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UK  
SPONSORSHIP  
Awards | 2022

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The showcase for the sponsorship and brand partnerships sector

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# Awards Sponsors



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

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

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



After two years away it's great to be back live at the UK Sponsorship Awards! Specialist Speakers is so very pleased to have been part of the awards for well over a decade - we are delighted now to be able to support the live in-person awards at a real world event in 2022.

We are also pleased to help to create the awards production with our audio-visual colleagues at redbrand. In the meanwhile, good luck and congratulations to all finalists and winners.

Specialist Speakers is the UK's leading speaker bureau for keynote speakers, experts, specialists and conference hosts in communications, public relations, politics, social issues, and technology. And awards shows!

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Inkerman has supplied the business, events and sports industry with trophies and awards for over 25 years and has considerable knowledge and expertise in providing some eye catching pieces. Inkerman will be providing over 2,000 trophies and awards this year including some of new sustainable awards for a range of well known sporting and business events including The Grand National, Formula One, Royal London Cricket, FA, The Cheltenham Festival and The Qatar Goodwood Festival.

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Ages ago, when we were Sponsorship and Community consultants, we developed an evaluation methodology that worked beautifully then and still works now. A customer suggested we market our solution as software, and we never looked back.

We are no longer consultants but now offer our method on the cloud, so we're all about leading edge technology. But it's our background in Sponsorship and Community investments that drives our thinking and shapes our software solutions.

Run a pilot programme and see how 25 years of perfecting something really makes a world of difference.

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YouGov is an international research data and analytics group headquartered in London. Our data-led offering supports and improves a wide spectrum of marketing activities of a customer-base including media owners, brands and media agencies. We work with some of the world's most recognised brands. Our line of products and services includes YouGov SportsIndex, YouGov BrandIndex, YouGov Destination Index, YouGov Global Fan Profiles, YouGov Profiles, YouGov RealTime, YouGov Custom Research, YouGov Crunch and YouGov Direct.

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# Awards Partners

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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)

## GLOBAL SPORTS

We provide individuals with the essential tools needed to increase their employability and advance their careers in sport.

Our data-driven digital career advertising and branding solutions help sports companies, educational organisations and training providers around the world connect with the quality and diversity of talent they need to transform their business.

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

iSportconnect acts as a community for those within the sports business industry, working to build relationships and create opportunities for our members through our online platforms and events. Our events are invitation-only for people within the industry and created in order to help the community develop and learn from their peers, while also enjoying fantastic networking opportunities. Events run by iSportconnect are split into two types, our Masterclass events, which are usually held in London, and our Summits, which take place in various cities across the globe. iSportconnect can be found via our website, [isportconnect.com](http://isportconnect.com), on Twitter and LinkedIn or via our OTT TV channel for the sports industry, iSportconnect TV. Overall, iSportconnect has a clear aim - to improve the sports business industry through the way we make valuable personal connections within our community of members. [www.globalsportsjobs.com](http://www.globalsportsjobs.com)



Assignments is the commercial photography and video division of PA Media, the UK and Ireland's national news agency. We empower our customers to succeed across the entire news ecosystem by connecting their brands directly to journalists. We produce and distribute exceptional creative and editorial visual content, consulting when required to ensure projects are editorially worthy and will resonate with the target audience. We offer a range of content from fast turnaround, same-day shoots and edits to full scale commercial projects. We are proud that much of the work we do with our clients lands in front of the right audiences with maximum exposure - with many of our projects enjoying awards and shortlisting at PR Week Awards and many other communications events. <https://pa.media/pa-mediapoint/assignments/>



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

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

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



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Sport England is a public body and invests more than £300 million of National Lottery and government money each year in projects and programmes that help people get active and play sport. It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That's why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active - like women, disabled people and people on lower incomes. [www.sportengland.org](http://www.sportengland.org)



Thinkbox is the marketing body for commercial TV in the UK, in all its forms. We work with the marketing community with a single ambition: to help advertisers get the best out of today's TV. Our shareholders are Channel 4, ITV, Sky Media and UKTV, who together represent over 99% of commercial TV advertising revenue through their owned and partner TV channels. Thinkbox is here to help businesses meet their marketing objectives and there are lots of ways we can do that: from presentations to events, research insights, press enquiries, publications, TV planning advice as well as our online training course TV Masters - all free to access. If you'd like to find out more, drop us a line at [info@thinkbox.tv](mailto:info@thinkbox.tv), call on 020 7630 2320 or have a look around [www.thinkbox.tv](http://www.thinkbox.tv).

## Think!Sponsorship

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



UK Sport's purpose is to lead high-performance sport to enable extraordinary moments that enrich lives. We are the UK's trusted high-performance experts, powering our greatest athletes, teams, sports and events to achieve positive success. Through strategic leadership and investment of National Lottery and Government funds since 1997, UK Sport has transformed the high-performance sporting system, winning more Olympic and Paralympic medals than ever before and is recognised as one of the top nations in the world for event hosting capabilities. [www.uksport.gov.uk](http://www.uksport.gov.uk)



Women in Sport was founded in 1984 and its vision is that no-one is excluded from the joy, fulfilment and lifelong benefits of sport and exercise. Recognising that gender stereotypes and institutional bias are holding women back in life and in sport the charity's purpose is to give every woman and girl the opportunity to take part and inspire her to do so. The charity has a track record of success in securing change based on its deep understanding of the needs and aspirations of women and girls at each life stage and its determination to break down stubborn gender inequalities through its innovative work and campaigning within the sports sector and beyond. For more information visit [www.womeninsport.org](http://www.womeninsport.org).

**THE SPONSORSHIP NEWSLETTER**  
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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.



## ARTS AND CULTURAL SPONSORSHIP

### SHORTLIST

#### British Fashion Council & Clearpay: Principal Partner of London Fashion Week

Entered by: British Fashion Council

This two-year partnership centres on London Fashion Week. Designed to champion British fashion, support the UK retail industry, and give consumers access to the designers and brands they love, this innovative and creative execution delivered outstanding digital results in year one.

#### Sneakers Unboxed – StockX Exhibition Sponsorship

Entered by: Design Museum

This exhibition-based collaboration was one of the first events in the world to explore the design story behind the sneaker. The partnership with e-commerce resale platform StockX was one of the museum's most successful ever partnerships, combining funding with creative and relevant activity that inspired engagement across the museum and offered rich content.

#### British Fashion Council & TikTok: Principal Partner of The Fashion Awards 2021

Entered by: British Fashion Council

This innovative relationship saw TikTok come on board as Principal Partner of The Fashion Awards. TikTok's livestream of the red carpet generated 130,000 views while the @TheFashionAwards TikTok channel grew to 104,000 followers, making it the BFC's fastest-growing channel. PR coverage was extensive across social and titles like Vogue.

#### WeTransfer partners with the Royal Academy of Arts to showcase its 252nd Summer Exhibition

Entered by: WeTransfer, Royal Academy of Arts, Uncommon Creative Studio

This partnership was about making sure the widest possible audience could view the RA's iconic summer exhibition. Against the backdrop of Covid-19, WeTransfer collaborated with the RA to make the exhibition accessible to 70 million creatives.

### WINNER

#### Sneakers Unboxed – StockX Exhibition Sponsorship

Entered by: Design Museum

This ingenious partnership was one of the museum's best received exhibitions ever with high levels of positive feedback on the quality and content. 66% of visitors did not have a previous interest in design, evidencing that the exhibition succeeded in attracting new visitors. The success of the London sponsorship has resulted in StockX also partnering the Sneakers Unboxed tour as Global Headline Sponsor.



## LIVE ENTERTAINMENT & EVENT SPONSORSHIP

### SHORTLIST

#### BMW Play Next at All Points East

Entered by: Wasserman

The overall purpose of this music-based partnership is to embed BMW into the lives of new audiences via an authentic platform, using the brand's innovative spirit to build advocacy. By supporting the Play Next stage, BMW's role was to connect people to emerging artists that they will love – a challenging brief in the midst of a pandemic and an unstable live music landscape.

#### Babylonstoren, Official Rosé of the RHS Chelsea Flower Show 2021

Entered by: Grand Central Creative

This expertly-crafted sponsorship was designed to introduce the wine-maker's upmarket Rosé to a targeted, affluent audience. By partnering with the Chelsea Flower Show, Babylonstoren was able to activate and sample within an enclosed, targeted event space as well as take its official accreditation into ATL media to engage likeminded individuals.

#### Heineken & F1 2021 Music Platform

Sponsored by: Heineken

Entered by: M&C Saatchi Sport & Entertainment

This alliance reinforced Heineken's ambition to increase race weekend consumption moments by driving meaningfulness and differentiation for Gen Z. By recruiting the biggest names in electronic music and pairing them with local acts, the partnership introduced new young fans to the sport, inviting them to enjoy it together with Heineken.

### WINNER

#### Babylonstoren, Official Rosé of the RHS Chelsea Flower Show 2021

Sponsored by: Babylonstoren

Entered by: Grand Central Creative

Securing a spot opposite the Queen's Jubilee show garden proved to be an inspired decision, with heavy duty Rosé sampling taking place across the week. A perfectly targeted partnership, the campaign activation also drove high levels of sales on the Babylonstoren e-commerce website.



