

# THE UK SPONSORSHIP Awards | 2019

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



## Gala Dinner

The London Marriott Hotel, Grosvenor Square  
**March 26th 2019**

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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.

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](mailto: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 2019 UK Sponsorship Awards.

Please visit [www.inkerman.co.uk](http://www.inkerman.co.uk)



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## Specialist Speakers

Specialist Speakers, the speaker bureau, is delighted to support the UK Sponsorship Awards celebrating 25 years of great work. This year we present Jonny Dymond as host for this evening. Jonny reports on the Royal Family from home and abroad. He was previously correspondent for the BBC in Washington, Brussels and in Istanbul. Jonny is a regular presenter of the Radio 4 flagship daily news programme 'World At One' and Sunday's 'Broadcasting House'.



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## PerforMind

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. Contact Paul Pednault for more information, [paul@sponsor.com](mailto:paul@sponsor.com)



### 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](mailto:news@sponsorship-awards.co.uk). Or follow us on Twitter @sponsnews.



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

Visit [www.sponsorship-awards.co.uk/sponsorship-community](http://www.sponsorship-awards.co.uk/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](mailto:info@sponsorship-awards.co.uk) if you would like to join the group or be kept informed of upcoming events.

# 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](mailto:contact@activative.co.uk) visit [www.activative.co.uk](http://www.activative.co.uk)

## GlobalSportsJobs



GlobalSportsJobs is the leading specialist digital media and talent platform for the international sports industry. It operates across all sports industry sectors and functions, providing innovative, technology-driven and cost-effective talent acquisition solutions for sports organisations large and small.

We work with over 1,000 clients annually, reaching an audience of 1.2 million professionals from both within and outside the sports industry.

Our 4 language platforms in English, German, French and Chinese, supported by 15 social media channels, provide access to an increasingly diverse and quality candidate base. Through our global network of affiliate partners, career opportunities can be advertised to niche communities and targeted audiences.

## iSportconnect



iSportconnect is the largest global private network of sports business executives where membership is exclusive and follows a strict door policy. iSportconnect.com provides great opportunities for online business networking, news, market data & analysis, columns, discussions, listings of events & jobs. There are no introductory fees and no limits on communication. The online platform is complemented by exclusive & members only events such as the Directors' Club, which consists of director-level sports business executives who have the opportunity to network face-to-face and discuss relevant topics with a panel of experts.

## 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.

## PA IMAGES



PA Images is a leading photo agency with an unrivalled archive spanning three centuries of news, entertainment, royal, lifestyle and sports photography. We provide over 20 million photos worldwide through our dedicated digital search and distribution team. PA Image's experts can deliver innovative and engaging images across all your channels to maximise the exposure of your brand helping you to build revenue and invaluable relationships.

## 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](http://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.

To discuss opportunities to work closer with the whole sport sector please contact [partners@sportandrecreation.org.uk](mailto:partners@sportandrecreation.org.uk) or visit our website <https://www.sportandrecreation.org.uk/>

## SPORTCAL



Sportcal is an industry-leading sport market intelligence platform, providing data, information, analysis, opinion and market leading journalism for the sports industry. The Sportcal Intelligence Centre helps clients to confidently navigate the business of sport through a database covering media rights and market data, event information, bidding opportunities and sport sponsorship deals and analysis.

## SPORTBUSINESS GROUP



SportBusiness is one of the most trusted global intelligence services, providing unique news, analysis, data, consulting and events which deliver competitive advantage to executives in the business of sport. Launched in 1996, the company is at the heart of the sports industry, close to the decision-makers who are driving the sector. Headquartered in London, we also have operations in the Americas including an office in Miami, giving us proximity to many of the leading companies in sport. This enables our respected editorial team to glean insight into commercial strategies, as well as business-critical data, which our clients can action and use in their business. The depth, accuracy and credibility of our analysis and data is what gives us our reputation for market-leading services in the sports business sector.

## 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.

As part of its Towards an Active Nation strategy, it has a focus on investing to encourage under-represented groups – such as women, those with disabilities and people from lower socio-economic backgrounds – to get active.

## THINKBOX



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

Our shareholders are Channel 4, ITV, Sky Media, Turner Media Innovations and UKTV, who together represent over 99% of commercial TV advertising revenue through their owned and partner TV channels.

Thinkbox is here to help you get the best out of TV, and there are lots of ways we can do that: from presentations and training, to events, research insights, press enquiries, publications and TV planning advice – all free to access. If you'd like to find out more, drop us a line at [info@thinkbox.tv](mailto:info@thinkbox.tv), call on 020 7630 2320 or have a good look around [www.thinkbox.tv](http://www.thinkbox.tv).

## Think!Sponsorship

### Think!Sponsorship

Think!Sponsorship delivers sponsorship intelligence to the UK sponsorship marketplace. We are best known for our flagship conference - Think!Sponsorship, which has been widely acclaimed as the trade meeting ground for sponsorship in the UK and has seen over 6000 delegates attend the event. We work with sponsorship-seekers to identify and hone their sponsorship offer and have trained over 600 individuals via our acclaimed training series the Sell!Your Sponsorship Workshops. Our intelligence tool, Find!Sponsorship tracks sponsorship activity globally and contains details of over 26000 sponsorship deals and we proudly co-run the Women in Sponsorship networking group with the UK Sponsorship Awards.

## UK SPORT



Inspiring the nation through Olympic and Paralympic success - UK Sport is the United Kingdom of Great Britain and Northern Ireland's high performance sports agency. UK Sport strategically invests Exchequer and National Lottery funds in to Olympic and Paralympic sports and athletes to maximise their chances of success on the world stage.

## 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.

## Arts and Cultural Sponsorship

### SHORTLIST

#### Accenture & National Theatre - Partner For Innovation

Entered by: Accenture

This partnership with the National Theatre was based on collaborative projects, shared aims and an ambition to use skills and expertise to achieve real world change. The partnership has led to the development and execution of the NT's smart caption glasses for D/Deaf or hard-of-hearing patrons; a transformative innovation.

#### Airbnb and Dino Snore for Kids at the Natural History Museum

Entered by: Natural History Museum

The objective of this partnership was to develop a money-can't-buy visitor experience, integrated into Dino Snore for Kids (DSK) sleepovers. This unique programme gave kids aged 7-11 the chance to explore the NHM after dark while also increased family consideration of Airbnb as a brand.

#### DHL & Fashion - Drive Podcast series with the Business of Fashion

Entered by: DHL & Bright Partnerships

The Drive Podcast series was designed to bring to life DHL's stealth position as a leading partner to the fashion, retail & e-tail, and e-Commerce industry segments. The series linked the personal journeys of some of fashion's most inspirational entrepreneurs to DHL's values of passion, tenacity and drive.

#### Charles Russell Speechly's Terrace Room Series - A Major Partnership with Somerset House

Entered by: Somerset House

This three-year partnership was Charles Russell Speechly's first major arts sponsorship. The partnership is a year-round relationship that gives Charles Russell Speechly's staff and clients elevated access to the full range of Somerset House's cultural programme and historic spaces.

#### Grosvenor Britain & Ireland and Frida Kahlo: Making Her Self Up at the V&A

Entered by: Victoria and Albert Museum

This collaboration was linked to Grosvenor's ambition to broaden the appeal of its masterbrand and also its iconic Belgravia sub-brand. By sponsoring the V&A's acclaimed Frida Kahlo exhibition, Grosvenor raised the profile of Belgravia as an accessible, fashionable cultural hub.

#### The National Tour of Tim Peake's Spacecraft - Samsung and the Science Museum Group

Entered by: Samsung

This partnership set out to inspire millions of people across the UK by bringing to life the wonder of space travel. Using Tim Peake's spacecraft as an example of human endeavour and innovation, Samsung and the Science Museum Group harnessed the power of technology to create immersive experiences that spark curiosity in lifelong learning.

#### The Royal Academy of Arts + BNY Mellon: RA250 Anniversary Partner

Entered by: The Royal Academy of Arts

This collaboration celebrated the 250th anniversary of The RA. So encompassing was BNY Mellon's involvement that the company became the RA250 Anniversary Partner, supporting not just one strand of activity, but engaging with the RA on all that it stands for in terms of access to art and education. It generated significant exposure for the brand in the process.

### WINNER

Accenture & National Theatre - Partner For Innovation

### HIGHLY COMMENDED

#### Airbnb and Dino Snore for Kids at the Natural History Museum

Sponsored by: Airbnb

Entered by: Natural History Museum

## Live Entertainment & Event Sponsorship

### SHORTLIST

#### Barclaycard presents British Summer Time Hyde Park

Entered by: AEG Presents

Barclaycard presents British Summer Time Hyde Park has given the sponsor an opportunity to deliver key objectives against a changing industry landscape. With customers interacting in new ways, Barclaycard's work with AEG enables it to leverage the full power of Barclays to engage with audiences, through a journey of awareness, purchasing and on-site experiences.

#### Co-op x Live Nation: Closer to the Festival Fan

Entered by: ISG Live

This shrewdly-positioned partnership was designed to reinforce Co-op's brand positioning 'Closer to you', reflecting Co-op as the only retailer with a store in every UK postal code. The sponsorship delivered insights into the needs of all Co-op customers, helping it meet the specific requirements of every community.

#### Dave - Official Commentator of Victorious Festival

Entered by: Global & UKTV

This simple, low cost sponsorship generated huge love for TV channel Dave, and showed that witty, well-positioned copywriting can be just as effective as a costly, dazzling installation. Dave's innovative association with Victorious led to high levels of awareness and prompted a desire among festival-goers to try the channel.

#### Hilton Golf - Official Partner of the BMW PGA Championship

Entered by: Right Formula

This partnership was created to excite, inspire and engage with golf and armchair fans in the UK, whilst driving consumer acquisition to the Hilton Honours loyalty programme, and raising brand awareness through a connection in golf. 2018's key performance indicators were all comfortably exceeded.

