

Entered by: The Movember Foundation, Bountiful Cow, The Value Xchange, News UK and Sky Media

This memorable campaign prompted a 9% increase in brand awareness for Movember and a 7% increase in conversation. Positive word of mouth increased by 8% while funds raised increased year on year for the first time since 2012. With people feeling a strong pressure to get involved, Movember saw a 12% increase in new supporters.

HIGHLY COMMENDED

The Science of Play

Sponsored by: Aptamil

Entered by: Wavemaker

Suzuki Passes The Test With All Star Driving School

Sponsored by: Suzuki

Entered by: Channel 4

Branded Content: Sport

SHORTLIST

Manchester City - City2City

Sponsored by: Etihad Airways
Entered by: City Football Group

City2City was one of the most high-profile pieces of branded content by a Premier League Club and major sponsor in 2017. The quality of the production made the content relevant to not just followers of City but a wider audience, achieving a target-busting 10.5m views across four episodes.

Robert Walters - Recruiting The Ultimate Lions Fan

Sponsored by: Robert Walters
Entered by: Robert Walters

This partnership was designed to increase awareness of the company's brand outside its existing customer footprint while also generating an increase in revenue from new clients. The Lions' values of professionalism, integrity and a passion made them the perfect property to deliver against objectives.

The Sure Pressure Series

Sponsored by: Sure
Entered by: CSM

The sponsorship was designed to encourage more males, aged between 18 and 30, to buy Sure Men by improving the brand's emotional appeal and developing a distinct brand positioning versus key competitors. To reach fans up and down the country, Sure negotiated deals with Southampton, Chelsea and Everton FC, and a partnership with leading football outlet Perform Media.

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

Sponsored by: Carling
Entered by: Sky Media

Sponsored by Carling & entered by Sky Media, this partnership was built around Carling's return to the Premier League as a partner. Carling & Sky Sports created Carling In Off The Bar, a live, three-part, cross-media show, presented from a pub and streamed on Facebook and YouTube. As a result, purchase intent grew 52% and brand association with the Premier League rose 48%.

#Wimblewatch

Sponsored by: evian
Entered by: Wavemaker

#Wimblewatch is a core part of evian's successful, brand-boosting partnership with Wimbledon. This year saw an overhaul of the #wimblewatch content, broadcasting live and injecting more energy into the show. The results surpassed all previous benchmarks achieving over 2.5 million engaged views.

Secret Life Of Cyclists

Sponsored by: HSBC
Entered by: Mindshare

Secret Life Of Cyclists is part of a broader relationship HSBC has with cycling via its partnership with British Cycling. HSBC's challenge is to build a credible voice around cycling participation and connect with audiences where participation can be most greatly impacted. The Secret Life content helped improve HSBC's brand metrix and also resulted in 50% of infrequent cyclists saying they were now more likely to get back on their bike.

WINNER

The Sure Pressure Series

Sponsored by: Sure
Entered by: CSM

Sure's campaign exceeded all objectives and delivered across the board - contributing to a notable sales uplift across the campaign, as well as improvements in brand metrix. In terms of digital results the campaign achieved high levels of viewing and engagement, expanding Sure's football footprint and cementing its role as a major player in the sport.

HIGHLY COMMENDED

#Wimblewatch

Sponsored by: evian
Entered by: Wavemaker

Best Use of Celebrity Endorsement in Sponsorship

SHORTLIST

ŠKODA - Driven By Something Different

Sponsored by: Skoda
Entered by: MediaCom Sport and Entertainment

This campaign was based around a desire to celebrate people we follow their own path. Through a partnership with Sir Bradley Wiggins, Skoda looked to reverse perceptions of the brand being somewhat dated by overhauling past impressions of the brand and communicating this message to a younger audience.

Creating A Notorious PR Campaign - Betsafe

Sponsored by: Betsafe
Entered by: PrettyGreen and Betsafe

The campaign took advantage of the hype around Conor McGregor's historic, record-breaking fight with Floyd Mayweather in Las Vegas last year. Despite having no face-to-face access to McGregor, Betsafe was able to come up with a fully integrated PR campaign that increased awareness of the partnership and had a direct impact on business results.

JD Sports and Matchroom Boxing

Sponsored by: JD Sports
Entered by: Sportquake

This link-up placed JD, its stakeholders and its customers into the centre of boxing thanks to money can't buy experiences. Customers acquired from the partnership spend 1.75x the average consumer, and 53% purchase their trainers at JD. As a result, 60% of fans strongly associate JD with Matchroom events.

XF Sportbrake Reveal

Sponsored by: Jaguar
Entered by: CAA Sports

This was about using the partnership between Jaguar, the AELTC and tennis star Andy Murray to unveil the new XF Sportbrake in a global launch. To celebrate this the estate was unveiled in a live broadcast on a replica Wimbledon Centre Court in Brick Lane, London. Jaguar ambassadors in addition to Murray included Anthony Joshua, Clare Balding, Jimmy Carr and Rob Brydon.

WINNER

ŠKODA - Driven By Something Different

Sponsored by: Skoda
Entered by: MediaCom Sport and Entertainment

The cross-channel execution of this partnership allowed Skoda's audience to engage with this authentic, powerful partnership across a multitude of platforms. This resulted in record-breaking results across the board, including a 22% increase in likability, 54% increase in time spent on Skoda's website and 14% growth in the under-55 audience.