## SOCIAL PURPOSE SPONSORSHIP

### SHORTLIST

#### BT & Hope United

Entered by: Cake

Hope United was a team of international star players whose goal was to tackle online hate. With an iconic kit and club crest, Hope United became a game-changing campaign that educated millions of people across the Home Nations. In the process, the campaign put BT's brand purpose – "We Connect for Good" into action.

#### Active Row London

Sponsored by: Tideway

Entered by: London Youth Rowing Limited

Active Row London aimed to get young Londoners from disadvantaged backgrounds active through rowing. Tideway's sponsorship allowed Active Row to be delivered at scale and formed a pillar of Tideway's community engagement, helping them to "reconnect Londoners with the River Thames".

#### 'I Saw It First' Stand Up To Cancer 2021 campaign

Entered by: Cancer Research UK

The aim of this fully integrated influencer campaign was to share cancer awareness messages and drive a wider audience to watch the Stand Up To Cancer live show on Channel 4 and interact with the ISIF website. The campaign gathered considerable momentum and contributed towards the overall 2021 success, which raised £31 million.

#### Nivea Men & Liverpool FC – Dear Liverpool

Entered by: Liverpool FC

The campaign was about creating emotionally driven branded content that resonated with all football fans. Entitled 'Share the Care', the focus of the story was Ethan Beckley, whose bone marrow donation saved the life of 15 year-old Libbie Booker. The story raised awareness of the register that brought them together.

#### Papa John's Community Fund

Entered by: Papa John's

This campaign was about helping the 5,000 amateur football teams facing extinction because of Covid-19. Working with the EFL and SPFL, Papa John's supported a wide range of community initiatives, offering grass roots clubs a financial lifeline, engaging fans and keeping communities connected to their clubs.

### WINNER

#### Papa John's Community Fund

Entered by: Papa John's

Papa John's partnerships have given them a vehicle to connect with communities across the UK, donating over £100k to struggling clubs, making 1,000 Puma team kits available to teams in need, and – in parallel – raising £275k for ParalympicsGB. If that wasn't enough, they've given back to fans with free pizza, matchday tickets, PPV access and more.



### HIGHLY COMMENDED

#### Active Row London

Sponsored by: Tideway

Entered by: London Youth Rowing Limited

## EDUCATION AND LEARNING SPONSORSHIP

### SHORTLIST

#### Atom Bank Sponsorship of Article 12, Lumiere 2021

Entered by: Artichoke

This creatively-led partnership was designed to demonstrate Atom's commitment to its North East roots through a strong focus on CSR. Atom chose to partner the Artichoke-produced Lumiere light festival as a way of targeting key local audiences, including schools, and creating a positive brand association.

#### Lifebuoy Soaper Heroes Schools Programme

Entered by: We are Futures

Soaper Heroes was a quirky programme designed to enable a generation of children in the UK to understand not only the importance of handwashing, but also how and when to wash their hands effectively. To date, over 2.1 million young people have been reached across primary and secondary schools (in a challenging year of closures and interruptions).

#### ULI UrbanPlan UK

Sponsored by: Urban Land Institute

Entered by: EVERFI

This partnership seeks to teach young people about the forces that affect urban regeneration and land development, and to promote and encourage careers in the built environment. The programme is funded by ULI members which sponsor school workshops and play an active role through volunteering.

#### Always About You Puberty Education Programme

Sponsored by: P&G

Entered by: We are Futures

The programme supports Always & Tampax's mission to empower and build confidence in girls while also supporting wider brand business objectives. It provides tools and know-how to educate teachers, young girls and parents about puberty so they feel empowered. 500,000 have been reached by the programme.

#### Visa – The Second Half Programme

Entered by: 160 over 90

The Second Half Programme is a career development programme for professional female footballers. The aim of the initiative is to help build confidence among players in their abilities off the pitch and enable them to see that a career in the business world is possible when they choose to hang up their football boots. By creating TSH, one key goal is to inspire more young girls to understand that a career in football is possible.

### WINNER

#### ULI UrbanPlan UK

Sponsored by: Urban Land Institute

Entered by: EVERFI

In 2021, EVERFI delivered 49 online UrbanPlan UK sessions to schools. All told, it engaged 1177 pupils, 49 teachers and 146 volunteers (smashing initial KPI targets). Post-workshop evaluation showed strong positive feedback from students, teachers and volunteers. In 2022, EVERFI and ULI intend to pivot the programme back towards face-to-face delivery.

### HIGHLY COMMENDED

#### Always About You Puberty Education Programme

Sponsored by: P&G

Entered by: We are Futures

## CHAMPION OF SPONSORSHIP: EDUCATION AND LEARNING

Nick Fuller, President, EVERFI

Nick Fuller has been a passionate champion of educational sponsorship for decades. A regular visitor to this stage, his philosophy is that education is the key driver of change. EdComs was acquired by EVERFI and most recently by Blackbaud, deals which have enabled EdComs to leverage technology to deliver against its social impact education goals.



## SUSTAINABILITY SPONSORSHIP

### SHORTLIST

#### Hellmann's Cook Clever Waste Less

Entered by: Channel 4 & Mindshare

This collaboration saw the creation of Cook Clever Waste Less, the first sustainability-led Ad Funded Programme in the UK. The aim was to raise awareness of the scale of the issue, produced by BBCS and commissioned by Channel 4.

#### Mastercard: The Priceless Planet Coalition & The Open

Entered by: Octagon

The partnership saw the leading credit card brand join forces with the R&A at both The Open Championship and AIG Women's Open in 2021 to drive awareness of key sustainability issues – plastic pollution and deforestation. These two coastal events were uniquely placed to deliver an environmental message.

#### Eat Pies Plant Trees

Sponsored by: Pieminister

Entered by: Forestry England

This smart campaign raised funds to plant a new forest in England – Pleasant Forest, Kent. Customers got involved by eating Pieminister's plant-based patties and pies. Every patty or pie eaten generated a donation from Pieminister to Forestry England. This initiative supported a series of goals Pieminister has set itself to lead the way as a sustainable food business.

#### Institute of Positive Fashion & Vanish

Entered by: British Fashion Council

This partnership is a response to the fact that the fashion industry accounts for four percent of all global carbon emissions. Against this backdrop, Vanish became a Founding Partner of the Institute of Positive Fashion (IPF). The IPF helps the British fashion industry become more resilient and circular.

### WINNER

#### Hellmann's Cook Clever Waste Less

Entered by: Channel 4 & Mindshare

Cook Clever Waste Less engaged food and environment enthusiasts en masse, with 3.4m people tuning in to watch. At the same time, traffic to Hellmann's website increased by 500% and 40,000 recipe books were downloaded.



## BEST SPONSORSHIP OF WOMEN'S ACTIVITIES

PARTNERED BY WOMEN IN SPORT



### SHORTLIST

#### Guinness #Never Settle

Entered by: Hope & Glory and Wilson Hartnell

This campaign sought to address the fact that just four percent of sports coverage globally is focused on women's sport. In response, the partners created 'Never Settle', a first-of-its-kind programme that shone a light on and addressed this lack of coverage and thereby increased visibility of women's rugby through a series of integrated creative activities.

#### Visa – The Second Half Programme

Entered by: 160 over 90

The Second Half Programme is a career development programme for professional female footballers. The aim of the initiative is to help build confidence among players in their abilities off the pitch and enable them to see that a career in the business world is possible when they choose to hang up their football boots. By creating TSH, one key goal is to inspire more young girls to understand that a career in football is possible.

### WINNER

#### Guinness #Never Settle

Entered by: Hope & Glory and Wilson Hartnell

Having identified the problem, Guinness and its partners pulled out all the stops to raise the profile of women's rugby. Aside from a strongly-backed launch for the Women's Six Nations, partnerships with Wikimedia and Twitter helped boost exposure for female players. Guinness now aims to build on this progress as part of its Women's Six Nations sponsorship.



### CHAMPION OF SPONSORSHIP: SPORT

Kelly Simmons OBE, FA director of the professional women's game

When Kelly Simmons took up her role as FA director of the professional women's game in September 2018, she made it a priority to find a title sponsorship for women's football. The result was the FA's three-year partnership with Barclays, which covers everything from grassroots to Super League. Working with Barclays, her ambition is to take the women's game to the next level in terms of audience, awareness and interest.

## BEST USE OF SPONSORSHIP TO ENCOURAGE DIVERSITY AND INCLUSION

### SHORTLIST

#### BT & Home Nations: Para and Disability Football

Entered by: Cake

Para and Disability football is a key focus within BT's 4-3-3 sponsorship strategy as lead partner of the England, Wales, Scotland and Irish Football Associations. Disability football has received little or no exposure and has been overlooked or ignored by audiences and sponsors, until now. #DiscoverDisabilityFootball campaign is a game-changing platform that has inspired millions.

#### GSK's longterm commitment to the health, wellbeing and representation of the LGBT Community

Entered by: The Spark Foundry

Sponsored by GSK and entered by The Spark Foundry, this programme is focused on GSK's desire to support the LGBTQ community. The company understands that, 'not only is it the right way to do business, it also leads to business success'. Working with The Gay Times, the company made a positive impact within the community, and also drove business success for two of its biggest brands, Voltarol and Sensodyne.

#### Guinness #Never Settle

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This campaign sought to address the fact that just four percent of sports coverage globally is focused on women's sport. In response, the partners created 'Never Settle', a first-of-its-kind programme that shone a light on and addressed this lack of coverage and thereby increased visibility of women's rugby through a series of integrated creative activities.