#### Light on the Shore with Edinburgh Gin Seaside: an Edinburgh International Festival & Edinburgh Gin Partnership

Entered by: Edinburgh International Festival

Light on the Shore was a first for both EG and EIF. It proved a perfect match, generating high levels of engagement for EG as well as significant opportunities to sample at the event. With all objectives reached or surpassed, the partners are planning partnerships for 2019 and beyond.

#### Ulster Bank's Balmoral Show Campaign - Evidencing Help for What Matters

Entered by: Royal Bank of Scotland

2018 was the 10th year of the alliance between the two parties. With fewer branches and more customer journeys being digital, Ulster Bank's Show sponsorship was key to demonstrating its continued commitment to the agricultural sector and, more widely, to customers across the region.

### WINNER

Barclaycard presents British Summer Time Hyde Park

Now in its sixth year, Barclaycard has utilised its partnership with AEG to build a powerful ongoing relationship with audiences – before, during and after the Hyde Park event. The event has provided a platform for Barclaycard to work with high-profile merchants and charities, as well as building strong brand affinity in the live music and entertainment sector.

### HIGHLY COMMENDED

Dave - Official Commentator of Victorious Festival



## Social Purpose Sponsorship

### SHORTLIST

#### NCS PAQ-A-Punch

Entered by: The Story Lab

This partnership was about persuading young boys that youth programme NCS could help them with issues such as online bullying. To shift perceptions about NCS and get boys excited, NCS joined forces with YouTube show PAQ to create a bespoke episode that helped the target demo conquer their fears.

#### Nationwide#TogetherAgainstHate

Entered by: Wavemaker Content

#TogetherAgainstHate is a stand against online abuse. Working with Channel 4, the partners produced an ad break takeover that delivered impact, authenticity and scale, also triggering a positive cultural conversation. The project epitomised collaboration from working with McCain and Maltesers, to aligning campaigns via Global Radio, WMInfluencer and OOH.

#### Santander Cycles University Challenge

Entered by: Santander

This innovative programme saw the high street bank link up with universities that shared its ambition to create cycle schemes that could improve mobility, connectivity and the health and wellbeing of communities. The close collaboration laid the foundations for sustainable partnerships cemented by a common passion.

#### The Great British High Street Awards 2018 proudly supported by Visa

Entered by: Bright Partnerships

The Great British High Street Awards celebrate achievements on high streets and aim to support communities across the UK. Visa came on board to help elevate the Awards, counter the sector's "doom and gloom" narrative, and reinforce the brand's commitment to local economies during a difficult time.

### WINNER

#### NCS PAQ-A-Punch

Within the first 48 hours of going live, the NCS PAQ episode was the strongest performing episode PAQ had seen to date. An excellent campaign, it smashed KPIs in areas such as views, engagement, comments and positive sentiment. Research also showed a +24% increase in interest for NCS.



## Education and Learning Sponsorship

### SHORTLIST

#### Get Set to Eat Fresh with Aldi and Team GB

Entered by: EdComs

Get Set to Eat Fresh (GSTEF), uses Aldi's partnership with Team GB to help young people lead healthy, active lives. The programme builds young people's knowledge and understanding of the importance of a healthy diet and an active lifestyle. It also develops cooking skills and extends from classrooms into local communities.

The Big Battery Hunt is a nationwide battery recycling initiative designed to deliver against government-mandated targets and increase the number of families who actively recycle batteries. In its first year alone, 10 million batteries have been recycled, hugely exceeding the objective by around 6 million.

#### The Big Battery Hunt

Sponsored by: Duracell

Entered by: We Are Futures

#### The National Tour of Tim Peake's Spacecraft - Samsung and the Science Museum Group

Entered by: Science Museum Group

This partnership set out to inspire millions of people by bringing to life the wonder of space travel. Using Tim Peake's spacecraft as an example of human endeavour and innovation, a tour and outreach programme received overwhelmingly positive feedback, with inspirational experiences reaching diverse audiences at levels far exceeding expectations.

#### UBTECH: City in the Community: City Stars ICT Programme

Sponsored by: UBTECH Robotics

Entered by: City Football Group

The mission for this partnership was to combine the expertise of the partners so as to have a positive impact on the educational experience of young people in Manchester and around the world. By combining robotics, ICT and football, the partnership educated young people in a fun, engaging way.

### WINNER

#### Get Set to Eat Fresh with Aldi and Team GB

Get Set to Eat Fresh embodies Team GB's community commitment while also delivering Aldi's CSR strategy and commercial goals. It aims to reach 1.2 million young people and their families by 2020, encouraging healthy lifestyles and delivering tangible commercial benefits to Aldi - ranging from improved brand engagement to increases in footfall and sales.

### HIGHLY COMMENDED

#### The Big Battery Hunt

Sponsored by: Duracell

Entered by: We Are Futures



## Best Use of Sponsorship to Encourage Sustainability

### SHORTLIST

#### CELC and Fashioned from Nature at the V&A

Sponsored by: CELC - European Confederation of Flax and Hemp

Entered by: Victoria and Albert Museum

This partnership was based around a ground-breaking exhibition that set out to examine the environmental impact of fashion over a historical period. The exhibition presented fashionable dress alongside natural history specimens, and plant and animal fibres, inviting visitors to think about the sources of fashion and clothes.

#### The Long Swim

Sponsored by: FXTM

Entered by: FXTM

Sponsored and entered by global forex broker FXTM, The Long Swim saw endurance swimmer Lewis Pugh swim the length of the English Channel to raise awareness of the desperate state of the oceans, and campaign for 30% of the world's waters to become designated Marine Protected Areas by 2030. The Long Swim received major media coverage and caught the attention of the UK's Environment Secretary and the Prince of Wales.

#### Volvo: The Tide of Change

Sponsored by: Volvo Cars UK

Entered by: Mindshare UK

This partnership is about tackling the devastating impact that plastic waste is having on the planet. Volvo Cars tasked Mindshare with the next iteration of its Sky Atlantic activation, putting Volvo's philosophy of Omtanke, which means 'to care, to consider, to think again,' at the heart of everything they do.

#### Voxi Beach Cleans With Boardmasters

Entered by: Wavemaker Content

Sponsored by Voxi and entered by Wavemaker, this entry involved beach cleans at Boardmasters Festival, allowing Voxi's target audience to take action for a cause that resonates with them, while showcasing VOXI's brand ethos of endless possibilities. Brand engagement was further enhanced across social media among festival goers and a national audience.

### WINNER

#### CELC and Fashioned from Nature at the V&A

The V&A exhibition showcased a range of solutions which demonstrated the interdisciplinary research, creativity and innovation being developed to reduce fashion's use of natural resources and improve its processes. For CELC, the partnership delivered against all objectives and greatly enhanced the I LOVE LINEN campaign's reach and impact in the UK.



## Best Sponsorship of Women's Activities

PARTNERED BY WOMEN IN SPORT



### SHORTLIST

#### Artichoke Trust: PROCESSIONS

Sponsored by: 30% Club

Entered by: Artichoke Trust

PROCESSIONS is a once-in-a-lifetime mass-participation artwork celebrating 100 years since the first UK women won the right to vote. 100 commissioned female artists worked with communities across the UK to create 100 centenary banners, echoing how the suffragettes made themselves visible in 1918.

#### Effort is Effort

Sponsored by: AIG

Entered by: Octagon

Effort is Effort is a global campaign celebrating the equal effort male and female teams put into their performance. Launched off the back of New Zealand Rugby's decision to professionally contract female players, the campaign targeted six priority markets including the UK – and so far has reached 1.6m people.

#### Everton 18/19 Away Kit Launch

Sponsored by: Umbro

Entered by: Everton FC

The club's annual kit launch is not just a chance for Umbro to showcase its technical apparel and design insight, but also its brand position and progressive thinking. For the 2018/2019 away kit launch, the partners broke new ground by delivering a launch that was fronted exclusively by the Everton Ladies Team, a football first.

#### Global and Smirnoff: Equalising Music

Sponsored by: Smirnoff

Entered by: Global

This partnership is about addressing the fact that only 9% of electronic music is produced by women (2017 figures), with only 14% of festival headliners being female. Smirnoff's brand purpose of inclusivity meant this was something it wanted to change, so it joined forces with Global on Equalising Music, an initiative to double female and female-identifying festival headliners.

#### Susie Goodall Racing Partnership, Delivered by DHL

Sponsored by: DHL

Entered by: Maverick Sports

Sponsored by DHL and entered by Maverick Sports, this partnership with yachtswoman Susie Goodall signalled a new style of partnership for DHL, one based around an unknown individual female ambassador. Intended as a test and learn, the campaign helped increase awareness of the brand and its values to its employee base, and grew the B2B2C audience.

#### #ThisisOurTime

Sponsored by: Škoda

Entered by: Fuse

#ThisisOurTime was about closing the gender gap in cycling and shining a light on female cyclists of the future. At the same time, it was designed to build awareness, likeability and consideration for the brand, which actually launched in 1895 as a bicycle manufacturer.

### WINNER

#### #ThisisOurTime

#ThisisOurTime achieved 71% positive social sentiment, helping drive an increase in likeability for Škoda – especially among females. This in turn increased purchase consideration among the target audience. At the same time, the campaign's emphasis on gender equality drew attention from stakeholders such as the UN, the UK's Parliament and British Cycling.

# Best Use of Sponsorship to Encourage Diversity and Inclusion

## SHORTLIST

### Accenture & National Theatre - Partner For Innovation

Entered by: Accenture

This partnership with the National Theatre was based on collaborative projects, shared aims and an ambition to use skills and expertise to achieve real world change. The partnership has led to the development and execution of the NT's smart caption glasses for D/Deaf or hard-of-hearing patrons; a transformative innovation that is changing the lives of access users at the theatre and beyond.

### Aviva and Proud Canaries FC: Championing Diversity and Inclusion in Football

Entered by: Aviva

This partnership saw the establishment of Proud Canaries FC in December 2017 - an LGBT+-friendly football club in Norwich. This forms part of Aviva's campaign to champion and celebrate the inclusive and diverse nature of football from amateur level to the elite.