Sports Sponsorship

SUPPORTED BY SPORT ENGLAND AND UK SPORT



SHORTLIST

Cadbury & The Premier League

Sponsored by: Cadbury

Entered by: MKTG

The partnership was an attempt by Cadbury to present a unique business opportunity to retailers and incentivise consumers to purchase more chocolate. Using a variety of partnership rights, Cadbury has been able to galvanise retailer support resulting in rapid sales growth and reversing decline in the chocolate category.

Hilton Garden Inn Best Beds

Sponsored by: Hilton

Entered by: Hilton

This unique campaign allowed competition winners to enjoy a live sports experience through the lens of a Hilton Garden Inn hotel experience. Working with Old Trafford, Hilton created mock 'outdoor' hotel rooms in the stadium. Winning guests spent the day in their 'room' watching an England Test match, with every need met.

#ArnieWould

Sponsored by: Mastercard

Entered by: Octagon

#ArnieWould was a memorial to the legendary Arnold Palmer, and an attempt to draw upon his example as an inspiration in a world with too many superficial celebrities and not enough meaningful role models. For Mastercard, the campaign resulted in better brand engagement and more card usage.

NatWest - Cricket has no boundaries

Sponsored by: NatWest

Entered by: M&C Saatchi Sport & Entertainment

This sponsorship underpins NatWest's new brand promise 'We are what we do', inviting customers to judge the bank on its actions. As part of this, NatWest launched its successful 'Cricket has no boundaries' campaign, which celebrates diversity and inclusivity in England and Wales.

ŠKODA - Driven By Something Different

Sponsored by: Skoda

Entered by: MediaCom Sport and Entertainment

The partnership with Sir Bradley Wiggins looked to reverse perceptions of the Skoda brand as somewhat dated by overhauling past impressions of the brand and communicating this message to a younger audience. The positive result was a big increase in brand likability and brand consideration.

Stella Artois - Vantage Point

Sponsored by: Stella Artois

Entered by: Octagon & FRUKT

Vantage Point was designed to be the ultimate Wimbledon experience. The campaign was delivered across a range of platforms including ATL, PR, social, digital and experiential. Hosting over 36,000 consumers and guests, Stella offered the best place to watch Wimbledon other than the grounds itself.

WINNER

Hilton Garden Inn Best Beds

Sponsored by: Hilton

Entered by: Hilton

Hilton wanted an engaging experience to bring to life their Hilton Garden Inn brand and differentiate it from the other Hilton brands in the UK. This innovative campaign had a highly visible brand presence for stadium and Sky TV audiences and generated a lot of PR in other media. All of this resulted in high levels of awareness, consideration and bookings.

HIGHLY COMMENDED

NatWest - Cricket has no boundaries

Sponsored by: NatWest

Entered by: M&C Saatchi Sport & Entertainment

Grass Roots Sports Sponsorship

SUPPORTED BY THE SPORT AND RECREATIONAL ALLIANCE



SHORTLIST

McDonald's - 15 Years of Supporting Community Football

Sponsored by: McDonald's

Entered by: Leo Burnett

McDonald's commitment to grassroots, coaching and fun occasions for children has made football accessible to many families and children. In the process, the brand has achieved high levels of trust among parents and the general population.

QTS Youth Athlete Programme

Sponsored by: QTS

Entered by: QTS

The Youth Athlete programme is a vehicle for supporting the athletes of the future. Since 2015, QTS has invested over £95,000 into athletes from disciplines such as swimming, skiing, tennis, boxing, and golf. The payback for QTS is improved brand awareness and a better appreciation of QTS's role as a positive employer in Scotland. This fits with QTS's strong inclusion ethos as a business.

Dacia #FlairPlay Awards

Sponsored by: Dacia

Entered by: Fuse

The Dacia #FlairPlay Awards invites players to impress judges for the chance to win a training session with players and coaches, hosted at their local club. For clubs, the increases in membership and funds they raise helps them continue while, for Dacia, the increase in brand quality perception, tackles one of the brand's challenges.

Land Rover BAR Sailing Roadshows

Sponsored by: Land Rover & the 1851 Trust

Entered by: CAA Sports

The Land Rover BAR Sailing Roadshows aim to increase national participation in sailing through an interactive, grassroots programme that supports the brand's adventurous values and engages young people in STEM subjects.

Wickes Kits For Kids

Sponsored by: Wickes

Entered by: MKTG

This partnership with the EFL has created a centralised community programme, Kits for Kids. The initiative produces unforgettable memories and also helps Wickes to drive footfall to their stores. The EFL partnership allows Wickes to partner 72 EFL clubs with 200+ local Wickes stores to create local relevance and relationships.

WINNER

McDonald's - 15 Years of Supporting Community Football

Sponsored by: McDonald's

Entered by: Leo Burnett

Over 15 years, McDonald's has invested £60m into local football programmes benefitting communities through a broad range of initiatives, including: training 30,000 new qualified coaches; distributing 250,000 kits to 7000 accredited clubs; and hosting hundreds of fun days each year across the country. 2017 saw the brand embark on its biggest ever activation.