#### Everton and hummel highlight LGBTI+ Inclusion Work Through Copenhagen 21

Entered by: Everton Football Club

This creative partnership sought to raise awareness of inclusivity in sport, promote and celebrate the goals of Copenhagen 2021 World Pride and the EuroGames, and generate the funds to leave a difference-making legacy on Merseyside through delivery of LGBTI+ awareness sessions.

#### Morgan Stanley and Somerset House Partnership

Entered by: Morgan Stanley

This partnership builds on a shared commitment to diversity and inclusion and an ambition to promote ideas, insights and diverse perspectives. The 2022 programme included a free exhibition about race and climate change, a Business Incubator for Black-led creatives and an art commission for an emerging artist.

#### Channel 4 represents: Black to Front

Entered by: Channel 4

Devised by Channel 4 and supported by 60 brands, Black To Front was the most radical diversity intervention in the broadcaster's history. After C4 decided to air 24 hours of programming featuring solely Black presenters, actors, writers and experts, contributors, and programme-makers, 4Sales then lined up creative support from sponsors and advertisers.

#### Toyota sponsors Paralympic sport on 4 with m/Six

Sponsored by: Toyota

Entered by: Channel 4

This partnership was built around the broadcaster's coverage of the 2020 Paralympic Games. Pre-event activity included sponsored video diaries from Paralympics GB athletes posted on the C4 Paralympics Facebook page. During the games there were 300 hours of sponsored TV coverage, reaching more than 22 million adults. Toyota's brand affinity was boosted hugely as a result.

### WINNER

#### Channel 4 represents: Black to Front

Entered by: Channel 4

This innovative and pioneering partnership challenged stereotypes often pushed onto the Black community, flipping the narrative to a much more positive portrayal. It also helped brands step outside of targeting their 'typical' customer base and use their opportunity to reflect the diverse reality.

### HIGHLY COMMENDED

#### Guinness #Never Settle

Sponsored by: Guinness

Entered by: Hope & Glory and Wilson Hartnell

### CHAMPION OF SPONSORSHIP: DIVERSITY, EQUALITY & INCLUSION

Mike Sharrock, Chief Executive Officer of the British Paralympic Association

As CEO of the BPA, Mike leads the organisation that selects, funds and manages the British team that competes at the summer and winter Paralympic Games and, through its success at the Games, to positively challenge perceptions of disabled people, with the aim of making a meaningful and sustainable change in society.

## TV SPONSORSHIP

PARTNERED BY THINKBOX



### SHORTLIST

#### Aldi sponsors The Great British Bake Off

Entered by: Channel 4

The supermarket chain's decision to support The Great British Bake Off proved an inspired choice. The sponsorship sharply improved awareness of Aldi and improved perceptions of the brand. With viewers perceiving Aldi as 'a good fit' for the popular show, the retailer decided to renew the partnership for another year.

#### Bridgestone & Tokyo 2020 Campaign on Eurosport

Entered by: Discovery

The main objective of this Eurosport-based campaign was to make the most out of Bridgestone's partnership with Tokyo 2020. By amplifying Bridgestone's brand message and association with the Olympic Games across Europe, the brand was able to stand out in a crowded environment and achieve differentiation.

#### Heinz sponsors ITV National Weather

Entered by: The Story Lab

The goal of this campaign was to ensure the iconic brand was front of mind when consumers were thinking about making meals. ITV's national weather was the perfect environment to showcase the breadth of products, boosting the brand's mental availability whilst making it possible to maximise seasonal flexes across the portfolio – thus driving frequency of usage and purchase.

#### 'I Saw It First' Stand Up To Cancer 2021 campaign

Sponsor: I Saw It First

Entered by: Cancer Research UK

The aim of this fully integrated influencer campaign was to share cancer awareness messages and drive a wider audience to watch the Stand Up To Cancer live show on Channel 4 and interact with the ISIF website. The campaign gathered considerable momentum and contributed towards the overall 2021 success, which raised £31 million.

#### Roku Gin & Laphroaig Whisky Food Network Primetime Sponsorship

Entered by: Discovery

This partnership was about connecting the two drinks brands with food-loving ABC1 adults. The 360-degree campaign was tailored to reach culinary consumers, particularly those with a keen interest in recipe and cocktail content, and inspire them to try meals with a gin or whisky.

#### Toyota sponsors Paralympic sport on 4 with m/SIX

Entered by: Channel 4

This partnership was built around the broadcaster's coverage of the 2020 Paralympic Games. Pre-event activity included sponsored video diaries from Paralympics GB athletes posted on the C4 Paralympics Facebook page. During the games there were 300 hours of sponsored TV coverage, reaching more than 22 million adults. Toyota's brand affinity was boosted hugely as a result.

### WINNER

#### Toyota sponsors Paralympic sport on 4 with m/SIX

Entered by: Channel 4

In C4, Toyota found an organisation that shared its desire to create a more inclusive society. Toyota called it "a partnership in the truest sense; one where we work seamlessly together to raise the profile of disability sport and celebrate the achievements of ParalympicsGB and its athletes."





## PRINT, RADIO & FILM SPONSORSHIP

### SHORTLIST

#### British Vogue Forces For Change in partnership with BMW

Entered by: Wavemaker

This partnership centred on British Vogue's Forces For Change movement. A fully integrated partnership allowed BMW to sit front and centre in generating authentic conversations concerning female empowerment. Engaging content across print, digital & social helped drive shifts in brand engagement, positively changing the female perception of BMW.

#### Magic Radio & Bensons for Beds - Wake Up in a Good Place

Entered by: Bauer Media

This campaign was about achieving high impact quickly. Uncovering the nation's struggle with sleep, the brand re-launched itself as the solution, with the message 'Wake Up in a Good Place'. Bensons needed to raise awareness around this messaging so Bauer launched an ambitious campaign - broadcasting the Magic Breakfast show live from the top of a mountain.

#### Bauer Media & Disney

Sponsor: Disney+  
Entered by: Bauer Media

This partnership was designed to help the streaming platform stand out in a competitive market. Bauer developed a clear strategy to promote Disney+'s huge range of content, whilst continually 'eventising' the biggest drops and hidden gems. This aligned with Disney's influencer strategy in an agile and flexible way.

#### Tyler on Kiss Afternoons with KFC

Entered by: Mindshare and Bauer Media

This collaboration was about increasing KFC visits and turning cravings into purchases. Tyler's Drive Time on KISS proved the ideal partner, with the partnership triggering a long-running range of sponsorship activities, engaging editorial integrations and spicy social. The sponsorship has delivered stellar results across all KPIs and has just renewed for a third time.

#### Santander - Financial Difficulties Partnership

Entered by: The Story Lab

This campaign was a response to the financial difficulties millions of people were facing as a result of the pandemic. To help support those experiencing money worries, Santander and The Story Lab designed an innovative content strategy that ran throughout day and night to help sustain the conversation around financial wellbeing and help break taboos.

### WINNER

#### Tyler on Kiss Afternoons with KFC

Entered by: Mindshare and Bauer Media

This highly-integrated partnership has delivered 'finger-lickin' results and led to KFC renewing its partnership. Awareness of the partnership continues to grow and has driven strong performance in terms of brand consideration, recommendation and propensity to buy. The client says the partnership with KISS "has created a cultural potency we couldn't have foreseen, helping drive significant sales results."



## DIGITAL ACTIVATION

### SHORTLIST

#### City Slickers or City Kickers

Sponsor: Axi  
Entered by: Axi

This Manchester City-themed partnership seeks to demystify the world of trading. In year two, the main goal of City Slickers or City Kickers was to educate first-time traders by familiarising them with trading jargon. At the heart of campaign was a humorous and light-hearted piece of quiz content that was instantaneously engaging, helping to deliver against the educational objective.

#### DHL & Manchester United: A World United

Entered by: Bright Partnerships

This alliance was based around DHL's mission to 'connect people and improve lives'. With the pandemic preventing MU fans from attending Old Trafford, DHL created a virtual 'Theatre of Dreams' - a symbolic destination designed to unite and reward MU fans from all over the world. Fans took their seat in this virtual stadium to win once-in-a-lifetime prizes.

#### Hisense & UEFA EURO 2020 - Hisense Upgrade Squad

Entered by: CSM Sport & Entertainment

This campaign sought to leverage Hisense's status as sponsor of UEFA EURO 2020. Keen to grow its fanbase across social media within Europe, Hisense worked with authentic voices from the football community such as World Cup winners Lukas Podolski and Marco Materazzi, combined with social media personalities from key markets.

### WINNER

#### DHL & Manchester United: A World United

Entered by: Bright Partnerships

At a time when the world was more isolated than ever and supporters craved club affiliation and connection, DHL really delivered MU to all fans. A World United was a great success and outperformed all the KPIs set for the partnership - driving reach and awareness in key growth and emerging markets.



## ESPORTS, MOBILE OR GAMING SPONSORSHIP

### SHORTLIST

#### Drive is the Difference

Sponsor: BMW  
Entered by: Octagon

This campaign sought to address the relentless physical and mental strain faced by top level esports stars. The result was content series 'Drive is the Difference', devised in partnership with leading esports team Fnatic. For a performance-driven brand like BMW, taking pro gamers away from their consoles to keep their drive was a bold but important message to communicate.

#### Coco Pops: Start The Magic

Entered by: Venatus & The Story Lab

Start the Magic was about reigniting the imaginations of kids. By partnering Venatus, the brand was able to achieve large digital reach through exclusive access to kids gaming and entertainment communities. Working with an in-house creative studio it was able to produce exciting, dynamic experiences for kids within a Coco Pops environment.