### boohoo & boohooMAN Headline Sponsorship of Brighton & Hove Pride 2018

Entered by: PAVE London Events & Marketing

PAVE London Events & Marketing, this partnership involved creating a bespoke activation that would bring the brand to life specifically for the audience at Pride. The campaign achieved exceptional value on a limited budget and managed to engage with the target audience in a meaningful and authentic way.

### Pride

Sponsored by: Barclays

Entered by: Barclays

Pride is one of the LGBT+ community's most iconic platforms. With Barclays' support for the LGBT+ community already evident through its internal community, HR and colleague proof points, thought leadership, thriving Spectrum network and charity partnerships, Pride is a natural space for the brand to play in. In 2018, the brand sought to unite its Pride activity under one creative story.

### NatWest Cricket has no boundaries

Entered by: M&C Saatchi Sport & Entertainment

Sponsored by NatWest and entered by M&C Saatchi Sport & Entertainment, this partnership built on the success of the 2017 Cricket has no boundaries campaign, by continuing to focus on protecting the inclusivity and diversity of the sport. NatWest strategically supported the commercial priority of keeping customers safe and secure within the campaign.

### The Power of Support - Superhero Series

Sponsored by: npower

Entered by: Ear to the Ground

This programme was about creating a tangible difference to families affected by disability. The Superhero Tri, created by former Paralympian Sophia Warner, is a mass-participation triathlon dedicated to the UK's 13.3 million people with disabilities and long-term injuries. npower helped 100% more families take part and achieved a 45% shift in positive brand sentiment.

### NatWest Cricket Media Sponsorship with ESPN and The Guardian

Entered by: Zenith

This entry concerned the work done with media partners The Guardian and ESPN. With The Guardian, the campaign outperformed its reach target by 35%. This success was echoed with ESPN's campaign reach, which exceeding the Unique User target by 53%. In addition, the campaign achieved 1.7m video views of its Match Day hero video across The Guardian and ESPN.

## WINNER

### Accenture & National Theatre - Partner For Innovation

This pioneering partnership was an industry first that has helped the National Theatre increase accessibility to the arts. Over and above the access it provides to the deaf and hard of hearing, Accenture has leveraged the NT partnership to engage with internal and client LGBT, Afro-Caribbean and Mental Health networks, among others.

# TV Sponsorship

PARTNERED BY THINKBOX



## SHORTLIST

### Citroën sponsors First Dates on Channel 4

Entered by: Channel 4

This sponsorship drew on the popularity of hit show First Dates to make UK consumers fall in love with the Citroën brand again. A multi-faceted campaign themed around love was launched - with activations ranging from a car matchmaker quiz, to a content series on All 4 featuring First Dates talent.

### Complete Confidence With Volkswagen SUVs

Entered by: adamandevdDB

This partnership centred on ITV's coverage of the 2018 FIFA World Cup. Focused primarily on promoting VW's activity in the SUV arena, the well-received campaign reignited awareness of the German car manufacturer's position in this market segment and helped it move up the SUV brand consideration list.

### Coupling up with Love Island and Superdrug

Entered by: Mindshare UK

The Love Island partnership has been a spectacular success for the brand, with ITV2 viewing figures topping 5 million. The romantic premise of the show has proved a perfect match for Superdrug, a retail chain that aims to help people look and feel their best. Particular successes have included a boost in the sale of Superdrug's own-brand suncare product line Solait.

### Legal and General Pet Insurance

Entered by: Mindshare UK

Sponsored by Legal and General Pet Insurance and entered by Mindshare, this campaign consisted of two elements - Channel 4's coverage of dog show Crufts and Channel 5's pet-themed programming. Designed to promote interest in L&G's pet insurance, it involved a series of funny and quirky TV idents. The result was a big increase in searches for L&G products.

### Screwfix

Entered by: Wavemaker Content

This campaign saw Screwfix use its broadcast sponsorship of ITV's 2018 FIFA World Cup coverage as a platform to create mass talkability. With comedic idents focused on customers who had the same name as England footballing legends, Screwfix achieved strong uplift across all KPIs and significant ROI.

### Tombola Bugs - I'm a Celebrity, Get Me Out of Here

Sponsored by: Tombola Arcade

Entered by: Uber Agency

This high-profile campaign was based around the insight that there is a good value fit between the brand and ITV's I'm a Celebrity. Idents were created that married up with the content, tone and emotional heart of the show, leading to an increase in brand awareness, growth in online registrations and a boost in the company's share of the online casino market.

## WINNER

### Citroën sponsors First Dates on Channel 4

Citroën's First Dates sponsorship performed strongly against all major objectives. The show inspired significant reappraisal of the brand, with the perception of Citroën as stylish rising dramatically. All of this helped increase brand consideration and meant Citroën sales outperformed the overall market. Furthermore, sponsorship ROI was stronger than any other Citroën paid media channel at generating sales.

## HIGHLY COMMENDED

### Coupling up with Love Island and Superdrug

Entered by: Mindshare UK

### Screwfix

Entered by: Wavemaker Content



## Print, Radio & Film Sponsorship

### SHORTLIST

#### FOX: Deep State

Sponsored by: Fox Networks Group

Entered by: Mindshare UK

This ingenious campaign saw Fox promote its new drama series Deep State by funding Daily Mirror journalists to write in-depth exposés about what the Deep State is and how it functions in the UK. In doing so, it made the subject of deep state a talking point and drove audiences to the show.

#### Just Eat's World Cup Partnership with talkSPORT

Entered by: m/SIX

The aim of this partnership was to deliver significant order growth over summer 2018. By linking up with talkSPORT during the FIFA World Cup, Just Eat became part of the conversation, driving message frequency and providing a platform for competitions and promotions to keep consumers fully engaged.

#### Magic Breakfast sponsorship with Benson for Beds & RP2 Media

Entered by: Bauer Media

This partnership was a change in approach for the client, which until now has focused on a sales-driven approach. By working with Magic on a branded content campaign, Bensons was able to shift the perception that it is a price-focused retailer – by positioning itself as an expert in Sleep Wellness.

#### Movember - Stop Men Dying Too Young

Sponsored by: News UK

Entered by: Bridge Studio at News UK

This campaign saw the Movember Foundation set up a temporary HQ in the middle of The Sun Newspaper's editorial floor. Working with all of News UK's media assets, which also include The Times, talkSPORT and Unruly, a series of activations were created to draw attention to male killers ranging from suicide to testicular and prostate cancer.

#### NatWest Cricket Media Sponsorship with ESPN and The Guardian

Entered by: Zenith

This campaign built on the brand's inclusiveness strategy by working with the strapline "Cricket Leaves No-one Out". Teaming up with media platforms ESPN, Cricinfo and The Guardian, NatWest was able to demonstrate that cricket is inclusive and that NatWest shares this DNA. It did this by focusing on inner-city cricket and women's cricket, delivering strongly positive results.

#### Vodafone Guardian

Entered by: Wavemaker Content

This partnership was about igniting interest in Vodafone UK's global enterprise platform, Ready Business, among the SME audience. It did this by developing a partnership with the Guardian that would engage the SME audience through comedy and simplify the complex world of business communication for them.

### WINNER

#### FOX: Deep State

This bold and impactful campaign helped Deep State become the most successful franchise launch in FOX Channel's history. Driven by high levels of interest in the editorial content, the first episode broke new records for FOX with over 1.2m viewers tuning in. What's more, 32% of overall viewers were completely new visitors to the channel.

### HIGHLY COMMENDED

#### Movember - Stop Men Dying Too Young

## Best Use of Social Media and Online Platforms

### SHORTLIST

#### Bad Canteen by Schwartz

Entered by: Spark Foundry and Publicis Media Content

This partnership was about inspiring millennial audiences to be interested in Schwartz's new Street Food Seasonings range. Working with YouTube channel Bad Canteen, Schwartz created digital content that was an instant hit, driving consumer interest and smashing sales targets.

#### Co-op & Live Nation: Closer to the Festival Fan

Entered by: Live Nation

A highly-effective social media campaign was designed to promote the partnership between the two and raise awareness of Co-op becoming the first UK food retailer to have a supermarket at four summer festivals. Highly targeted to Live Nation's fans, the campaign was built to reach millions of engaged music lovers; leveraging the partnership in the most scaled way possible.

#### FOX: Deep State

Sponsored by: Fox Networks Group

Entered by: Mindshare UK

This ingenious campaign saw Fox promote its new drama series Deep State by funding Daily Mirror journalists to write in-depth exposés about what the Deep State is and how it functions in the UK. On the back of this activity, the partners were able to drive high levels of engaged traffic across digital platforms, with social conversations and search spiking sharply.

#### NCS PAQ-A-Punch

Entered by: The Story Lab

This partnership was about persuading young boys that youth programme NCS could help them with issues such as online bullying. To shift perceptions about NCS and get boys excited, NCS joined forces with YouTube show PAQ to create a bespoke episode that helped the target demo conquer their fears.

#### Nobody puts Baileys in a Corner - The Story Lab in collaboration with Carat and Jungle Creations

Entered by: The Story Lab

This partnership with Jungle Creations was about creating a programme of food and drink video content that placed Baileys at the heart of seasonal and cultural trends. Through original recipe videos, the versatility of several Baileys variants was showcased, whilst demonstrating the brand's personality.

#### SAP + Manchester City 'Who's The Blue?'

Sponsored by: SAP

Entered by: Momentum Worldwide

This social media campaign sought to drive fan understanding of SAP's partnership with Manchester City through a series of playful videos, where fans' love for stats was put to the test. Dubbed 'Who's the Blue?', the programme was the most successful Manchester City social campaign ever and helped generate awareness of SAP among millions of supporters.

### WINNER

#### Nobody puts Baileys in a Corner - The Story Lab in collaboration with Carat and Jungle Creations

This became the number one branded content campaign on Facebook in 2018, generating over 141 million views. As a result, the partnership has truly shifted the perception of Baileys from a Christmas tipple to an indulgent year-round treat, and ensured that "nobody puts Baileys in a corner".