HIGHLY COMMENDED

Dacia #FlairPlay Awards

Sponsored by: Dacia

Entered by: Fuse

Best Domestic Football Sponsorship

SHORTLIST

Win Global Exposure With DHL and Leicester City

Sponsored by: DHL
Entered by: DHL

Win Global Exposure was DHL's innovative attempt to tell a story of global ambition and rapid expansion using Leicester City as a platform. UK SMEs were offered the opportunity to 'loan' DHL's sponsorship assets at Leicester City, giving these brands the chance to reach the English Premier League's enormous global audience.

#BluesChallenge

Sponsored by: Blackwell Global
Entered by: Everton Football Club

This partnership was identified as a vehicle to help Blackwell Global stand out in a densely populated market, increase brand and product awareness and drive return on investment. The partnership helped drive acquisition and new leads and also increased Blackwell Global's database.

Matchday Road Safety

Sponsored by: Yokohama
Entered by: Red Marlin

The Matchday Road Safety programme was part of Yokohama's partnership with Chelsea FC. It was launched in association with TyreSafe, a charity that raises awareness about the importance of correct tyre maintenance and the dangers of defective tyres. The campaign was such a success it was extended beyond its original term.

Betsafe & Manchester City - True Players

Sponsored by: Betsafe
Entered by: Fuse

This partnership with Manchester City was designed to help launch the Betsafe brand in the UK by driving brand awareness & direct commercial return through acquiring new customers. The results were some of the best achieved for a brand within the Betsson group and it has become a model for sponsorship activation now being adopted across the business group.

Cadbury & The Premier League

Sponsored by: Cadbury
Entered by: MKTG

Cadbury aimed to present a unique business opportunity to retailers and incentivise consumers to purchase more chocolate. Using a variety of partnership rights, Cadbury has been able to galvanise retailer support resulting in rapid sales growth and reversing decline in the chocolate category.

Hays Partnership With Manchester City Football Club

Sponsored by: Hays
Entered by: City Football Group

Hays' partnership with Manchester City has provided a big boost for the brand since it became official recruitment partner in 2013. 2017 was Hays' most successful year to date with the sponsorship continuing to deliver against brand objectives. Hays' sponsorship of the Manchester City matchday 'Team Line-Up' delivered over 70m impressions through the season.

WINNER

Cadbury & The Premier League

Sponsored by: Cadbury
Entered by: MKTG

The activities Cadbury has carried out so far have surpassed expectations in terms of marketing engagement, participation and effectiveness. Not only this, but it has strengthened Cadbury's relationships with retailers setting a benchmark for ways of working and in-store activations. Stronger visibility in-store and compelling promotions have driven revenues.

Best International Football Sponsorship

SHORTLIST

Malaysia Airlines Puts Bums On Seats With LFC MH Global football team

Sponsored by: Malaysia Airlines
Entered by: m/SIX Agency Malaysia

This campaign was about activating the client's sponsorship of Liverpool Football Club in a non-conventional way, by getting people to live the life of their idols for 90 minutes on the pitch as part of the MH Global Team. This enabled Malaysia Airlines to engage with audiences in a positive manner and position itself as a preferred airline to the UK, across 10 countries.

Befair - Magic of Barca

Sponsored by: Befair
Entered by: CAA Sports

Befair's global partnership with FC Barcelona was utilised to capture the hearts and minds of its target audience, customers and media resulting in Befair's most successful international campaign to date. To raise awareness of Befair's partnership, exclusive content was created and distributed to nine key markets.

Mastercard - Some call it Madness, we call it Priceless

Sponsored by: Mastercard
Entered by: Octagon

This partnership shone a light on fan passion for football and the wonderfully erratic behaviour it encourages as a result. Using the strapline "Some call it Madness. We call it Priceless" this insight was then leveraged through digital and experiential initiatives, experiences such as the player mascot programme, promotions with business partners and corporate hospitality.

PepsiCo's UEFA Champions League

Sponsored by: Pepsi
Entered by: Fuse

Sponsored by Pepsi and entered by Fuse, the second year of this UEFA Champions League partnership saw Pepsi raise the bar. From new global campaigns and in-store executions, to fusing entertainment and sport with the UCL Final weekend DJ set and Opening Ceremony, PepsiCo established itself as one of UEFA's most important and progressive commercial partners.

WINNER

PepsiCo's UEFA Champions League

Sponsored by: Pepsi
Entered by: Fuse

With almost 100 markets activating the partnership in season two, PepsiCo experienced a positive impact both in terms of brand metrics and sales for major brands such as Pepsi, Lays and Gatorade. In addition to increased brand awareness, the brand reported increased brand preference and likeability. The partnership was also the basis of a highly effective in-store campaign that was evident in prominent POS positions.

HIGHLY COMMENDED

Befair - Magic of Barca

Sponsored by: Befair
Entered by: CAA Sports



Special Award for Gaming-Based Sponsorship

WINNER

Virgin Media Gaming Sponsorship

Sponsored by: Virgin Media

Entered by: Influence

Virgin Media strives to be the most irresistible brand in connected entertainment, delivering brand experiences that drive advocacy, credibility and fame, to show why they are worth paying more for. This partnership with AAA game Destiny 2 is the embodiment of this, promoting Virgin Fibre's VIVID 300 as the credible broadband choice for gamers and building advocacy through highly coveted customer rewards.