#### Lucozade Sport & Hashtag United esports

Entered by: CSM Sport & Entertainment

This pioneering partnership with Hashtag United allowed the brand to demonstrate its purpose and achieve its goal in gaining mass exposure through engagement with esports. A shirt sponsorship of Hashtag United's esports team, backed by tailored activations, offered Lucozade Sport a unique opportunity to engage with its Gen Z target audience.

### WINNER

#### Coco Pops: Start The Magic

Entered by: Venatus & The Story Lab

A custom built, interactive Magical Minigame was used to create engagement between kids and brand icon Coco the Monkey. The result was lengthy dwell times and strong exposure for the brand. In addition, brand studies recorded an uplift in Coco Pops' fun perception due to the campaign.



## BRANDED CONTENT

### SHORTLIST

#### Changing Rooms

Sponsor: Dulux  
Entered by: Channel 4 & MediaCom

The reboot of Changing Rooms was the biggest ad funded programme launch ever for the broadcaster. Dulux paints were integrated into each episode's storyline and the results were impressive. Dulux consideration jumped by 50% for those that watched the show and category penetration grew by 10%.

#### Hellmann's Cook Clever Waste Less

Entered by: Channel 4 & Mindshare

This collaboration saw the creation of Cook Clever Waste Less, the first sustainability-led Ad Funded Programme in the UK. The aim was to raise awareness of the scale of the issue, produced by BBCS and commissioned by Channel 4.

#### Ronseal Presents: The Great Garden Revolution

Entered by: dentsuMB & The Story Lab

The Great Garden Revolution was a new Branded Entertainment series aimed at helping the nation's gardeners transform their outdoor spaces. Research data also shows that the programme is having a positive and lasting impact on people's feelings towards the brand - with 71% of respondents claiming it makes them feel warmer towards the brand.

#### Heat's Under the Duvet with VOXI

Entered by: Bauer Media & The Story Lab

This partnership was designed to help the brand build awareness and understanding amongst its 16-24 target audience. Leveraging the audience's obsession with Love Island, Bauer and The Story Lab created compelling content that hit all objectives, leading to a sales increase for VOXI.

### WINNER

#### Hellmann's Cook Clever Waste Less

Entered by: Channel 4 & Mindshare

Already a category winner on the evening, Cook Clever Waste Less has had a huge positive impact on audience behaviour. 32% of viewers said they would start using leftovers from their meals after watching the show. As a result, the show's fans managed to divert 3.1 million kg of food waste from landfill.





SHORTLIST

**#MakeYourMove, Kia & Australian Open 2021**  
Entered by: WeAreFearless

The aim of this work was to reach a new audience, who genuinely don't consider Kia, across eight different markets, with a new positioning and tagline. All this had to be achieved via the sponsorship of a tennis tournament that had no spectators due to the pandemic. The solution was a content-led campaign involving Rafael Nadal that was engaging, interactive and effective.

**Dreams, Team GB and ParalympicsGB : Dreams Team Bedtime Stories**  
Entered by: M&C Saatchi Sport & Entertainment

This cleverly-conceived campaign leveraged the brand's status as Official Sleep Partner to Team GB and ParalympicsGB. The approach was to collaborate with Jade Jones, Laura Kenny, Ali Jawad and Jordanne Whiley – to tell inspirational 'bedtime stories'. Affinity for Dreams amongst those aware of the campaign reached an impressive 74%.

**Hotels.com Dream Island**  
Entered by: JOE Media

This campaign was about engaging with fans in the most authentic way possible against the backdrop of the pandemic. Leveraging its sponsorship platform, 'Away Goals', Hotels.com inspired fans to dream and plan their future travel with the content series Dream Island. Partnering with JOE Media, the brand differentiated itself through its fun and irreverent personality.

**Tennent's Lager – Made For This**  
Entered by: Material

Made For This was built on the back of Tennent's Lager's status as Official Beer of the Scotland National Team. Devised to celebrate the team's participation in Euro 2020, the integrated campaign was spearheaded by three core pieces of film, which encapsulated the emotions of following the Scotland National Team – the highs, the lows and most importantly, the hope...

WINNER

**Tennent's Lager – Made For This**  
Entered by: Material

Tennent's biggest brand campaign in a decade, Made For This delivered on its strategic objectives and smashed its channel-led KPIs. The three core pieces of branded content at the heart of the campaign all enjoyed well in excess of 1 million views via a multitude of channels, and proved a key driving force within the broader context of campaign activity.



SHORTLIST

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**'I Saw It First' Stand Up To Cancer 2021 campaign**  
Sponsor: I Saw It First  
Entered by: Cancer Research UK

The aim of this fully integrated influencer campaign was to share cancer awareness messages and drive a wider audience to watch the Stand Up To Cancer live show on Channel 4 and interact with the ISIF website. The campaign gathered considerable momentum and contributed towards the overall 2021 success, which raised £31 million.

**STATSports #ProLevels**  
Entered by: Ear to the Ground

#ProLevels was the client's response to the commercial threat brought about by the pandemic. By working with influencers, STATSports pivoted and made the most of the 'new normal.' From top international talent to grassroots ballers, the brand built a competitive community that demonstrated its real time product benefits in terms of helping footballers stay fit.

**Transfer Deadline Day with WhatsApp View Once**  
Entered by: Mindshare and Sky Media

This innovative campaign took advantage of the buzz around transfer deadline day to showcase WhatsApp's View Once feature. Working with social influencer Harry Pintero, former soccer star Jamie Redknapp and Sky, WhatsApp play an intrinsic part in a key moment in the football calendar.

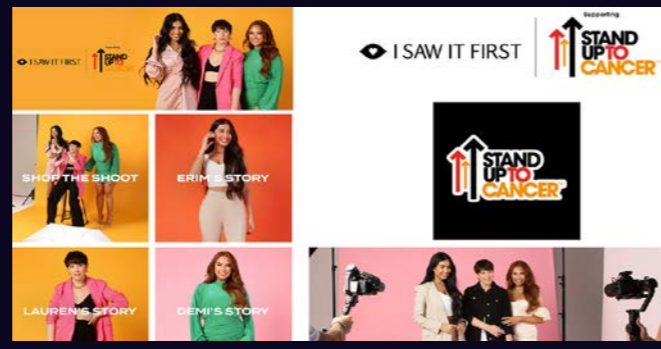
**Vinted create a fully dressed partnership with Hollyoaks**  
Entered by: Channel 4 & Starcom

This partnership allowed the brand to grow its share of voice in the key 18-45 year-old female target audience. Working with Hollyoaks producer Lime Pictures, Vinted was fully integrated into the editorial of the show, with characters authentically using the app. To deepen the partnership further on-screen talent also posted content on their social media accounts.

WINNER

**'I Saw It First' Stand Up To Cancer 2021 campaign**  
Sponsored by: I Saw It First  
Entered by: Cancer Research UK

One of the key objectives of this campaign was to highlight the threat cancer poses to all of us – now more than ever before. By sharing influencers' real-life stories and experiences with cancer, the campaign captured the urgency of the situation in an engaging and authentic way. The partnership was especially effective at reaching 16-34 year-olds.



HIGHLY COMMENDED

**Vinted create a fully dressed partnership with Hollyoaks**  
Entered by: Channel 4 & Starcom

PARTNERED BY SPORT ENGLAND AND UK SPORT



SHORTLIST

**Bridgestone, Chase Your Dream, No Matter What**  
Entered by: WeAreFearless

Tokyo 2020 represented the culmination of Bridgestone's 5-year Chase Your Dream No Matter What Olympic campaign. In a bid to drive awareness, purchase intent and affinity, the 360-campaign sought to bring people closer to The Games, reacting to events on the ground and being ready for the unexpected.

**eBay & EFL – Small Businesses United**  
Entered by: MediaCom Sport & Entertainment

This campaign was an effort to support small businesses affected by the ongoing Covid crisis. The idea at the heart of the sponsorship was Small Businesses United. Described as 'the world's first micro-sponsorship programme', it allowed UK SMBs to sponsor their local football teams, all funded by eBay, and amplified via a partnership with the EFL.

**Heineken & EURO 2020**  
Entered by: M&C Saatchi Sport & Entertainment

Sponsored by Heineken and entered by M&C Saatchi Sport & Entertainment, activating the Euro 2020 sponsorship across 12 host countries was always going to be a challenge. But the outcome was impressive, with vast volumes consumed across stadia. Key achievements included sales boosts for Heineken Original and Heineken 0.0, impressive brand affinity scores and high levels of engagement with Heineken's 'star of the match'.

**Fun Football & UK Football Associations**  
Sponsored by: McDonald's  
Entered by: Leo Burnett

Fun Football is about providing free football to kids across the nation. In 2018, McDonald's set a target of delivering five million hours of Fun Football by 2022. In 2021, it smashed those projections, delivering on its goal a year early. In the process, the brand enjoyed a huge increase in positive brand metrics.

**Müller & British Athletics/Athletics Ireland**  
Entered by: Run Communications

This partnership with British Athletics and Athletics Ireland set itself several core objectives. Key goals included bringing everyday moments of pleasure to everybody, pushing athletics to the forefront of people's minds, inspiring adults and children to get active, bringing Müller's Brand Character, the entertainer, into athletics, and driving sales of the iconic Müller Corner product.