## Best Use of Mobile in Sponsorship

### SHORTLIST

#### Coupling up with Love Island and Superdrug

Entered by: Mindshare UK

The Love Island partnership has been a success for the brand, with ITV2 viewing figures topping 5 million. Superdrug used this year's Idents as a platform to launch Superdrug Mobile, its first foray into the mobile network market. A mobile phone focussed creative was used as a visual reference throughout the Idents.

#### Kellogg's and Love Island turn the nation into Cereal Daters

Entered by: The Story Lab

This partnership was about persuading people to give Corn Flakes another chance. The brand teamed up with ITV's Love Island but instead of using a traditional broadcast strategy it devised a mobile first strategy to reach the fragmented youth audience.

#### KISS Ibiza With Carphone Warehouse and Blue 449

Entered by: Bauer Media

This partnership was about driving awareness and consideration and relaunching CW's Mowbly character. By extending its KISS Breakfast sponsorship beyond radio, the brand reached 2.4million ABC1 16-44s and ensured its brand was front-of-mind across the summer trading period.

#### Samsung x Tough Mudder Super Slow-mo

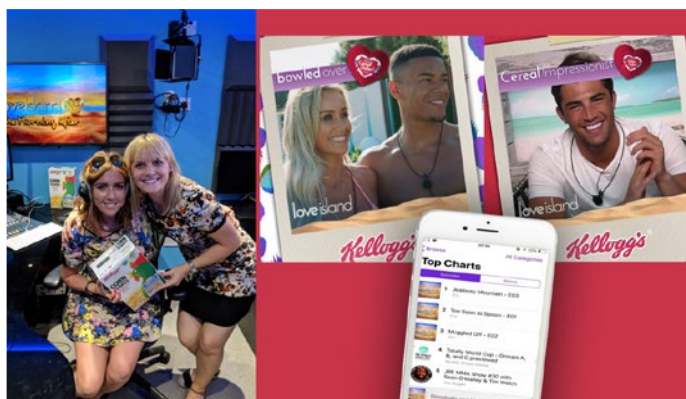
Entered by: M&C Saatchi Sport & Entertainment

Sponsored by Samsung and entered by M&C Saatchi Sport & Entertainment, this partnership saw Samsung building on its activities from year one (2017). The brand partnered with the new 5K Urban City Series on top of its Full Tough Mudder partnership, targeting a younger demographic, and enhancing their race experience by filming it all in Super Slow-mo. This showcased features on the new edition Galaxy S9 phone.

### WINNER

#### Kellogg's and Love Island turn the nation into Cereal Daters

Kellogg's and ITV created a podcast called Love Island The Morning After, which they expected to generate 1 million downloads. In fact, it was so popular with the show's fans that it achieved three times that number. Combined with a range of other activities including in-show appearances, the brand managed to reconnect strongly with its target audience.



## Branded Content

### SHORTLIST

#### Experience Amazing with Lexus Escapes

Entered by: m/SIX

Experience Amazing with Lexus Escapes used branded content to connect Lexus with Secret Escapes' 14-million strong UK membership. A highly-successful partnership, it delivered a 13% increase in purchase consideration and helped rebuild the Lexus database in a post-GDPR world. New activities are planned for 2019.

#### FOX: Deep State

Sponsored by: Fox Networks Group

Entered by: Mindshare UK

This campaign saw Fox promote its new drama series Deep State by funding Daily Mirror journalists to write exposés about what the Deep State is and how it functions in the UK. In doing so, it made the subject of deep state a talking point and drove audiences to the show. 37% of those exposed to the campaign claimed to have tuned in to watch the first episode on Fox.

#### NCS PAQ-A-Punch

Entered by: The Story Lab

This partnership was about persuading boys that youth programme NCS could help with issues such as online bullying. To shift perceptions about NCS and get boys excited, NCS joined forces with YouTube show PAQ to create a bespoke episode. 8.3m views of the content was double the pre-campaign target.

#### Strongbow leaves millennials gasping for more with MTV

Entered by: Sky Media

This collaboration with MTV was about creating nostalgia around carefree student days. The chosen platform, Re-Freshers Week Presented by Strongbow, was an ad funded series that followed a group of millennials returning to campus. It delivered strong results, increasing both purchase consideration and brand likability for the Strongbow brand.

#### The Secret Life of 5 Year Olds on Holiday With Thomas Cook on Channel 4

Entered by: Channel 4

This branded content campaign was a response by the venerable travel brand to disruption in the package holiday market. Working with The Story Lab and producer RDF, C4 and Thomas Cook created a special 'holiday edition' AFP that built on the much-loved C4 series The Secret Life of 4/5 Year Olds.

#### Uber: Where to, Britain? on All 4

Entered by: Channel 4

Where to, Britain? was a 6 x 5 minute series that followed some of Britain's Uber drivers as they picked-up and dropped-off people across the UK. Running on Channel 4's on-demand service All 4, it was designed to rebuild trust in the Uber brand and reframe people's preconceptions of Uber drivers.

### WINNER

#### The Secret Life of 5 Year Olds on Holiday With Thomas Cook on Channel 4

Sponsored by: Thomas Cook

Entered by: Channel 4

The Thomas Cook-backed TV show was seen by 2.2 million viewers and the campaign generated 69 million views during the post-Christmas marketing period. Campaign activity saw Thomas Cook move from 5th to 1st place in awareness and consideration rose from 45% to 75%. Social content was also hugely successful, gaining 5.78 million views online.

### HIGHLY COMMENDED

#### NCS PAQ-A-Punch

Entered by: The Story Lab

## Branded Content - Sport Focus

### SHORTLIST

#### Bridgestone Chase Your Dream, No Matter What

Entered by: **WeAreFearless.**

Chase Your Dream, No Matter What is a content-led brand campaign that features 19 inspiring athletes, with content running across digital, social, PR and events. Rooted in the brand's Olympic association, it has helped make Bridgestone's brand more relevant and distinctive in a low interest category, while inspiring people to change their own lives for the better.

#### Delta reached new heights with Sky Sports and The Masters

Sponsored by: Delta Air Lines

Entered by: **Sky Media**

This branded content campaign was built around an association with the Masters golf tournament. The content, which centred on world class golfers talking about career-defining experiences, was integrated into the tournament coverage to enhance the viewing experience. The campaign delivered a huge brand perception shift to 'premium' and drove brand trial to 10%.

#### Evian Wimbledon 2018

Entered by: **Wavemaker**

This entry saw the best of Wimbledon brought to life through Evian's distinctive Live Young lens. In order to create daily digital content, the brand was given unrivalled access around the grounds. The campaign drove a significant increase in the awareness and ultimately a more premium perception.

#### Hilton Golf - Best Bed on the Course

Entered by: **Right Formula**

The main objective of this sponsorship was to excite, inspire and engage with golf and armchair fans, as well as promoting Hilton's standing in the game by demonstrating their continuing support of the European Tour. All KPIs were exceeded across areas such as brand awareness, reach and social engagement.

#### Rubicon Urban Crictionary

Entered by: **Endeavor Global Marketing**

Urban Crictionary was created to help Rubicon connect with its core consumers, cricket fans and a new, broader target audience of millennials. The 360-degree campaign involved a nine-part content series, supported by social and influencer activation, media, experiential, trade & in-store activation, on-pack-promotions and more besides.

#### Standard Chartered Celebrates The Power of Numbers

Entered by: **Octagon**

This partnership was rooted in the 125th anniversary of Liverpool FC. To mark the occasion, Standard Chartered created the Power of Numbers branded content campaign to connect millions of LFC fans across the world. 240 pieces of bespoke content were created featuring players, managers and fans.

### WINNER

#### Evian Wimbledon 2018

Individual elements of this pioneering campaign surpassed their KPIs, while the overall campaign exceeded its objectives. There were strong content performances on Facebook and YouTube, with audiences watching for longer than in 2017. Delivered during a competitive summer period, the campaign increased brand preference and propensity to purchase.



## Best use of Celebrity & Influencer Endorsement in Sponsorship

### SHORTLIST

#### Cadbury FC - Ambassador Squad

Entered by: **MKTG**

This partnership took its inspiration from the brand's relationship with the English Premier League. To build on this, Cadbury worked with a variety of football legends and personalities. These ambassadors have played a central part in a variety of engaging integrated campaigns, bringing to life key brand messages.

#### Ryvita x Davina McCall

Entered by: **Wavemaker Content**

This campaign was about reconnecting the brand with female consumers. Based on a new take on healthy living dubbed 'Get More Good In', Wavemaker brokered a talent partnership with Davina McCall, then created a 360 strategy to guide and produce a suite of content and assets, with McCall at the heart.

#### Susie Goodall Racing, Delivered by DHL

Sponsored by: DHL

Entered by: **Maverick Sports + Entertainment**

This partnership with yachtswoman Susie Goodall signalled a new style of partnership for DHL, one based around an unknown individual female ambassador. Intended as a test and learn, the campaign helped increase awareness of the brand and its values to its employee base, and grew the B2B2C audience. It was also particularly effective among female audiences, which regarded Susie as an inspirational female role model.

#### The Power of Support - Team England

Sponsored by: npower

Entered by: **Ear to the Ground**

This programme used the Commonwealth Games 2018 to build an authentic and emotional connection between the brand and fans. The campaign transcended channels and created mass appeal by bringing relevant and influential talent together from across sport, entertainment and music to give Team England cultural relevance with new audiences, beyond the back pages.

#### Voxi 2018: Launching a brand in under 10 seconds

Entered by: **Wavemaker Content**

This ingenious launch campaign was created in a way that would appeal to a digitally-distracted audience of under 25s. Vodafone worked with 100 young artists, musicians and designers who created all the content for Voxi's launch from scratch. 150 pieces of content were created representing what 'endless social data, endless possibilities' meant to them.