Most Effective Use of Mass Participation

SHORTLIST

Samsung and Tough Mudder

Sponsored by: Samsung

Entered by: M&C Saatchi Sport & Entertainment

This partnership was created to enrich the experiences of Tough Mudders across the nation. The partnership was driven by the insight that the Tough Mudder audience matched the profile of Samsung's core audience of Joyful Pioneers – people who dare to defy barriers.

Royal Bank of Canada's sponsorship of the Royal Parks Half Marathon 2017

Sponsored by: Royal Bank of Canada

Entered by: Limelight Sports

Royal Bank of Canada was looking for an established, high profile event in London that would raise its profile in the market and engage both clients and employees. RBC was also looking for a community based programme and a property that had a track record of raising substantial levels of funding for charities.

WINNER

Royal Bank of Canada's sponsorship of the Royal Parks Half Marathon 2017

Sponsored by: Royal Bank of Canada

Entered by: Limelight Sports

The Royal Parks Half Marathon provided all the tools for RBC to meet its target objectives in year one and significantly over-achieve in terms of results. The sponsorship achieved high levels of reach among target audiences and also had a positive impact on the brand. Not only did it promote citizenship but it also played a key role in helping develop new business.

Special Award For Naming Rights Sponsorship

WINNER

first direct arena

Sponsored by: first direct bank

Entered by: Nielsen Sports & Entertainment

first direct bank had identified that its customer base was getting older and concentrated in the South East of England. Also, with no branches, first direct bank recognised the need to create a physical presence. This highly-effective naming rights partnership, based near the company's HQ in Leeds, was a natural vehicle to address these strategic challenges.

Business to Business Sponsorship

SHORTLIST

Win Global Exposure With DHL and Leicester City

Sponsored by: DHL

Entered by: DHL

Win Global Exposure was DHL's innovative attempt to tell a story of global ambition and rapid expansion using Leicester City as a platform. UK SMEs were offered the opportunity to 'loan' DHL's sponsorship assets at Leicester City, giving these brands the chance to reach the English Premier League's enormous global audience.

Cadbury & The Premier League

Sponsored by: Cadbury

Entered by: MKTG

This partnership was an attempt by Cadbury to present a unique business opportunity to retailers and incentivise consumers to purchase more chocolate. Using a variety of partnership rights, Cadbury has been able to galvanise retailer support resulting in rapid sales growth and reversing decline in the chocolate category.

CA Technologies Partnership with Trek-Segafredo and Eurosport

Sponsored by: CA Technologies

Entered by: Octagon

The campaign with Trek-Segafredo cycling team and Eurosport involved an immersive second screen app experience, allowing fans to get closer to the peloton than ever before. By building case studies around products in cycling that had a unique fit with customers, CAT achieved strong business results.

Hays Partnership With Manchester City Football Club

Sponsored by: Hays

Entered by: City Football Group

Hays' partnership with Manchester City has provided a big boost for the brand since it became official recruitment partner in 2013. 2017 was Hays' most successful year to date with the sponsorship reinforcing Hay's reputation as an industry leader.

Mastercard - Some call it Madness, we call it Priceless

Sponsored by: Mastercard

Entered by: Octagon

This partnership shone a light on fan passion for football and the wonderfully erratic behaviour it encourages as a result. Using the strapline "Some call it Madness. We call it Priceless" this insight was then leveraged through digital and experiential initiatives, experiences such as the player mascot programme, promotions with business partners and corporate hospitality.

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

Sponsored by: Morgan Stanley

Entered by: Morgan Stanley

The American Dream exhibition at the British Museum marked the bank's 40-year anniversary in the UK and reinforced brand messaging around Consistency in a Time of Change and Giving Back. Activation included an extensive employee programme where Morgan Stanley employees were trained as Art Guides.

WINNER

Cadbury & The Premier League

Sponsored by: Cadbury

Entered by: MKTG

Cadbury's approach to building retailer interest and engaging them on the Premier League opportunities, has not only delivered tangible business results, but has set a new way of working with retailers and re-focused their business priorities when working with Cadbury.



Brand Sponsorship

SPONSORED BY PERFORMIND

PERFORMIND
ignite your art • deliver with science

SHORTLIST

JD Sports and Matchroom Boxing

Sponsored by: JD Sports
Entered by: Sportquake

This link up placed JD, its stakeholders and its customers into the centre of boxing thanks to money can't buy experiences. Customers acquired from the partnership spend 1.75x the average consumer, and 53% purchase their trainers at JD. As a result, 60% of fans strongly associate JD with Matchroom events.

#Wimblewatch

Sponsored by: evian
Entered by: Wavemaker

#Wimblewatch is a core part of evian's successful, brand-boosting partnership with Wimbledon. This year saw an overhaul of the #wimblewatch content, broadcasting live and injecting more energy into the show. The results surpassed all previous benchmarks achieving over 2.5 million engaged views.

KIA hits a six with its sponsorship on Sky Sports Cricket

Sponsored by: Kia
Entered by: Sky Media

This sponsorship set out to position KIA as an auto brand offering both quality, and value for money. With broadcast sponsorship at the heart of the campaign, the brand achieved strong results. Spontaneous awareness increased by 21% across the campaign, furthered by a strong 11% increase in purchase intent.