**Tokyo 2020 – Transforming Toyota's Business in the UK**  
Entered by: MediaCom Sport & Entertainment

A 'home' Olympic Games in Tokyo marked a key milestone in the evolution of Toyota from automotive to mobility company. Activated via a large-scale communications plan, the brand saw uplifts across all key brand metrics as it leveraged the power of the Olympic & Paralympic Games.

WINNER

**eBay & EFL – Small Businesses United**  
Entered by: MediaCom Sport & Entertainment

Small Business United provided local clubs and businesses a platform for exposure and amplification via a mix of EFL rights plus localised activation, media and communications. As a result, this ingenious campaign drove 18% increase in consideration for eBay and a 269% increase in purchase intent.



PARTNERED BY SPORT ENGLAND AND UK SPORT



SHORTLIST

**Dreams & TeamGB & ParalympicsGB**  
Entered by: M&C Saatchi Sport & Entertainment

This ingenious alliance saw the brand become the first ever Official Sleep Partner to TeamGB and ParalympicsGB. With a campaign themed on the Power of Sleep, the sponsor formed a Dream Team of eight world-beating ambassadors to launch the fully integrated campaign.

**With You All The Way**  
Sponsored By: Expedia  
Entered by: Octagon

With You All the Way was a fully-integrated sponsorship platform created to inspire optimism and excitement for travel again. By promising unconditional support for fans, travellers, and the club, Expedia achieved excellent results against a range of KPIs including brand awareness, affinity and consideration. Key tools included a TVC, social campaign and a global content series.

**Vodafone & The British & Irish Lions**  
Entered by: Fuse

This partnership was a reintroduction into sports sponsorship for the leading mobile brand. Driven by a desire to increase consideration among non-Vodafone users, the campaign leaned heavily into tech and connectivity. Innovations around 5G, data analytics and avatars helped Vodafone smash its key objectives.

**Webex & McLaren**  
Entered by: Octagon

This was the first year that the Cisco-owned brand had been McLaren F1's Official Collaboration Partner – with the objective of delivering seamless collaboration between the team, partners, and fans, wherever they are, while also creating immersive experiences around the team. Year one's activation put Webex on the F1 map and provided a strong platform to build on in year two.

WINNER

**Dreams & TeamGB & ParalympicsGB**  
Entered by: M&C Saatchi Sport & Entertainment

Dreams' decision to back the power of sleep paid off, with brand awareness through the roof and bed buyers seeing a close association between Dreams, ParalympicsGB and TeamGB. The brand has seen huge advances in consideration, brand affinity and trustworthiness as a result of the campaign.



HIGHLY COMMENDED

**Vodafone & The British & Irish Lions**  
Entered by: Fuse



## BEST OLYMPICS/PARALYMPICS SPONSORSHIP TOKYO 2020

### SHORTLIST

**Bridgestone & Tokyo 2020 Campaign on Eurosport**  
Entered by: Discovery

The main objective of this Eurosport-based campaign was to make the most of Bridgestone's partnership with Tokyo 2020. By amplifying Bridgestone's brand message and association with the Olympic Games across Europe, the brand was able to stand out in a crowded environment and achieve differentiation.

**Bridgestone, Chase Your Dream, No Matter What**  
Entered by: WeAreFearless

Tokyo 2020 represented the culmination of Bridgestone's 5-year Chase Your Dream No Matter What Olympic campaign. In a bid to drive awareness, purchase intent and affinity, the 360-campaign sought to bring people closer to The Games, reacting to events on the ground and being ready for the unexpected.

**Dreams & TeamGB & ParalympicsGB**  
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This ingenious alliance saw the brand become the first ever Official Sleep Partner to TeamGB and ParalympicsGB. With a campaign themed on the Power of Sleep, the sponsor formed a Dream Team of eight world-beating ambassadors to launch the fully integrated campaign.

**Purplebricks - Team GB Sponsorship**  
Entered by: Purplebricks

This partnership with TeamGB was designed to create a bond of trust between the online real estate brand and consumers. By drawing on the UK public's affinity to TeamGB through a series of creative and humorous activations, Purplebricks convinced potential customers it was likeable, professional, trusted and warm.

**Ocean Outdoor & Team GB Partnership**  
Entered by: Ocean Outdoor

This innovative partnership was a powerful platform for Ocean to lend its support to key cultural themes including diversity and inclusivity. Ocean used its digital out of home network and expertise in experiential pop-ups to amplify the importance of communities and create partnership opportunities.

**Tokyo 2020 - Transforming Toyota's Business in the UK**  
Entered by: MediaCom Sport & Entertainment

A 'home' Olympic Games in Tokyo marked a key milestone in the evolution of Toyota from automotive to mobility company. Activated via a large-scale communications plan, the brand saw uplifts across all key brand metrics as it leveraged the power of the Olympic & Paralympic Games.

### WINNER

**Dreams & TeamGB & ParalympicsGB**  
Entered by: M&C Saatchi Sport & Entertainment

All told, 81% of people aware of the campaign believe Dreams are sleep experts versus 58% of the general population. Dreams calls this sponsorship its "best ever brand campaign".



### HIGHLY COMMENDED

**Purplebricks - Team GB Sponsorship**  
Entered by: Purplebricks

## GRASS ROOTS SPORTS SPONSORSHIP

PARTNERED BY THE SPORT AND RECREATION ALLIANCE



### SHORTLIST

**eBay & EFL - Small Businesses United**  
Entered by: MediaCom Sport & Entertainment

This campaign's aim to support small businesses affected by the ongoing Covid crisis. The idea at the heart of the sponsorship was Small Businesses United. Described as 'the world's first micro-sponsorship programme', it allowed UK SMBs to sponsor their local football teams, all funded by eBay, and amplified via a partnership with the EFL.

**Fun Football**  
Sponsor: McDonald's  
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Fun Football is about providing free football to kids across the nation. In 2018, McDonald's set a target of delivering five million hours of Fun Football by 2022. In 2021, it smashed those projections, delivering on its goal a year early. In the process, the brand enjoyed a huge increase in positive brand metrics.

**Nationwide Building Society and England Football Coin for Respect**  
Entered by: Hatch

The client was looking for a PR led project that would reach the young family demographic and get them talking about what respect means and why it's important. The Coin for Respect campaign was developed as the key activation and focal point to help achieve these goals. The overall campaign exceeded all expectations and saw 15,000 referees using the coin for respect every week.

**Papa John's Community Fund**  
Entered by: Papa John's

This campaign was about helping the 5,000 amateur football teams facing extinction because of Covid-19. Working with the EFL and SPFL, Papa John's supported a wide range of community initiatives, offering grass roots clubs a financial lifeline, engaging fans and keeping communities connected to their clubs.

### WINNER

**eBay & EFL - Small Businesses United**  
Entered by: MediaCom Sport & Entertainment

The Small Businesses United campaign has had a dramatic impact on the way consumers think about the eBay brand. Positive word of mouth increased significantly, as did purchase intent. 56% of online shoppers surveyed in relation to the campaign believe that eBay supports small businesses and local communities.



## FOOTBALL SPONSORSHIP

### SHORTLIST

**City Slickers or City Kickers**  
Sponsored by: Axi  
Entered by: Axi

This Manchester City-themed partnership seeks to demystify the world of trading. In year two, the main goal of City Slickers or City Kickers was to educate first-time traders by familiarising them with trading jargon. At the heart of campaign was a humorous and light-hearted piece of quiz content that was instantaneously engaging, helping to deliver against the educational objective.

**BT & Hope United**  
Entered by: Cake

Hope United was a team of international star players, whose goal was to tackle online hate. With an iconic kit and club crest, Hope United became a game-changing campaign that educated millions of people across the Home Nations. In the process, the campaign put BT's brand purpose - 'We Connect for Good' into action.

**DHL & Manchester United: A World United**  
Entered by: Bright Partnerships

This alliance was based around DHL's mission to 'connect people and improve lives'. With the pandemic preventing MU fans from attending Old Trafford, DHL created a virtual 'Theatre of Dreams' - a symbolic destination designed to unite and reward MU fans from all over the world. Fans took their seat in this virtual stadium to win once-in-a-lifetime prizes.

**Dettol & The Football Association**  
Entered by: M&C Saatchi Sport & Entertainment

This partnership was designed to help the disinfectant brand connect with people at a more emotional level; leveraging its strapline - We Protect What We Love. Through its FA partnership, Dettol flipped the hygiene conversation on its head and made it a performance matter.

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The idea at the heart of the sponsorship was Small Businesses United. Described as 'the world's first micro-sponsorship programme', it allowed UK SMBs to sponsor their local football teams, all funded by eBay, and amplified via a partnership with the EFL.

**Heineken & EURO 2020**  
Entered by: M&C Saatchi Sport & Entertainment

Activating the Euro 2020 sponsorship across 12 host countries was always going to be a challenge. But the outcome was impressive, with vast volumes consumed across stadia. Key achievements included sales boosts for Heineken Original and Heineken 0.0, impressive brand affinity scores and high levels of engagement with Heineken's 'star of the match'.

**Tennent's Lager - Made For This**  
Entered by: Material

Made For This was built on the back of Tennent's Lager status as Official Beer of the Scotland National Team. Devised to celebrate the team's participation in Euro 2020, the integrated campaign was spearheaded by three core pieces of film, which encapsulated the emotions of following the Scotland National Team - the highs, the lows and most importantly, the hope...