### WINNER

#### Voxi 2018: Launching a brand in under 10 seconds

The unique nature of Voxi's multiple influencer approach made it possible to deliver a heavy launch whilst avoiding audience irritation. By the end of the launch period, the brand had more than doubled its awareness target (20%) and reached a new audience. Across Telco brands, Voxi now claims to be seen as the most modern, innovative and least boring.



# Sports Sponsorship Award

PARTNERED BY SPORT ENGLAND AND UK SPORT



## SHORTLIST

### DHL United. Delivered

**Entered by: Bright Partnerships & Brand Brewery**

UNITED.DELIVERED. is a football campaign reaching Man Utd fans globally and bringing them closer to their club. Showcasing DHL's passion and expertise for international logistics, the campaign's activations have included personalised shirts, an exclusive 360-VR experience and a Global Football Tour.

### Evian Wimbledon 2018

**Entered by: Wavemaker Content**

This entry saw the best of Wimbledon brought to life through Evian's distinctive Live Young lens. In order to create daily digital content, the brand was given unrivalled access around the grounds. The campaign drove a significant increase in the awareness and ultimately a more premium perception.

### Hilton Golf - Official Partner of The European Tour

**Entered by: Right Formula**

This partnership with golf's European Tour has enabled Hilton to communicate its full brand portfolio to a large and relevant audience. The partnership has proven successful, elevating Hilton's standing in golf, whilst supporting prestigious events on the calendar. 2018 saw the addition of new rights that gave Hilton the platform to engage with a wider audience.

### Loch Lomond Whiskies: the Official Spirit of The Open

**Entered by: Right Formula**

The Open sponsorship supported Loch Lomond Whisky's ambition to become a global consumer-facing whisky brand. In the UK in 2018, golf-related activations spanned The Open, the Ricoh Women's British Open and the Aberdeen Standard Investments Ladies Scottish Open, to great success. 2019 will see the brand build on this to develop globally.

### Müller sponsor British Athletics & Athletics Ireland on their mission to get the nation active

**Entered by: Sylo Communications**

This partnership is about getting the nation active through fun. In terms of brand benefits, the partnership with British Athletics & Athletics Ireland has helped grow share of Müller Corner yoghurts and generated significant consumer interest in on-pack promotions, redeemed at far higher levels than expected.

### Rubicon Urban Cricktionary

**Entered by: Endeavor Global Marketing**

Urban Cricktionary was created to help Rubicon connect with its core consumers, cricket fans and a new, broader target audience of millennials. The 360-degree campaign drove brand awareness and made people who had seen it more likely to purchase the brand's products. This translated into an impressive increase in unit sales.

## WINNER

### Evian Wimbledon 2018

The 2018 partnership with Wimbledon brought the Evian brand to life across all touchpoints as never before. And the result was a direct positive influence on business objectives. The overall campaign exceeded its objectives, increasing brand preference, driving consumer propensity to purchase and boosting sales in major retailers such as Tesco and Boots.

# Grass Roots Sports

PARTNERED BY THE SPORT AND RECREATION ALLIANCE



## SHORTLIST

### NFL Flag Presented by Subway

**Entered by: MediaCom Sport & Entertainment**

Sponsored by Subway and entered by MediaCom Sport & Entertainment, the NFL Flag programme is about educating children on how to have a nutritious diet. With Subway's involvement, the programme has seen an increase in awareness (+154%) and positive perception (78%), while children are also improving their knowledge of healthy eating.

### Royal Bank RugbyForce

**Sponsored by: Royal Bank of Scotland**

**Entered by: Royal Bank of Scotland**

RugbyForce is a grassroots initiative run by Royal Bank in association with Scottish Rugby. The programme helps secure the future of rugby clubs in Scotland by providing practical and financial support. In its 10th year, RugbyForce was revamped, making it more accessible and effective, and reflecting the digital journey that the Bank is currently undertaking with its customers.

### Sheffield & District Junior Sunday League

**Sponsored by: First Bus South Yorkshire**

**Entered by: Sheffield & District Junior Sunday League**

This is a three-way partnership that also involves Sheffield Children's Hospital. Funding raised has helped pay for players' subscription fees, purchase defibrillators and enabled volunteers to go on coaching and referee courses. Overall, the sponsorship has forged a strong community spirit and wellbeing environment.

### The Power of Support - Superhero Series

**Sponsored: npower**

**Entered by: Ear to the Ground**

This programme was about creating a tangible difference to families affected by disability. The Superhero Tri, created by former Paralympian Sophia Warner, is a mass-participation triathlon dedicated to the UK's 13.3 million people with disabilities and long-term injuries. npower helped 100% more families take part and achieved a 45% shift in positive brand sentiment.

### Wickes - Kits 4 Clubs

**Entered by: MKTG**

Kits 4 Clubs is a community football programme, created in partnership with the EFL, that has a two-pronged approach. Firstly, enhance community football at grass roots level. Secondly, demonstrate the benefits to tradespeople when shopping at Wickes. 200 community clubs have benefited from the scheme while Wickes has seen an incremental revenue increase of £5million.

## WINNER

### The Power of Support - Superhero Series

The Superhero Tri has proved to be a highly-effective way for npower to demonstrate its commitment to supporting participation in disability sport at a grassroots level. With coverage on Channel 4 and social media, as well as further awareness building via email marketing, the partnership has helped create a positive impact for those living with disability.

## HIGHLY COMMENDED

### Sheffield & District Junior Sunday League



# Best Football Sponsorship – Competitions And Leagues

## SHORTLIST

### Cadbury's Premier League Partnership

Entered by: MKTG

This was year two of the brand's Premier League partnership. Cadbury leveraged its partnership rights to incentivise product purchase, and to engage key retail partners. This collaboration unlocked strong in-store activation programmes and underpinned business growth for a second year in succession.

### Cashback of the Net!

Sponsored by: Barclays

Entered by: Barclays

Cashback of the Net! was a through-the-line awareness campaign designed to promote the brand's cashback proposition. This was the first time Barclays had used its Premier League sponsorship to promote a product, and it paid off handsomely. The campaign positively impacted brand KPIs and perceptions among both customers and non-customers: with statistically significant uplifts to value, consideration, connection, trust, societal impact and more.

### Complete Confidence With Volkswagen SUVs

Entered by: adamandevDDDB

This partnership centred on ITV's coverage of the 2018 FIFA World Cup. Focused primarily on promoting VW's activity in the SUV arena, the well-received campaign reignited awareness of the German car manufacturer's position in this market segment and helped it move up the SUV brand consideration list.

### Light Up The FIFA World Cup

Sponsored by: Budweiser

Entered by: Octagon

The FIFA World Cup has played a pivotal role in the beer brand's strategy for three decades. In 2018, Budweiser set out on its biggest and most ambitious campaign in history. The campaign, entitled Light Up The FIFA World Cup, utilised FIFA and brand assets across TV, trade, custom packaging, social, content, and integrated experiential activities in over 50 markets.

### Mars & The FA – The Sweetstake

Sponsored by: Mars Wrigley Confectionery

Entered by: Octagon

This programme was an attempt to cash in on the huge snacking opportunity represented by last summer's 2018 FIFA World Cup. Described as the first national, real-time, multi-event sweepstake in support of the England team, The Sweetstake was also a key opportunity for Mars Wrigley Confectionery to deliver a multi-brand football campaign following its recent merger.

### Sheffield & District Junior Sunday League

Sponsored by: First Bus South Yorkshire

Entered by: Sheffield & District Junior Sunday League

This is a three-way partnership that also involves Sheffield Children's Hospital. Funding raised has helped pay for players' subscription fees, purchase defibrillators and enabled volunteers to go on coaching and referee courses. Overall, the sponsorship has forged a strong community spirit and wellbeing environment.

## WINNER

### Light Up The FIFA World Cup

The results of Light Up The FIFA World Cup were incredible: with the campaign massively outperforming all of pre-tournament KPIs including revenue growth. In addition, the ground-breaking campaign achieved huge social media buzz and scored strongly on metrics such as brand likeability.



# Best Football Sponsorship: Clubs

## SHORTLIST

### Aviva's Community Partnership of Norwich City: Championing Diversity and Inclusion with Proud Canaries FC

Entered by: Aviva

This partnership saw the establishment of Proud Canaries FC in December 2017 - an LGBT+-friendly football club in Norwich. This forms part of Aviva's campaign to champion and celebrate the inclusive and diverse nature of football from amateur level to the elite. It also fits with the company's internal commitment to LGBT+.

### DHL UNITED. DELIVERED

Entered by: Bright Partnerships & Brand Brewery

UNITED.DELIVERED. is a football campaign reaching Man Utd fans globally and bringing them closer to their club. Showcasing DHL's passion and expertise for international logistics, the campaign's activations have included personalised shirts, an exclusive 360-VR experience and a Global Football Tour.

### Rovio & Everton Football Club

Entered by: Everton FC

The Angry Birds partnership generated huge buzz during the 2017/18 season when it was announced as the players emerged from the tunnel wearing their newly-branded kits. Since then, the partnership has delivered strong results and enabled both brand and Club to engage with new followers globally.

### SAP + Manchester City 'Who's The Blue?'

Entered by: Momentum Worldwide

This social media campaign sought to drive fan understanding of SAP's partnership with Manchester City through a series of playful videos, where fans' love for stats was put to the test. Dubbed 'Who's the Blue?', the programme was the most successful Manchester City social campaign ever and helped generate awareness of SAP among millions of supporters.

### Yokohama and Chelsea FC – Drive for More

Sponsored by: Yokohama

Entered by: Pitch Marketing Group

Drive for More was created to demonstrate how a strategic team partnership can transform both business and brand, despite the product being a distress purchase and difficult to build preference. It was an international campaign that authentically communicated the shared values between club and sponsor, helping Yokohama Tyres stand out in a competitive market.