NatWest - Cricket has no boundaries

Sponsored by: NatWest
Entered by: M&C Saatchi Sport & Entertainment

In 2017, NatWest evolved the role sponsorship plays in its business by aligning it to a higher purpose and promoting solutions to an issue of social importance. It did so to underpin its new brand promise 'We are what we do', inviting customers to judge the bank on its actions. As part of this, NatWest launched 'Cricket has no boundaries', a campaign that celebrates diversity and inclusivity in England and Wales.

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

Sponsored by: Nissan
Entered by: Fuse

This ICC Champions Trophy sponsorship delivered the Nissan brand mantra of Innovation that Excites. Following the tournament, Nissan claims to be the most recognised brand in cricket across global cricketing nations, including India, UK and South Africa. Opinion of the brand Nissan saw a double digit jump amongst cricket fans post tournament, a key marketing metric.

Wickes Delivers The Blueprint for Brand Sponsorship

Sponsored by: Wickes
Entered by: Channel 4, The Story Lab & Carat

The campaign aligned Wickes with all of Channel 4's homes related programming in a mission to change perceptions about Wickes and drive sales. As a result, 61% of viewers had an improved opinion of Wickes and 89% of viewers inspired to start a new project as a result of the programming were more likely to consider using Wickes.

WINNER

NatWest - Cricket has no boundaries

Sponsored by: NatWest
Entered by: M&C Saatchi Sport & Entertainment

Cricket has no boundaries has had an immediate impact on NatWest's brand, with an uplift in the number of people viewing it as an inclusive brand. It also provided a platform to demonstrate that cricket, like NatWest, is open to everyone, regardless of age, gender, race, physical ability, religious beliefs, sexual orientation, social or ethnic background.

HIGHLY COMMENDED

#Wimblewatch

Sponsored by: evian
Entered by: Wavemaker

First Time Sponsor Award

SHORTLIST

#BluesChallenge

Sponsored by: Blackwell Global
Entered by: Everton Football Club

The partnership was identified as a vehicle to help Blackwell Global stand out in a densely populated market, increase brand and product awareness and drive return on investment. The partnership helped drive acquisition and new leads and also increased Blackwell Global's database.

Unforgettable Experiences with Waldorf Astoria at Goodwood Festival of Speed

Sponsored by: Waldorf Astoria
Entered by: Fuse

This partnership with Goodwood enabled the Waldorf Astoria to get closer to its target audience, providing an opportunity for real engagement outside of a hotel stay. Through its 'Unforgettable Experiences' positioning, the goal was to shift awareness and consideration while also bringing to life the Waldorf Astoria.

Octopus Energy Arsenal Sponsorship

Sponsored by: Octopus Energy
Entered by: Octopus Energy

The campaign is about harnessing the power of football to drive Octopus' thought leadership in renewable energy. By partnering with a football club with similar values and clear sustainability goals, the challenger brand energy supplier aims to turn green energy into a mass proposition for homes across Britain.

Helping Movember Regain Its Mojo

Sponsored by: The Movember Foundation
Entered by: Bountiful Cow, The Value Xchange, News UK and Sky Media

The campaign's aim was to remind people what the purpose of Movember was. While awareness remained high, understanding of the charity's purpose had dropped to an all-time low of 19% and advocacy and engagement decreased as people lost sight of its purpose.

KAYAK Racing Up The Leaderboard

Sponsored by: Kayak.co.uk
Entered by: Channel 4

This partnership centred on Channel 4's new coverage of F1. Kayak wanted a flagship sponsorship to give them an 'always on' feel and raise their profile in the highly competitive Digital Travel Market. The results were amazing beating established, long running, F1 partners and improving their performance.

WINNER

#BluesChallenge

Sponsored by: Blackwell Global
Entered by: Everton Football Club

Blackwell Global's first foray into sponsorship paid back immediately by driving acquisition and new leads to far higher levels than anticipated. At the same time, the sponsorship with Everton drove brand and product awareness and helped the company achieve brand differentiation through direct association with high profile talent like Wayne Rooney.

HIGHLY COMMENDED

Octopus Energy Arsenal Sponsorship

Sponsored by: Octopus Energy
Entered by: Octopus Energy



Sponsorship Continuity Award

SHORTLIST

Sky Bet EFL

Sponsored by: Sky Bet

Entered by: EFL

This well-established title sponsorship started in 2013 and has been signed until 2024. The EFL is the most attended sports property in the UK and Sky Bet partnered with it to enhance the experiences of EFL fans across the country. At the same time, the sponsorship has driven strong awareness and consideration for Sky Bet.

Lloyds Bank Social Entrepreneurs Programme

Sponsored by: Lloyds Bank

Entered by: Four Communications

The Social Entrepreneurs Programme is run in partnership with School for Social Entrepreneurs and jointly funded by Big Lottery Fund. Following five successful years, the partnership was renewed in 2017 for five more years and will help 2350 entrepreneurs to grow social organisations by 2020.

McDonald's - 15 Years of Supporting Community Football

Sponsored by: McDonald's

Entered by: Leo Burnett

McDonald's commitment to grassroots, coaching and fun occasions for children has made football accessible to many families and children. In the process, the brand has achieved high levels of trust among parents and the general population.