### WINNER

**eBay & EFL - Small Businesses United**  
Entered by: MediaCom Sport & Entertainment

The campaign drove brand consideration, purchase intent and positive word of mouth. In addition, 47% of online shoppers said the sponsorship helps eBay stand out from the crowd.

### HIGHLY COMMENDED

**Tennent's Lager - Made For This**  
Sponsored by: Tennent's Lager  
Entered by: Material

## MASS PARTICIPATION SPONSORSHIP

### SHORTLIST

**Heineken Race to the Castle**  
Entered by: Threshold Sports

Heineken Race to the Castle was a follow up to the larger brand's 3-year sponsorship of Race to the Tower. Despite the challenges of a COVID-enforced postponement in 2020 and the additional measures needed, the inaugural event finally took place in June 2021. The event succeeded in bringing colleagues together, improving their physical, mental and social wellbeing.

**I Am Team GB - presented by Toyota**  
Entered by: MediaCom Sport & Entertainment

I Am Team GB is a key platform for demonstrating the brand's business evolution from a traditional automotive manufacturer to a mobility solutions provider. In 2021, Toyota and Team GB created the "I Am Team GB Festival of Sport". The result was a packed summer of activity, encouraging activities at a community level.

### WINNER

**I Am Team GB - presented by Toyota**  
Entered by: MediaCom Sport & Entertainment

I Am Team GB inspired 95,000 people to get active at over 600 'DIY' events with six hero events held around the UK shortly after the Olympics. All events were underpinned by a communications platform that reached 5.2m of the UK population. Thirty-five percent of participants said they would exercise more and over 69% (unprompted) recalled Toyota positively.





## NAMING RIGHTS SPONSORSHIP

### SHORTLIST

#### Thames Clippers and Uber

Entered by: AEG Europe

This innovative partnership saw the iconic ride sharing brand secure the naming rights for Thames Clippers. The rationale for the link up was to help Uber achieve its multi-modal transport vision in London. Integrating ticketing into the Uber app provided Uber's users new ways to reach their destination. The deal also provided Uber with superb brand visibility around the Thames.

#### Principality Stadium

Entered by: The Space Between

This naming rights deal is at the heart of a long running partnership between the brand and Welsh Rugby. In normal times, Principality Stadium is able to capitalise on sporting and entertainment occasions to meet objectives. But against the backdrop of COVID-19, the sponsor shifted its strategy to align with the core brand message Where Home Matters.

#### Santander Cycles

Entered by: Santander

This long-running partnership is part of the fabric of London's cityscape. At the centre is Santander's raison d'être: to help people and businesses prosper. Key achievements have included the use of tech to achieve carbon savings, and successful transformation of the scheme into a profitable and self-sustaining operation.

### WINNER

#### Principality Stadium

Entered by: The Space Between

Throughout 2021, Principality successfully repositioned its Stadium naming rights sponsorship to activate more brand and purpose-led campaigns. This repositioning allowed Principality to further build brand equity and consideration within the Welsh rugby fanbase and land key product truths and benefits.



#BackInTouch



Where Home Matters

## BRAND SPONSORSHIP

SPONSORED BY SPONSORIUM



### SHORTLIST

#### Aldi sponsors The Great British Bake Off

Sponsored by: Aldi

Entered by: Channel 4

The supermarket chain's decision to support The Great British Bake Off proved an inspired choice. The sponsorship sharply improved awareness of Aldi and improved perceptions of the brand. With viewers perceiving Aldi as 'a good fit' for the popular show, the retailer decided to renew the partnership for another year.

#### BT & Home Nations

Entered by: Cake

Sponsored by BT and entered by Cake, the telco brand's '4-3-3 Game Plan' is one of the UK's most transformative football sponsorships. Combining the power of football, digital skills and technology, it aims to ensure that the game is more accessible, innovative and inclusive than ever before. The strategy has had a powerful influence at grassroots level and has also enabled BT to boost its status as an innovative brand.

#### Heineken & EURO 2020

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#### Heinz sponsors ITV National Weather

Entered by: The Story Lab

The goal of this campaign was to ensure the iconic brand was front of mind when consumers were thinking about making meals. ITV's national weather was the perfect environment to showcase the breadth of products, boosting the brand's mental availability whilst making it possible to maximise seasonal flexes across the portfolio – thus driving frequency of usage and purchase.

#### Purplebricks - Team GB Sponsorship

Entered by: Purplebricks

This partnership with TeamGB was designed to create a bond of trust between the online real estate brand and consumers. By drawing on the UK public's affinity to TeamGB through a series of creative and humorous activations, Purplebricks convinced potential customers it was likeable, professional, trusted and warm.

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This partnership was a reintroduction into sports sponsorship for the leading mobile brand. Driven by a desire to increase consideration among non-Vodafone users, the campaign leaned heavily into tech and connectivity. Innovations around 5G, data analytics and avatars helped Vodafone smash its key objectives.

### WINNER

#### Heineken & EURO 2020

Entered by: M&C Saatchi Sport & Entertainment

Despite taking place at the height of Covid-19, EURO 2020 has had a marked impact on perceptions and attributions for Heineken amongst its target audience. Key outcomes of the sponsorship included a renewed emphasis on sustainability and a strong performance on social media. Heineken would have been the event's most talked about brand if not for a certain incident involving a famous footballer and a fizzy drink...

### HIGHLY COMMENDED

#### BT & Home Nations

Sponsored by: BT

Entered by: Cake

## FIRST TIME SPONSOR AWARD

### SHORTLIST

#### City Slickers or City Kickers

Sponsored by: Axi

Entered by: Axi

This Manchester City-themed partnership seeks to demystify the world of trading. In year two, the main goal of City Slickers or City Kickers was to educate first-time traders by familiarising them with trading jargon. At the heart of campaign was a humorous and light-hearted piece of quiz content that was instantaneously engaging, helping to deliver against the educational objective.

#### Babylonstoren, Official Rosé of the RHS Chelsea Flower Show 2021

Entered by: Grand Central Creative

This expertly-crafted sponsorship was designed to introduce the wine-maker's upmarket Rosé to a targeted, affluent audience. By partnering with the Chelsea Flower Show, Babylonstoren was able to activate and sample within an enclosed, targeted event space as well as take its official accreditation into ATL media to engage likeminded individuals.

#### Dettol & The Football Association

Entered by: M&C Saatchi Sport & Entertainment

This partnership was designed to help the disinfectant brand connect with people at a more emotional level; leveraging its strapline – We Protect What We Love. Through its FA partnership, Dettol flipped the hygiene conversation on its head and made it a performance matter.

#### Vinted create a fully dressed partnership with Hollyoaks

Entered by: Channel 4 & Starcom

This partnership allowed the brand to grow its share of voice in the key 18-45 year-old female target audience. Working with Hollyoaks producer Lime Pictures, Vinted was fully integrated into the editorial of the show, with characters authentically using the app. To deepen the partnership further on-screen talent also posted content on their social media accounts.

#### Webex & McLaren

Entered by: Octagon

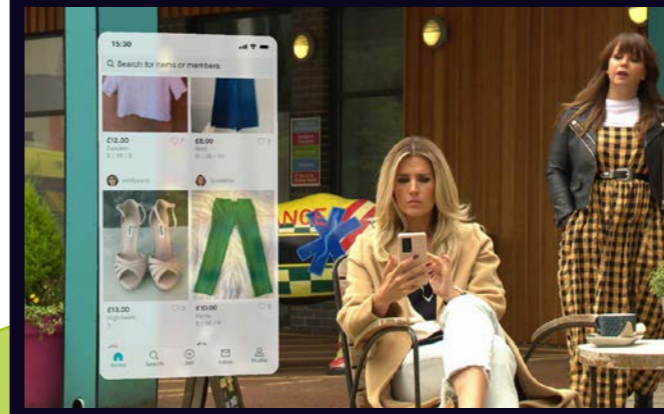
This was the first year that the Cisco-owned brand had been McLaren F1's Official Collaboration Partner – with the objective of delivering seamless collaboration between the team, partners, and fans, wherever they are, while also creating immersive experiences around the team. Year one's activation put Webex on the F1 map and provided a strong platform to build on in year two.

### WINNER

#### Vinted create a fully dressed partnership with Hollyoaks

Entered by: Channel 4 & Starcom

The Vinted sponsorship achieved strong results, with top-of-mind recall up 83% across pre to post testing. Brand perceptions saw significant uplifts against measures such as Vinted is 'a brand I love' and Vinted is 'for everyone'. A large section of the Hollyoaks audience now views Vinted as the fashion industry leader in reducing environmental impact.



### HIGHLY COMMENDED

#### Webex & McLaren

Sponsored by: Webex

Entered by: Octagon

## SPONSORSHIP CONTINUITY

### SHORTLIST

#### Müller & British Athletics/Athletics Ireland

Entered by: Run Communications

This partnership with British Athletics and Athletics Ireland has been running for several years and covers a wide range of major events. Key goals included bringing everyday moments of pleasure to everybody, pushing athletics to the forefront of people's minds, inspiring adults and children to get active, bringing Müller's Brand Character, the entertainer, into athletics, and driving sales of the iconic Müller Corner product.

#### Santander Cycles

Entered by: Santander

This long-running partnership is part of the fabric of London's cityscape. At the centre is Santander's raison d'être: to help people and businesses prosper. Key achievements have included the use of tech to achieve carbon savings, and successful transformation of the scheme into a profitable and self-sustaining operation.