## WINNER

### SAP + Manchester City 'Who's The Blue?'

Who's the Blue? featured four City players showing off their skills while disguised in full-body morphsuits. The only clue to their identity was their stats. Fans quickly bought into the competition, boosting engagement for both the club and the sponsor. The campaign drove brand awareness globally for SAP, smashing its 10m objective by reaching 45.3m fans.

## HIGHLY COMMENDED

### Yokohama and Chelsea FC – Drive for More



## Gaming-Based Sponsorship

### SHORTLIST

#### DHL x ESL - 'Moments that Deliver'

Entered by: DHL & Bright Partnerships

This partnership was about connecting with esports fans using humorous content and authentic experiences. The partnership was launched at ESL One Birmingham and linked back to DHL's global sponsorship positioning Moments that Deliver. DHL's activities helped it become a welcomed esports partner.

#### OnePlus Fnatic Sponsorship

Entered by: Fnatic

Sponsored by OnePlus and entered by Fnatic, the core aim of this collaboration was to connect OnePlus with a demographic that they were seeking to engage with - a younger audience of millennials, or so-called 'unreachables'. Fnatic created a number of event activations designed to enable this, as well as giving fans an opportunity to get closer to the team they love.

#### Rovio - Angry Birds Evolution

Entered by: Everton FC

Sponsored by Rovio and entered by Everton FC, The Angry Birds partnership generated huge buzz during the 2017/18 season when it was announced as the players emerged from the tunnel wearing their newly-branded kits. Since then, the partnership has delivered strong results and enabled both brand and Club to engage with new followers globally.

### WINNER

#### Rovio - Angry Birds Evolution

The Rovio campaign generated huge media coverage and featured on the back pages of the national press, a rarity for gaming or sponsorship stories. A unique and innovative campaign, it drove an impressive 63% increase in downloads - delivering a tangible return on investment and successfully allowed the brand and Club to engage with new audiences.



## Most Effective Use Of Mass Participation

### SHORTLIST

#### Artichoke Trust: PROCESSIONS

Sponsored by: 30% Club

Entered by: Artichoke Trust

Processions was a once-in-a-lifetime mass-participation artwork celebrating 100 years since the first UK women won the right to vote. Working with 100 female artists, the campaign aimed to engage partners which enhanced and benefited from Processions' core values: To encourage equality in 21st century and to be a celebration of suffrage.

#### British Cycling & HSBC UK Let's Ride Events

Entered by: British Cycling

HSBC UK Let's Ride was about creating real societal change by providing free cycling events for families, regardless of their age or cycling ability. Participants cycled 1.5m kilometres past iconic city landmarks, rubbed shoulders with the Great Britain Cycling Team, and rediscovered the simple pleasure of riding a bike.

#### Pride

Sponsored by: Barclays

Entered by: Barclays

Pride is one of the LGBT+ community's most iconic platforms. With Barclays' support for the LGBT+ community already evident through its internal community, HR and colleague proof points, thought leadership, thriving Spectrum network and charity partnerships, Pride is a natural space for the brand to play in. Barclays has been headline sponsor of Pride in London since 2014, and colleagues participate in over 25 Prides UK-wide at a local level.

#### Samsung x Tough Mudder Super Slow-mo

Entered by: M&C Saatchi Sport & Entertainment

This partnership saw Samsung building on its activities from year one (2017). The brand partnered with the new 5K Urban City Series on top of its Full Tough Mudder partnership, targeting a younger demographic, and enhancing their race experience by filming it all in Super Slow-mo.

#### Simplyhealth's partnership with the Great Run Series

Entered by: The PHA Group

Sponsored by Simplyhealth and entered by the PHA Group, this partnership aligned with the brand's top priority: to contribute to the physical and mental health of customers, communities and colleagues. The strategy was to support runners of all abilities, by providing them with the tools to train, prepare and recover more efficiently before, during and after their run.

#### The Power of Support - Superhero Series

Sponsored by: npower

Entered by: Ear to the Ground

This programme was about creating a tangible difference to families affected by disability. The Superhero Tri, created by former Paralympian Sophia Warner, is a mass-participation triathlon dedicated to the UK's 13.3 million people with disabilities and long-term injuries. npower helped 100% more families take part and achieved a 45% shift in positive brand sentiment.

### WINNER

#### The Power of Support - Superhero Series

npower's partnership with Superhero Tri helped motivate 3500 participants to take part in the core physical activities on the day - an increase of 100% from 2017. This delivered an ROI which created a positive and lasting impact on those living with disability at Superhero Tri.



## Special Award for the Best Rights Holder

### WINNER

#### Live Nation UK

As one of the world's leading live entertainment company, Live Nation works with a dizzying array of artists at all kinds of venues across the year. With direct access to millions of fans across its network of venues, festivals, artists and digital channels, Live Nation has proven time and again that it has a unique ability to leverage the power of live music for brand owners including O2, Carlsberg and Diageo.

## Business to Business Sponsorship

### SHORTLIST

#### Accenture's Strategic Sponsorship of the CBI Annual Conference 2018

Entered by: Accenture

This partnership with the CBI was an opportunity to connect Accenture's brand and experts with an influential UK business audience and demonstrate commitment to UK plc. Through a strong brand presence, creation of relevant content and tailored events, Accenture strengthened relationships with prospective and current clients, and is looking to build on its success in 2019.

#### Charles Russell Speechlys Terrace Room Series - A Major Partnership with Somerset House

Entered by: Somerset House

This partnership involved the creation of the Charles Russell Speechlys Terrace Room Series, a programme of free exhibitions in one of Somerset House's most accessible exhibition spaces. The partnership forms the backbone of a year-round relationship which gives CRS staff and clients elevated access to a range of cultural programme and spaces.

#### Infosys ATP Technology Innovation Showcase

Entered by: Bright Partnerships

Infosys and the ATP have worked together to reinvent the game of tennis for players and fans through digital technology and AI platforms. Infosys has built an unparalleled hospitality experience to enhance customer relationships, showcase their technology and position them as a global leader in the sector.

#### Vodafone Guardian

Entered by: Wavemaker Content

This partnership with The Guardian was about engaging the brand's audience through comedy and offering support to SMEs by simplifying the complex world of business communication. The campaign delivered the highest recall The Guardian has ever seen and truly resonated with Vodafone's audience driving improved brand perceptions, consideration and action.

#### Yokohama and Chelsea FC - Drive for More

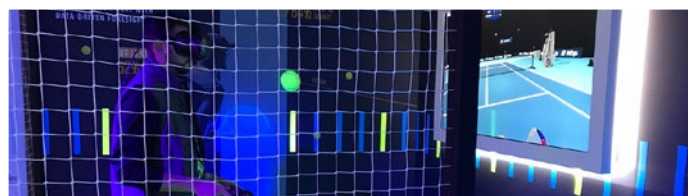
Entered by: Pitch Marketing Group

Drive for More was created to demonstrate how a strategic team partnership can transform both business and brand. The global B2B activation successfully incentivised Yokohama merchants and vendors, and increased loyalty towards the brand, leaving a legacy that will yield sales long after campaign completion.

### WINNER

#### Infosys ATP Technology Innovation Showcase

Surveys completed by customers showed that event attendees felt more connected with their Infosys relationship manager as a result of this partnership. The successful execution of the project has resulted in the replication of this hospitality experience across other ATP tournaments in 2019.



## Brand Sponsorship

SPONSORED BY PERFORMIND

**PERFORMIND**  
ignite your art • deliver with science

### SHORTLIST

#### Barclaycard presents British Summer Time Hyde Park

Entered by: AEG Presents

Barclaycard presents British Summer Time Hyde Park has given the sponsor an opportunity to deliver key objectives against a changing industry landscape. With customers interacting in new ways, Barclaycard's work with AEG enables it to leverage the full power of Barclays to engage with audiences, through a journey of awareness, purchasing and on-site experiences.

#### Evian Wimbledon 2018

Entered by: Wavemaker Content

This campaign brought the best of Wimbledon to life through Evian's distinctive Live Young lens. The high impact, high engagement, 360 campaign was truly integrated, taking the global creative asset of the Evian baby and Evian's Live Young spirit and bringing them to life across all touchpoints as never before.

#### Game Changing - Barclays

Entered by: Barclays

Game Changing was a pan-Barclays positioning campaign created to revitalise the brand's impact. Within a matter of months, it boosted awareness and led to a strong uplift in brand consideration and connection. Overall, it acted as a strong platform that galvanised Barclays' businesses to achieve their commercial objectives.

#### Rubicon Urban Cricktionary

Entered by: Endeavor Global Marketing

This campaign was about engaging a new audience of 16-24 year-old cricket fans and building a campaign that could reposition the Rubicon brand, gaining awareness and engagement. Activated across various channels, The Rubicon Urban Cricktionary campaign far surpassed its targets.

#### NatWest Cricket has no boundaries

Entered by: M&C Saatchi Sport & Entertainment

This partnership built on the success of the 2017 Cricket has no boundaries campaign, by continuing to focus on protecting the inclusivity and diversity of the sport. NatWest strategically supported the commercial priority of keeping customers safe and secure within the campaign.

### WINNER

#### Evian Wimbledon 2018

Evian was given unprecedented access to Wimbledon for the creation of daily digital content. The campaign drove a significant increase in awareness and ultimately a more premium perception in an increasingly challenging market which had a direct positive influence on business objectives.





## First Time Sponsor Award

### SHORTLIST

#### All Out Beauty at All Points East

Entered by: AEG Presents

This partnership claims to be the UK's first pop-up festival beauty experience. With festivals being the perfect time for consumers to experiment with adventurous looks and share millions of selfies, this campaign sought to tap into people's interest in feel-good beauty, grooming and fashion.

#### Loch Lomond Whiskies: the Official Spirit of The Open

Entered by: Right Formula

The Open sponsorship supported Loch Lomond Whisky's ambition to become a global consumer-facing whisky brand. In the UK in 2018, golf-related activations spanned The Open, the Ricoh Women's British Open and the Aberdeen Standard Investments Ladies Scottish Open, to great success. 2019 will see the brand build on this to develop globally.