Hays Partnership with Manchester City Football Club

Sponsored by: Hays

Entered by: City Football Group

Hays' partnership with Manchester City has provided a big boost for the brand since it became official recruitment partner in 2013. 2017 was Hays' most successful year to date with the sponsorship continuing to deliver against brand objectives. Hays' sponsorship of the Manchester City matchday 'Team Line-Up' delivered over 70m impressions through the season.

Sofology Gets Comfortable With Gogglebox

Sponsored by: Sofology

Entered by: Channel 4

This is a perfect example of how a partnership can grow and flex in line with business challenges and perform a variety of different marketing communications functions as well having a definitive impact on sales and profitability. Four years old, it delivers Sofology outstanding awareness, scale, stature, trust and cost effective presence – and has lived through two re-brands.

Absolute Radio and Wickes

Sponsored by: Wickes

Entered by: Bauer Media, The Story Lab & Carat

The Absolute Radio partnership is smart, surprising and always boundary breaking. Now in its sixth year, it delivers more return on investment for the client than ever before. It also enables the Christian O'Connell Breakfast Show to embark on madcap adventures that draw strong audiences.

WINNER

McDonald's - 15 Years of Supporting Community Football

Sponsored by: McDonald's

Entered by: Leo Burnett

Over 15 years, McDonald's has invested £60m into local football programmes benefitting communities through a broad range of initiatives, including: training 30,000 new qualified coaches; distributing 250,000 kits to 7000 accredited clubs; and hosting hundreds of fun days each year across the country. 2017 saw the brand embark on its biggest ever activation.

International Sponsorship Award

SHORTLIST

Win Global Exposure With DHL and Leicester City

Sponsored by: DHL

Entered by: DHL

Win Global Exposure was DHL's innovative attempt to tell a story of global ambition and rapid expansion using Leicester City as a platform. UK SMEs were offered the opportunity to 'loan' DHL's sponsorship assets at Leicester City, giving these brands the chance to reach the English Premier League's enormous global audience.

Malaysia Airlines Puts Bums On Seats With LFC MH Global football team

Sponsored by: Malaysia Airlines

Entered by: m/SIX Agency Malaysia

This campaign was about activating the client's sponsorship of Liverpool Football Club in a non-conventional way, by getting people to live the life of their idols for 90 minutes on the pitch as part of the MH Global Team. This enabled Malaysia Airlines to engage with audiences in a positive manner and position itself as a preferred airline to the UK, across 10 countries.

Bridgestone CHASE YOUR DREAM, NO MATTER WHAT

Sponsored by: Bridgestone

Entered by: WeAreFearless. & Golazo

The partnership has been breaking new ground in the tyre category. A bold content-led brand campaign, Chase Your Dream is centred on 17 inspiring Olympic athletes with unique stories of struggle. The campaign celebrates the spirit of perseverance to inspire consumers to overcome obstacles.

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

Sponsored by: Nissan

Entered by: Fuse

The ICC Champions Trophy sponsorship delivered the Nissan brand mantra of Innovation that Excites. Following the tournament, Nissan claims to be the most recognised brand in cricket across global cricketing nations, including India, UK and South Africa. This tournament surpassed all of Nissan's objectives and set new benchmarks going into the next major tournament.

Tuborg Open

Sponsored by: Tuborg

Entered by: Fuse

This campaign identified the brand's long association with music and youth culture as the right territory to connect with the fickle youth demographic. With an ambitious combination of music royalty, a brand new festival in Russia and a global music platform, Tuborg was able to engage with millions of new fans.

WINNER

Win Global Exposure With DHL and Leicester City

Sponsored by: DHL

Entered by: DHL

DHL's innovative campaign generated revenues and strengthened the brand's relationship with its diverse b2b customer base. A genuine collaboration of marketing, sales and ecommerce, the campaign demonstrated the true potential of sponsorship to the company's senior decision makers. It has also attracted interest across the DHL global network.



DHL

Official Logistics Partner

Best Use of Research & Evaluation in Sponsorship

SPONSORED BY SMG INSIGHT



SHORTLIST

Volvo's Human Made Stories with Sky Atlantic

Sponsored by Volvo

Entered by: Sky Media in partnership with Future Thinking

Volvo was looking to extend its sponsorship and association with Sky Atlantic. Based on research findings, its deal renewal presented an opportunity to increase engagement further with new creative and new platforms. As a result, Human Made Stories was born, a series of branded content films that was integrated across their Sky Atlantic channel partnership.

Wickes - Official Partner of the EFL

Sponsored by: Wickes

Entered by: MKTG

Wickes' objective is to drive advocacy through connecting with EFL fans and, in turn, increasing online/offline purchase. To do this, they needed to know in real time what is working and what can be improved. MKTG's live Asset Tracker & Sponsorship Performance Quadrant Model allows stakeholders to measure, in real time, the usage and performance of rights and their amplification against objectives and targets.

Hays Partnership with Manchester City Football Club

Sponsored by: Hays

Entered by: City Football Group

Since 2013, the MCFC partnership has deepened understanding of the Hays brand, reinforcing its reputation. Proprietary CFG fan research showed increased brand awareness, translating into increased brand consideration. Research Hays undertook with Nielsen also reported that prompted awareness has grown amongst core demographics, with 'Decision Makers' increasing 6.6% in real terms. This study also showed how the CFG association has improved key brand metrics for Hays.

giffgaff sponsors Entertainment on E4

Sponsored by: giffgaff

Entered by: All Response Media

Research from Brand Index showed that this sponsorship helped improved giffgaff's performance in terms of brand consideration and awareness. During the sponsorship, giffgaff also commissioned research from Tribes which showed that People who recall the sponsorship are: 60% more likely to want to find out more about giffgaff; 40% more likely to agree that giffgaff is the first place they would go for a network provider.