#### Bauer Media and Wickes Sponsorship

Entered by: Bauer Media, The Story Lab & Carat

This long-running partnership celebrated its decade in 2021. Keen to take the sponsorship to the next level, the campaign was extended to include iconic Bauer brands Grazia, KISS and Planet Rock. By exploring these new channels, the campaign was able to expand audience reach and change perceptions – such as inspiring younger female audiences and delivering increased relevance to the trade audience.

### WINNER

#### Santander Cycles

Entered by: Santander

Santander has consistently taken an active role in pushing forward cycle hire and cycling in London. Blaze lighting, development of the app, GPS tracking, loyalty scheme and cashback are just a few innovations that Santander has backed, thus ensuring a constantly improving proposition. Currently the bank is committed to the programme until at least 2025





## INTERNATIONAL SPONSORSHIP AWARD

### SHORTLIST

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

Entered by: WeAreFearless

Tokyo 2020 represented the culmination of Bridgestone's 5-year Chase Your Dream No Matter What Olympic campaign. In a bid to drive awareness, purchase intent and affinity, the 360-campaign sought to bring people closer to The Games, reacting to events on the ground and being ready for the unexpected.

#### #MakeYourMove, Kia & Australian Open 2021

Entered by: WeAreFearless

The aim of this work was to reach a new audience, who genuinely don't consider Kia, across 8 different markets, with a new positioning and tagline. All this had to be achieved via the sponsorship of a tennis tournament that had no spectators due to the pandemic. The solution was a content-led campaign involving Rafael Nadal that was engaging, interactive and effective.

#### Heineken & EURO 2020

Entered by: M&C Saatchi Sport & Entertainment

Activating the Euro 2020 sponsorship across 12 host countries was always going to be a challenge. But the outcome was impressive, with vast volumes consumed across stadia. Key achievements included sales boosts for Heineken Original and Heineken 0.0, impressive brand affinity scores and high levels of engagement with Heineken's 'star of the match'.

#### New Balance We Got Now

Entered by: Ear to the Ground

We Got Now set out to celebrate individualism and inspire a global audience of 14-20 year-old fans to stand up for what they believe in. Collaborating with a global fan collective enabled the brand to tap into real time insight and tell compelling stories that resonated in international markets.

#### Zwift & Eurosport Partnership - Home of Cycling

Entered by: Discovery

This partnership supported Zwift's mission to help millions of people enjoy a more active life whilst having fun. It was a pioneering partnership for Discovery that resulted in exponential YoY growth and smashed Zwift's objectives. Likeability, purchase consideration, usage and recommendation were all significantly higher for Eurosport viewers vs non-viewers.

### WINNER

#### New Balance We Got Now

Entered by: Ear to the Ground

New Balance's innovative We Got Now campaign regularly crossed over into wider culture, from fashion to gaming. As a result, social engagement and product sales went through the roof in the first year of this long term strategy. 2021 football boot sales generated a significant boost in revenue while socially the brand attributes a 14.5% increase in followers across Instagram and TikTok to the campaign.



## BEST USE OF RESEARCH, MEASUREMENT & EVALUATION

SPONSORED BY YOUNGOV



### SHORTLIST

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

Entered by: WeAreFearless

The campaign's success was evaluated in a variety of ways, such as social media tracking, event evaluation and an IPSOS study that evidenced improved metrics such as affinity and purchase intent.

#### British Vogue Forces For Change in partnership with BMW

Entered by: Wavemaker

A fully integrated partnership allowed BMW to sit front and centre in generating authentic conversations concerning female empowerment. The efficacy of the campaign for BMW was assessed using an online survey sent to a large panel with results measured against objectives.

#### BT & Hope United

Entered by: Cake

Hope United was a team of international star players, whose goal was to tackle online hate. With an iconic kit and club crest, Hope United became a game-changing campaign that educated millions of people across the Home Nations. A well-integrated research programme demonstrated several business and brand benefits.

#### Dreams, Team GB and ParalympicsGB

Entered by: M&C Saatchi Sport & Entertainment

This cleverly-conceived campaign leveraged the brand's status as Official Sleep Partner to Team GB and ParalympicsGB. Pre-campaign research among GB athletes supported the notion that sleep is important to elite sporting performance. Post-campaign, work by Consumer Insights and Nielsen identified a range of positive outcomes for Dreams.

#### Heineken & EURO 2020

Entered by: M&C Saatchi Sport & Entertainment

Activating the Euro 2020 sponsorship across 12 host countries was a challenge. But the outcome was impressive, with vast volumes consumed across stadia. A well-orchestrated research programme demonstrated sales boosts for Heineken Original and Heineken 0.0, impressive brand affinity scores and strong engagement with 'star of the match'.

#### Hisense & UEFA EURO 2020 - Hisense Upgrade Squad

Entered by: CSM Sport & Entertainment

Keen to grow its fanbase across social media, Hisense worked with authentic voices from the football community and was able to demonstrate strong results via a comprehensive research programme.

### WINNER

#### BT & Hope United

Entered by: Cake

A multi-tiered research programme including extensive field work showed that Hope United was one of the standout campaigns of UEFA EURO 2020, setting a precedent for future BT brand campaigns. BT is using the momentum of the campaign to build a long-lasting legacy. This includes rolling out Hope United educational workshops at grassroots clubs.



## BEST USE OF PUBLIC RELATIONS

PARTNERED BY THE PRCA



### SHORTLIST

#### Guinness #Never Settle

Entered by: Hope & Glory and Wilson Hartnell

This campaign sought to address the fact that just four percent of sports coverage globally is focused on women's sport. In response, the partners created 'Never Settle', a first-of-its-kind programme that shone a light on and addressed this lack of coverage and thereby increased visibility of women's rugby through a series of integrated creative activities.

#### McDonald's Fun Football

Entered by: The Red Consultancy

This PR-led campaign was all about the restart of the client's popular Fun Football sessions. The brief was clear: celebrate the return of Fun Football and encourage parents to sign their kids up. The return of the programme underlined McDonald's 19-year support for grass roots football in the UK.

#### Nationwide Building Society and England Football Coin for Respect

Entered by: Hatch

The client was looking for a PR led project that would reach the young family demographic and get them talking about what respect means and why it's important. The Coin for Respect campaign was developed as the key activation and focal point to help achieve these goals. The overall campaign exceeded all expectations and saw 15,000 referees using the coin for respect every week.

#### Purplebricks - Team GB Sponsorship

Entered by: Purplebricks

This partnership with TeamGB was designed to create a bond of trust between the online real estate brand and consumers. By drawing on the UK public's affinity to TeamGB through a series of creative and humorous activations, Purplebricks convinced potential customers it was likeable, professional, trusted and warm.

### WINNER

#### McDonald's Fun Football

Entered by: The Red Consultancy

Through an integrated PR launch, Fun Football sessions were oversubscribed by 157% and led to more sessions being put on across the Home Nations. In total, 500,000 hours of free football were delivered in just two months. In addition to hitting the main PR objectives, positive 'Brand Trust' metrics increased by 25% points among parents aware of Fun Football.



## BEST USE OF A SMALLER BUDGET

### SHORTLIST

#### Atom Bank Sponsorship of Article 12, Lumiere 2021

Entered by: Artichoke

This creatively-led partnership was designed to demonstrate Atom's commitment to its North East roots through a strong focus on CSR. Atom chose to partner the Artichoke-produced Lumiere light festival as a way of targeting key local audiences, including schools, and creating a positive brand association.

#### Eat Pies Plant Trees

Sponsored by: Pieminister

Entered by: Forestry England

This smart campaign raised funds to plant a new forest in England - Pleasant Forest, Kent. Customers got involved by eating Pieminister's plant-based patties and pies. Every patty or pie eaten generated a donation from Pieminister to Forestry England. This initiative supported a series of goals Pieminister has set itself to lead the way as a sustainable food business.

#### Sneakers Unboxed - StockX Exhibition Sponsorship

Entered by: Design Museum

This exhibition-based collaboration was one of the first events in the world to explore the design story behind the sneaker. The partnership with e-commerce resale platform StockX was one of the museum's most successful ever partnerships, combining funding with creative and relevant activity that inspired engagement across the museum and offered rich content.

### WINNER

#### Eat Pies Plant Trees

Sponsored by: Pieminister

Entered by: Forestry England

By using multiple routes to market and capitalising on audience engagement across the campaign, Pieminister achieved its core objectives - fundraising and increased marketing reach among relevant audiences. More than 8000 trees were planted and there was a significant positive impact on sales performance in the grocery channel.





## FINANCIAL SERVICES SECTOR - UKSA SPOTLIGHT AWARD

### SHORTLIST

#### Nationwide Building Society

Entered by: Hatch

The client was looking for a PR led project that would reach the young family demographic and get them talking about what respect means and why it's important. The Coin for Respect campaign was developed as the key activation and focal point to help achieve these goals. The overall campaign exceeded all expectations and saw 15,000 referees using the coin for respect every week.

#### Principality Building Society

Entered by: The Space Between

Principality's naming rights deal is at the heart of a long running partnership between the brand and Welsh Rugby. In normal times, Principality Stadium is able to capitalise on sporting and entertainment occasions to meet objectives. But against the backdrop of COVID-19, the sponsor shifted its strategy to align with the core brand message Where Home Matters.