#### How Sun Bingo became part of The Jeremy Kyle Show's DNA

Entered by: m/SIX

This partnership was about helping the brand differentiate itself in a crowded market. With competitors already using TV sponsorship effectively, Sun Bingo needed to partner the biggest and the best to meet its objectives. The campaign with Jeremy Kyle hit key metrics and had a positive impact on brand perception.

#### Rovio & Everton Football Club

Entered by: Everton FC

The Angry Birds partnership generated huge buzz during the 2017/18 season when it was announced as the players emerged from the tunnel wearing their newly-branded kits. Since then, the partnership has delivered strong results and enabled both brand and Club to engage with new followers globally.

#### UBTECH: City in the Community: City Stars ICT Programme

Sponsored by: UBTECH Robotics

Entered by: City Football Group

The mission for this partnership was to combine the expertise of the partners so as to have a positive impact on the educational experience of young people in Manchester and around the world. By combining robotics, ICT and football, the partnership educated young people in a fun, engaging way.

### WINNER

#### Loch Lomond Whiskies: the Official Spirit of The Open

The results from this well thought-out sponsorship show that it quickly established brand awareness and credibility amongst the target audience. Targets for sales were smashed and there was widespread exposure in the media, with engagement double the pre-campaign goal.

### HIGHLY COMMENDED

#### UBTECH: City in the Community: City Stars ICT Programme



## Sponsorship Continuity - Media

### SHORTLIST

#### Absolute Breakfast Radio With Wickes, Absolute Radio and The Story Lab

Entered by: Bauer Media

This six-year old partnership reached a turning point when the host of the Absolute Radio breakfast show that Wickes was sponsoring left. Rather than walk away, Wickes worked with Absolute to develop a re-invigorated deal with deeper editorial integration, compelling content and more ambition to create media firsts.

#### Coupling up with Love Island and Superdrug

Entered by: Mindshare UK

The Love Island partnership has been a spectacular success for the brand, with ITV2 viewing figures topping 5 million. The romantic premise of the show has proved a perfect match for Superdrug, a retail chain that aims to help people look and feel their best. Particular successes have included a boost in the sale of Superdrug's own-brand skincare product line Solait.

#### Volvo: The Tide of Change

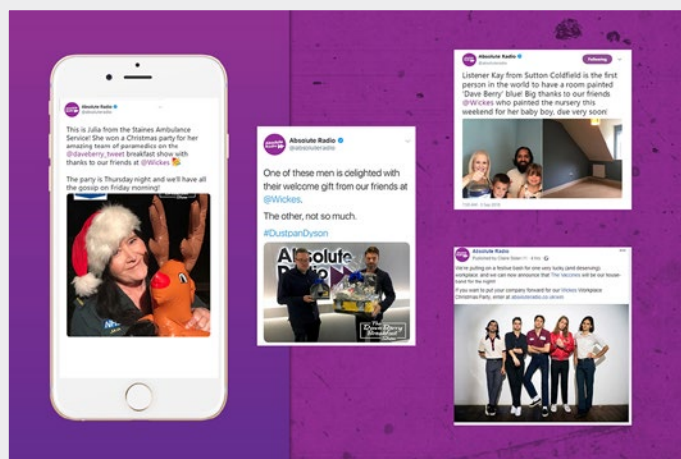
Entered by: Mindshare UK

This successful long-term partnership has now turned its attention to tackling the devastating impact that plastic waste is having on the planet. Volvo Cars tasked Mindshare with the next iteration of its Sky Atlantic activation, putting Volvo's philosophy of Omtanke, which means 'to care, to consider, to think again,' at the heart of everything they do.

### WINNER

#### Absolute Breakfast Radio With Wickes, Absolute Radio and The Story Lab

Double digit growth in the Absolute breakfast show's audience reach has delivered business value to both parties. Wickes has seen increased enjoyment among listeners of the partnership and high levels of support for the idea that the partnership is a good brand fit. All of this has led to exceptionally strong recommendations and sales for Wickes.



## International Sponsorship

### SHORTLIST

#### DHL United. Delivered

Entered by: Bright Partnerships & Brand Brewery

UNITED.DELIVERED. is a football campaign reaching Man Utd fans globally and bringing them closer to their club. Showcasing DHL's passion and expertise for international logistics, the campaign's activations have included personalised shirts, an exclusive 360-VR experience and a Global Football Tour.

#### Enervit and the IRONMAN European Tour

Entered by: IRONMAN

This campaign saw the brand become the Official Nutrition Partner of the IRONMAN European Tour in February 2018. The highly-effective partnership represents a marriage of two premium brands looking to deliver the highest quality experience to consumers in the growing endurance sports space.

#### GREAT Britain Campaign x the Clipper Race

Sponsored by: GREAT Britain Campaign

Entered by: Clipper Round the World Yacht Race

This partnership is the UK Government's most ambitious international marketing campaign showcasing the best of what the nation has to offer. A 15-month campaign across seven countries, it promoted the UK as a creative, authentic and welcoming nation.

#### Standard Chartered Celebrates The Power of Numbers

Entered by: Octagon

This partnership was rooted in the 125th anniversary of Liverpool FC. To mark the occasion, Standard Chartered created the Power of Numbers branded content campaign to connect millions of LFC fans across the world. 240 pieces of bespoke content were created featuring players, managers and fans.

#### Susie Goodall Racing, Delivered by DHL

Sponsored by: DHL

Entered by: Maverick Sports + Entertainment

This partnership with yachtswoman Susie Goodall signalled a new style of partnership for DHL, one based around an unknown individual female ambassador. Intended as a test and learn, the campaign helped increase awareness of the brand and its values to its employee base, and grew the B2B2C audience.

#### Team AkzoNobel in the Volvo Ocean Race

Entered by: Mallory Group

This partnership provided the ultimate testing ground for AkzoNobel's products, technology and expertise. It increased awareness and perception of the brand with customers, media and investors. It also brought together the 46,000 global workforce and provided a platform for increased business for the company's sub-brands including international marine paint.

### WINNER

#### DHL United. Delivered

This innovative campaign delivered strongly against all its KPIs. High levels of reach and engagement were achieved with fans around the world, with especially strong results across social and digital platforms. The success of the campaign has encouraged a repeat programme this year, with the goal of connecting with more United fans globally.



## Best use of Research & Evaluation in Sponsorship

SPONSORED BY YOUNGOVSPORT

YouGov Sport

### SHORTLIST

#### ECB Partner Evaluation Consultancy

Entered by: MKTG

The ECB wanted to demonstrate the business return of association with the ECB and its properties to partners by using ground-breaking and innovative data, analytics and insight. With MKTG it implemented a campaign that included an Amplify study to ascertain benefits of using ECB IP & cricketing images as part of a marketing and communications campaign.

#### Sponsorship 982

Entered by: ITV

ITV wanted to grow the number of brands using sponsorship and ensure it is always part of their media plan. So it developed a research programme that included database analysis of sponsorship studies, and quantitative and qualitative research with analysis of BARB commercial TV advertising data. The findings showed ITV sponsorships are a valid approach to building brands and sales in a mixed media environment.

#### Sky Bet & Football Daily - Back of the Net

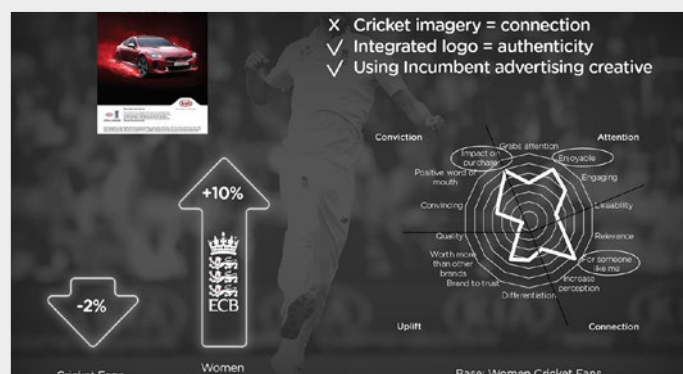
Entered by: Sky Media & Differentology

Sky Bet was looking to increase brand perception and consideration in a crowded market and become more relevant to customers. Choosing to partner with Sky Sports Social on a branded content campaign, it needed to seamlessly integrate within the content. Using pioneering recruitment and a state-of-the-art AI research methodology to measure emotional reaction, the campaign provided live feedback.

### WINNER

#### ECB Partner Evaluation Consultancy

By focusing on the output of its sponsorships, the ECB was able to have conversations with sponsors around business objectives to ensure the partnership is delivering for them, while also arming the sales team with additional benefits to sell partnerships. The research-based alliance is a brilliant example of how insight and the power of data can drive excellence in servicing current clients and building a sales strategy.





## Best Use Of Public Relations

PARTNERED BY THE PRCA



### SHORTLIST

#### Bridgestone UK's Olympic partnership campaign Chase your Dream, No Matter What: Daley Thompson's pop-up gym

Entered by: WeAreFearless.

This campaign was designed to show that age is not a barrier, by unlocking people's Olympic mindset. To this end, a pop-up gym was created on London's Southbank to mark Olympic gold medallist Daley Thompson's 60th birthday with a fun workout.

#### Cirkle scores a PR Touchdown for Just For Men's NFL London Games sponsorship

Entered by: Cirkle

This innovative PR campaign aimed to bring the NFL partnership to life for media and fans. Through a series of unique experiences, Cirkle enabled Just For Men to achieve share of voice and brand engagement outside of the traditional grooming and lifestyle editorial pages, whilst attracting a younger audience.