Royal Bank of Canada Principal Sponsorship of Masterpiece London

Sponsored by: Royal Bank of Canada

Entered by: Royal Bank of Canada

Masterpiece London provides RBC with an excellent platform for engaging its high-net-worth audiences. Each year, RBC conducts evaluations based around hospitality quality and attendance, brand fit and client/host feedback. Masterpiece also conducts its own visitor research, which provides additional feedback.

WINNER

Volvo's Human Made Stories with Sky Atlantic

Sponsored by Volvo

Entered by: Sky Media in partnership with Future Thinking

Qualitative, quantitative and behavioural research confirmed the success of this strategy across the board. Engagement, positivity and most importantly, purchase intent all increased significantly, making this Volvo's most successful campaign to date, resulting in a partnership renewal for 2018.

HIGHLY COMMENDED

Wickes - Official Partner of the EFL

Sponsored by: Wickes

Entered by: MKTG

Best Use of Public Relations in Sponsorship

SUPPORTED BY THE PRCA



SHORTLIST

Creating A Notorious PR Campaign - Betsafe

Sponsored by: Betsafe

Entered by: PrettyGreen and Betsafe

This deal with MMA fighter Conor McGregor was signed just weeks ahead of his historic fight with Floyd Mayweather in Las Vegas. Despite having no face-to-face access to McGregor, Betsafe and PrettyGreen created a fully integrated PR campaign that had a genuine direct impact on the brand's business results.

Baileys Women's Prize for Fiction

Sponsored by: Baileys

Entered by: Kallaway

The objective of this partnership was to raise awareness of Baileys amongst its predominantly female target audience. A winning combination, it led to an increase of 139% in PR value for the sponsor and the Prize, with winner The Power by Naomi Alderman topping Amazon's bestseller list for the first time in the Prize's history.

XF Sportbrake Reveal

Sponsored by: Jaguar

Entered by: CAA Sports

This campaign was about using the partnership between Jaguar, the AELTC and tennis star Andy Murray to unveil the new XF Sportbrake in a global launch. To celebrate this, the estate was unveiled in a live broadcast on a replica Wimbledon Centre Court in Brick Lane, London. The result of the campaign was high levels of PR in domestic and international media - achieving PR ROI of 16:1.

WINNER

Creating A Notorious PR Campaign - Betsafe

Sponsored by: Betsafe

Entered by: PrettyGreen and Betsafe

Betsafe's 49-1 campaign is deemed the most successful in Betsafe's history, driven by the UK, with a global impact for the brand. Key results included high levels of media coverage and a big surge in the number of people placing a bet with the brand for the first time. The campaign cut through all of the noise of the fight, giving Betsafe outstanding levels of exposure.



Special Award for the Effective Use of A Smaller Budget

SHORTLIST

Pimm's All England Tennis Club Pourage Activation

Sponsored by: Pimm's

Entered by: Verve Live Agency

This fast turnaround campaign was designed to promote, activate, and enhance the experience of Pimm's fans at Wimbledon. The resultant activity successfully enhanced the experience of over 300,000 fans over a two-week period, and provided a premium Pimm's experience, inside and outside the event.

Copella Blossoms With RHS

Sponsored by: Copella

Entered by: Fuse

This campaign was linked to the launch of Copella's Apple & Lavender juice. Copella activated at two events, RHS Hampton Court Palace Flower Show and Malvern Spring Festival, creating an immersive orchard. The campaign was a blooming success and exceeded KPIs, securing over 51,000 samples and 66,900 interactions with consumers.

D&AD and Microsoft House Party

Sponsored by: Microsoft

Entered by: D&AD

The campaign saw the two partners host a product demo for Microsoft's Surface Book 2. The event surfaced young talent and inspired a new creative generation. Creative influencers at the event shared their experience on social media yielding a ripple effect.

WINNER

Pimm's All England Tennis Club Pourage Activation

Sponsored by: Pimm's

Entered by: Verve Live Agency

This very effective partnership resulted in significantly increased sales of Pimm's during Wimbledon and also drove awareness through media channels such as the BBC and ESPN. A high number of people were engaged with in a meaningful fashion, ensuring the campaign influenced purchasing decisions and reinforced the Pimm's-Tennis connection.

Sponsorship Innovation of the Year Award

SHORTLIST

giffgaff sponsors Entertainment on E4

Sponsored by: giffgaff

Entered by: All Response Media

Helping Movember Regain Its Mojo

Sponsored by: The Movember Foundation

Entered by: Bountiful Cow, The Value Xchange, News UK and Sky Media

NHS BT & the MOBO Awards B-Positive Campaign

Sponsored by: NHS Blood and Transplant

Entered by: MediaCom Sport and Entertainment

Win Global Exposure With DHL and Leicester City

Sponsored by: DHL

Entered by: DHL

Hilton Garden Inn Best Beds

Sponsored by: Hilton

Entered by: Hilton

#ArnieWould

Sponsored by: Mastercard

Entered by: Octagon

WINNER

Win Global Exposure With DHL and Leicester City

Sponsored by: DHL

Entered by: DHL

This ingenious partnership drove DHL's business objectives by giving away assets to third parties. The judges called it a "really new and different way to use assets that felt right for the brand and its objectives. It left us wondering why others had not done this before."