#### Santander

Entered by: Santander

The Santander Cycles long-running partnership is part of the fabric of London's cityscape. At the centre is Santander's raison d'être: to help people and businesses prosper. Key achievements have included the use of tech to achieve carbon savings, and successful transformation of the scheme into a profitable and self-sustaining operation.

### WINNER

#### Santander

Entered by: Santander

Santander Cycles has delivered benefits to both the brand and Londoners. In 2021, the iconic red bikes set a record with just under 11 million hires, a long way since the 2m hires when it started in 2010. At a time of crisis, the scheme also delivered free codes to almost 20,000 key workers.



## RIISING TO THE COVID CHALLENGE AWARD

### SHORTLIST

#### Away Goals

Sponsored by: Hotels.com/Expedia

Entered by: Octagon

Away Goals was a fully-integrated sponsorship platform created to show that it is still possible for people to achieve their goals, no matter what the restrictions are. The campaign delivered excellent results against KPIs including brand awareness, consideration, reach and positive sentiment. Eighty-eight percent of fans exposed to the campaign felt more positive towards the brand.

#### Return to Sport - Lucozade Sport

Entered by: CSM Sport & Entertainment

This campaign saw the brand seek to position itself at the forefront of welcoming people back to sport as restrictions lifted. As one example, Lucozade Sport hosted the first amateur game of football with Rising Ballers at 00:01 on 29th March 2021. The game achieved strong organic pickup on digital media, reaching Lucozade's Gen Z target audience.

#### Travel to Tokyo

Entered by: EVERFI

Travel to Tokyo (TTT) was a Team GB and ParalympicsGB youth engagement programme, delivered in partnership with Sport England and Team GB commercial partners. It used the inspiration of the Tokyo 2020 Games to engage inactive families and encourage them to exercise regularly.

#### WeTransfer, Royal Academy of Arts, Uncommon Creative Studio

Entered by: WeTransfer, Royal Academy of Arts and Uncommon Creative Studio

This partnership was about making sure the widest possible audience could view the RA's iconic summer exhibition. Against the backdrop of Covid-19, WeTransfer collaborated with the RA to make the exhibition accessible to 70 million creatives.

### WINNER

#### Travel to Tokyo

Entered by: EVERFI

COVID-19 and school closures meant the partners had to completely redesign this programme in a short space of time to reach audiences, ensure impact and meet targets. And that effort paid off. Digitally delivered and brought to life by athlete ambassadors, Travel To Tokyo reached over 2.9 million participants, 251% of its pre-campaign target.



### HIGHLY COMMENDED

#### WeTransfer partners with the Royal Academy of Arts

Entered by: WeTransfer/Royal Academy of Arts/Uncommon Creative Studio

## BEST USE OF TECHNOLOGY TO AMPLIFY ASSETS OR EXISTING PARTNERSHIPS

### SHORTLIST

#### Eleven Sports Media

Founded in 2009, Eleven Sports Media is a leader in the creation and execution of community-driven sports partnerships, underpinned by technology. Its products include StatZone, StatTV and Stadium TV, which is used by 50% of Premier League and 75% of Championship Clubs. Boasting live integration with Twitter and Instagram, in-house content, team lineups, scores, real-time Opta-integrated stats, and more, StadiumTV delivers for fans, rights-holders, and local brands.

#### Ocean Outdoor

Ocean Outdoor is one of the UK's leading operators of full motion large format Digital Out of Home (DOOH) screens. As the official out of home partner for Team GB, Ocean sought to drive engagement, create awareness and reach consumers at scale. The exposure and impact of Ocean's DOOH network enabled Team GB to reach a wide variety of sports fans across the UK, helping to amplify the 2020 Summer Olympics with mass media, live streaming and the official Team GB fan zone.

### WINNER

#### Eleven Sports Media

Confronted by the impact of COVID-19, Eleven doubled down on its core community-driven purpose and technology stack in 2021. It pivoted around a purely remote operating model, streamlined its processes, and underwent a brand refresh to reassert its ambition for the industry. Among highlights, Eleven connected 700 new businesses with clubs in 2021, providing both with a platform for growth and recovery.

## SPONSORSHIP INNOVATION OF THE YEAR

### SHORTLIST

#### Channel 4 Represents: Black to Front

Entered by: Channel 4

#### Coco Pops: Start The Magic

Entered by: Venatus & The Story Lab

#### Dreams & Team GB: Dreams Team Bedtime Stories

Entered by: M&C Saatchi Sport & Entertainment

#### eBay & EFL - Small Businesses United

Entered by: MediaCom Sport & Entertainment

#### New Balance We Got Now

Entered by: Ear to the Ground

#### Purplebricks - Team GB Sponsorship

Entered by: Purplebricks

### WINNER

#### eBay & EFL - Small Businesses United

Entered by: MediaCom Sport & Entertainment

Judges commended this campaign for its strong insights, compelling rationale, excellent communication and substantial commitment to local clubs and businesses. All in all, a supremely innovative way of reconnecting eBay with its core audience while supporting businesses and grass roots sport.

### HIGHLY COMMENDED

#### Coco Pops: Start The Magic

Entered by: Venatus & The Story Lab

## THE BARRIE GILL AWARD FOR MOST PROMISING YOUNG SPONSORSHIP EXECUTIVE

### SHORTLIST

#### Ana Zigic

research and insights account executive, Cake

Ana has become a crucial member of the team in an extremely short period of time. As well as being a research expert, Ana is also one of the leading agency experts on US Sports and women's football. She helped Cake build out a full women's football strategy for a key client ahead of the Women's Euros.

#### Matt Rapinet

account director, WeAreFearless

Since joining in 2018, Matt has made a significant impact on the agency, his clients and the industry. His entrepreneurial mindset was evidenced when developing the agency's esports division. Matt's strategic approach and focus on effectiveness means he pushes for bold creative work that makes a difference.

#### Lauren Paterson

senior creation manager, The Story Lab

Lauren has defied expectations in her career. Against all odds, Lauren secured her position at Carat at 18 years old and is now The Story Lab's youngest ever senior manager. Already a mentor in her own right, Lauren is gifted in using insights to sell sponsorships to clients such as Diageo, Kellogg's and Vodafone.

#### Natalie Hopkins

senior partnerships manager, The Marketing Store

Natalie is an incredibly self-driven and motivated individual; she establishes new ambitions, creative ideas and materialises these autonomously. Natalie keeps a pulse on the external market and industry trends, frequently attending webinars and presenting.

### WINNER

#### Natalie Hopkins

senior partnerships manager, The Marketing Store

One rights holder partner at her former position at LNER observed that Natalie has been "extremely dynamic in her approach. Her tenacious attitude towards achieving outstanding results has been central to the success of our partnership."



## UK SPONSORSHIP AGENCY OF THE YEAR

### SHORTLIST

Bright Partnerships  
Ear to the Ground  
Eleven Sports Media  
M&C Saatchi Sport & Entertainment  
MatchFit  
Octagon  
The Space Between  
We are Futures  
WeAreFearless

## SPONSORSHIP AGENCY OF THE YEAR - LARGE

### Ear To The Ground

This was an excellent year for Ear To The Ground which saw revenues rise by 60% and profits double in 2021. A game changer for the company is its innovative Fan Intelligence platform, which has been embraced by several blue chip sponsors. One client said: "The best thing about Ear to the Ground is that they are always innovative and always looking for solutions. It's like having an incredible ally on our side."

**EAR TO THE GROUND**

## SPONSORSHIP AGENCY OF THE YEAR - MEDIUM TO BOUTIQUE

### We Are Futures

In 2021, educationally-focused We Are Futures celebrated its 17th anniversary with its best year ever. Fee revenue rose 46% and earnings doubled. Client retention was 100% and existing clients were joined by the likes of McDonalds, Snap and BT. This growth has been matched by an expansion in its network. The firm can now reach over 10 million young people in the UK and is expanding its global footprint.

**WE ARE  
FUTURES**

## SPONSORSHIP AGENCY OF THE YEAR - BREAKTHROUGH

### MatchFit

2021 was a hugely successful year for client retention, organic growth and new business at MatchFit. The agency's remote-first business model was perfectly suited to the times and helped it secure key clients including Manchester City. Active from grassroots to elite, governance to culture, the company grew year on year revenues by an impressive 179%.



## SPONSORSHIP OF THE YEAR

### FINALISTS

Sneakers Unboxed - StockX Exhibition Sponsorship  
Babylonstoren, Official Rosé of the RHS Chelsea Flower Show  
Papa John's Community Fund  
ULI UrbanPlan UK  
Hellmann's Cook Clever Waste Less  
Guinness #Never Settle  
Channel 4 Represents: Black to Front  
Toyota sponsors Paralympic sport on 4 with m/Six  
Tyler on Kiss Afternoons with KFC  
DHL & Manchester United: A World United  
Coco Pops: Start The Magic  
Tennent's Lager - Made For This  
'I Saw It First' Stand Up To Cancer 2021 campaign  
eBay & EFL - Small Businesses United  
Dreams & TeamGB & ParalympicsGB  
I Am Team GB - presented by Toyota  
Principality Stadium  
Heineken & EURO 2020  
Vinted create a fully dressed partnership with Hollyoaks  
Santander Cycles  
New Balance We Got Now  
BT & Hope United  
McDonald's Fun Football  
Eat Pies Plant Trees  
Travel to Tokyo

### WINNER

eBay & EFL - Small Businesses United



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