#### Simplyhealth's partnership with the Great Run Series

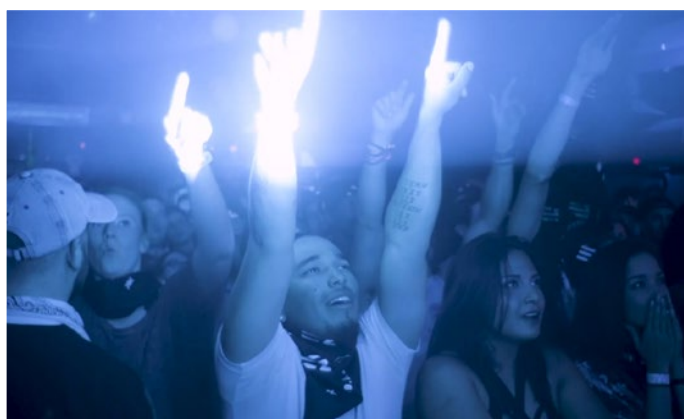
Entered by: The PHA Group

This partnership aligned with the brand's top priority: to contribute to the physical and mental health of customers, communities and colleagues. As part of its strategy, 34 journalists were recruited to take part in runs then write articles on everything from the runner experience, to health & fitness to business.

### WINNER

#### Bridgestone UK's Olympic partnership campaign Chase your Dream, No Matter What: Daley Thompson's pop-up gym

This innovative event generated 458 pieces of national and regional coverage across various media – around ten times the volume of coverage achieved the previous year. The campaign punched above its weight in both traditional and digital media and is expected to deliver strongly against internal ROI targets.



## Special Award for Effective use of a Smaller Budget

### SHORTLIST

#### Dave - Official Commentator of Victorious Festival

Entered by: Global & UKTV

This simple, low cost, but hugely effective, sponsorship was rooted in the age old art of brilliant copywriting and the clever placement of it. The sponsorship activation generated huge love for the Dave brand and showed that a word or two said in the right way, in the right place can be just as effective as a costly installation.

#### Royal Bank RugbyForce

Sponsored by: Royal Bank of Scotland

Entered by: Royal Bank of Scotland

RugbyForce is a grassroots initiative run in association with Scottish Rugby. The programme is designed to help secure the future of rugby clubs in Scotland by providing practical and financial support. Now in its 10th year, RugbyForce was revamped, making it more accessible and effective. By modernising it, RBS sought to reflect the digital journey it is espousing to customers.

#### Sheffield & District Junior Sunday League

Sponsored by: First Bus South Yorkshire

Entered by: Sheffield & District Junior Sunday League

This was a three-way partnership that also involved the Sheffield Children's Hospital. The sponsorship saw 89 different club logos on buses driving around South Yorkshire promoting the sponsorship and clubs.

#### Voxi Beach Cleans With Boardmasters

Entered by: Wavemaker Content

This beach clean campaign allowed Voxi's target audience to take action for a cause that resonates with them, while showcasing Voxi's brand ethos of endless possibilities. By utilising festival talent, social influencers and the Boardmasters team, Voxi created a fulfilling experience that rewarded existing and potential users.

### WINNER

#### Sheffield & District Junior Sunday League

This very effective partnership raised funds for the Children's Hospital and was also used to create a hardship funding pot to help clubs and players grow. Funding has helped pay for players' subscription fees, purchase defibrillators and enabled volunteers to go on coaching and referee courses. Overall, the sponsorship has forged a strong community spirit.





## Sponsorship Innovation of the Year Award

### SHORTLIST

**National Theatre & Accenture - Partner For Innovation**  
Entered by: Accenture

**DHL x ESL - 'Moments that Deliver'**  
Entered by: DHL & Bright Partnerships

**Infosys ATP Technology Innovation Showcase**  
Entered by: Bright Partnerships

**FOX: Deep State**  
Sponsored by: Fox Networks Group  
Entered by: Mindshare UK

**Voxi 2018: Launching a brand in under 10 seconds**  
Entered by: Wavemaker

**Rovio - Angry Birds Evolution**  
Entered by: Everton FC

**UBTECH & City in the Community: City Stars ICT Programme**  
Sponsored: UBTECH Robotics  
Entered by: City Football Group

### WINNER

**FOX: Deep State**  
Sponsored by: Fox Networks Group

This ingenious campaign saw Fox promote its drama series Deep State by funding Daily Mirror journalists to write in-depth exposés about what the Deep State is and how it functions in the UK. In doing so, it made the subject of deep state a talking point and drove audiences to the show.

### HIGHLY COMMENDED

**National Theatre & Accenture - Partner For Innovation**

## Sponsorship Agency Of The Year

### FINALISTS:

Bright Partnerships  
m/SIX  
M&C Saatchi Sport & Entertainment  
MediaCom Sport & Entertainment  
MKTG  
Octagon  
Right Formula  
Wavemaker Content  
WeAreFearless.

## Sponsorship Agency Of The Year: *Large*

### WINNER

**M&C Saatchi Sport & Entertainment**

With a client roster that includes Coca Cola, Heineken, King, Adidas and Beko, M&C Saatchi Sport & Entertainment's year has been characterised by campaigns that are innovative, impactful and culturally-relevant. Its involvement with online platform Open Blend illustrates a company that is setting a new benchmark for best practice in the UK Sponsorship industry.

## Sponsorship Agency Of The Year: *Medium To Boutique*

### WINNER

**Wavemaker Content**

Content marketing played a big part in Wavemaker's exceptional 2018 performance, with ground-breaking work for the likes of Nationwide, BMW Mini, Voxi and Jet2. A strong investor in people, Wavemaker encourages flexible working and the pursuit of personal passion projects. It has also made real efforts to position the agency as diversity-friendly.

## Sponsorship Agency Of The Year: *Innovation*

### WINNER

**Bright Partnerships**

Bright is passionate about inspiring its clients to be brave with their brand positioning, using innovative technologies and solutions to bring their stories to life. An early adopter of innovative technologies and solutions, its year has involved ground-breaking work on behalf of DHL, Visa and Infosys.



## The Barrie Gill Award For Most Promising Young Sponsorship Executive

PARTNERED BY GLOBAL SPORTS JOBS



### SHORTLIST

#### Gemma Woor, Client Manager, MKTG

Gemma is a client manager who has made an extraordinary contribution to the development and culture of the agency and growth of its client base. She works with a range of clients including Cadbury and FedEx.

#### Rob Jennings, Strategist, Engine Sport

Rob has quickly embedded himself as a valuable member of the team. He is an all-round marketer with a strong strategic brain, a passion for creative and design, and the ability to craft fully-formed ideas.

#### Samantha Wilmoth, Account manager, Limelight Sports.

Samantha is the lead for the Nike Training Category at the agency, a role that she performs with absolute commitment and ability. She has a great work ethic, excellent relationship building skills and tremendous potential for the future.

#### Benji Hassell, Senior account executive, Right Formula.

Benji is a very confident individual, who has the motivation and drive to always deliver the best results for his clients – which include Red Bull. Faced with several tough challenges during 2018, his solution-oriented, creative style proved highly impressive.

### WINNER

#### Rob Jennings

Rob's bosses say it is easy to forget that this incredibly capable young executive is only two years into his career at Engine Sport, because of his repeated ability to defy expectations. Highly creative, he has contributed to a range of accounts including BP, Accenture, Just Eat and Santander.

## SPONSORSHIP CHAMPIONS 2019

### Entertainment

#### Paul Samuels, Executive Vice President for Global Partnerships, AEG Europe

Paul Samuels joined AEG Europe in November 2007, where he negotiates and delivers significant partnerships for AEG's globally-renowned assets, including sports teams, venues and festivals. Under Paul's leadership, AEG delivered some of the world's most recognised sponsorship programmes. Arguably, it is Paul's creative negotiation of The O2 naming rights partnership that will be his legacy, both at AEG and O2.

### Social Purpose

#### Polly Shute, Partnership Director, Parallel Lifestyle

Polly's high impact career has involved a variety of roles including Partnership Director at Parallel Lifestyle, Guide Dogs Trustee and Board Member of Pride in London. A passionate and committed champion of all forms of diversity and inclusion, she was recognised for her achievements in the OUTstanding list of top 20 LGBT Public Sector Leaders in the UK

### Sport

#### Phil Carling, Managing Director Football, Octagon Worldwide

Phil Carling began his career in the game as Arsenal FC's first ever Marketing Director. From here, he moved to the role of Commercial Director at the FA, where he transformed The FA's commercial model. Since joining Octagon as Head of Football in 2000, he has helped turn Octagon into a global sports marketing powerhouse – working with brands like Mastercard, Mars, Tesco, Samsung, Sony, Cisco and Delta Airlines.

## The Silver Award For The Best Sponsorship Of The Last 25 Years

SPONSORED BY CSM LIVE



### SHORTLIST

#### British Airways

For its partnership with the London 2012 Olympics

#### Carling

For its partnership with the English Premier League

#### Natwest

For its partnership with England & Wales Cricket

#### O2

For The O2

#### Sainsbury's

For its partnership with the London 2012 Paralympics

### WINNER

#### O2: For The O2

O2 secured the naming rights for the Millennium Dome from AEG in 2007 and renewed for a further ten years in 2017. More than a sponsorship, this partnership has made O2 an indelible part of the London landscape and also provides a platform for it to execute its Priority programme.

## Sponsorship Of The Year Trophy

### SHORTLIST

National Theatre & Accenture - Partner For Innovation

Evian Wimbledon 2018

Thomas Cook and Channel 4

Infosys ATP Technology Innovation Showcase

Voxi and Wavemaker

Absolute Breakfast Radio With Wickes

Aldi and Team GB

Loch Lomond Whiskies and The Open

Budweiser and The FIFA World Cup

SAP + Manchester City 'Who's The Blue?'

Rovio - Angry Birds Evolution

The Power of Support – nPower Superhero Series

DHL United. Delivered

Barclaycard presents British Summer Time Hyde Park

Kellogg's and Love Island

FOX: Deep State

Bridgestone UK's Olympic partnership

ECB Partner Evaluation Consultancy

Sheffield Junior League & First Bus South Yorkshire

Nobody puts Baileys in a Corner

NCS PAQ-A-Punch

CELC and the V&A

Citroën and Channel 4

Škoda #ThisisOurTime

### WINNER

#### Evian Wimbledon 2018

Entered by: Wavemaker Content

# See You Next Year!

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