HIGHLY COMMENDED

giffgaff sponsors Entertainment on E4

Sponsored by: giffgaff

Entered by: All Response Media



Sponsorship Agency of the Year: Large Agency

SPONSORED BY CSM LIVE



SHORTLIST

CAA Sports
Fuse
M&C Saatchi Sport & Entertainment
MKTG
Octagon

WINNER

Octagon

Following a bold re-brand and articulation of its unifying purpose to create 'work that earns attention,' Octagon UK had the best year in its 35-year history. With client wins including Shell and continued work for Mastercard, the company saw a 41% increase in revenue and profit increase of 328%.

Sponsorship Agency of the Year: Medium To Boutique

SPONSORED BY CSM LIVE



SHORTLIST

Alfius
MediaCom Sport & Entertainment
Right Formula
WeAreFearless.

WINNER

WeAreFearless.

As a young challenger agency, WeAreFearless. wanted to show that smaller agile agencies can deliver big creative ideas and new ways to solve brand challenges – something it has proven since it launched in 2015. The company culture puts a strong emphasis on diversity of personnel and perspective in order to address the numerous disruptive challenges facing brands.



The Barrie Gill Award for Most Promising Young Sponsorship Executive

SHORTLIST

Duncan Harris, Partnership Director at Wavemaker

Duncan works with big brands like BMW Mini, Peroni and the EPL. Articulate, passionate and dynamic, he has demonstrated strong capabilities in the fast-moving digital media arena.

Tom Mellor from Fuse

Described by his company as a brilliant all-rounder with a great future, Tom's passion and determination mean he never settles for anything less than the best. Key activities include the Nissan and UniCredit accounts.

Nives Zver, Senior Account Manager at WeAreFearless.

Nives is a driven and intelligent sponsorship expert who thrives on challenging herself and her team to set ambitious goals. She leads Bridgestone UK's Tokyo 2020 Olympics Programme.

WINNER

Duncan Harris, Partnership Director at Wavemaker

Having joined the Wavemaker team in 2016, Duncan has made rapid strides. Coming from a digital media background, he has helped integrate this thinking into the agency's work with impressive results. His current role reflects his expertise at delivering strong commercial results through partnerships.

Champions of Sponsorship

Launched this year, the Champions programme is an initiative designed to shine a spotlight on some of the most talented, dedicated and influential figures in the business. In support of the Champions, our plan is to build an online 'Hall of Fame' that will include biographies of past Personality of the Year Award winners and winners of the Champions awards.

In the inaugural year of the programme there will be three 'champion' awards covering Arts & Entertainment, Sport and Media. This will be expanded to five champions next year.

Arts Champion - Wendy Stephenson, WSB Consulting

WSB Consulting's Wendy Stephenson is our first Arts Champion. A leading figure in the sponsorship sector for more than 25 years, Wendy was closely involved with Morgan Stanley and BMW's culture sponsorships, The Unilever Series at Tate Modern, and many other influential arts projects. She has been a passionate and dedicated supporter of the sector – as well as these Awards.

Media Champion - David Shore, Sky Media

In his time with Sky Media, David has overseen a wide range of ground-breaking commercial partnerships that have helped move media into the mainstream of the sponsorship business. David is a dynamic and enthusiastic advocate of the medium.

Sports Champion - Steve Martin, M&C Saatchi Sport & Entertainment

A global sports and entertainment marketing expert, Steve has worked both client side with adidas and agency side with M&C Saatchi so understands the demands of the role from both angles. With more than 20 years experience in the business, clients include O2, Nat West, Samsung and Coca-Cola.

Sponsorship of the Year

SHORTLIST

Baileys Women's Prize for Fiction
Morgan Stanley's sponsorship of The American Dream
Virgin TV BAFTA Television Awards 2017
NHS BT & the MOBO Awards B-Positive Campaign
D&AD New Blood Academy with WPP
#RaisingTheBAR
SSE Wildcats: The FA Girls' Football Centres
NatWest - Cricket has no boundaries
giffgaff sponsors Entertainment on E4
Oykos Island Escape
BEATS: #BeHeard: AJ Fight of the Century
Helping Movember Regain Its Mojo
The Sure Pressure Series
ŠKODA - Driven By Something Different
Hilton Garden Inn Best Beds
McDonald's - 15 Years of Supporting Community Football
Cadbury & The Premier League
PepsiCo's UEFA Champions League
Virgin Media Gaming Sponsorship
Royal Bank of Canada and Royal Parks Half Marathon 2017
first direct arena
#BluesChallenge
Win Global Exposure With DHL and Leicester City
Volvo's Human Made Stories with Sky Atlantic
Creating A Notorious PR Campaign – Betsafe
Pimm's All England Tennis Club Pourage Activation

WINNER

NatWest - Cricket has no boundaries

Sponsored by: NatWest

Entered by: M&C Saatchi Sport & Entertainment



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