

# THE UK SPONSORSHIP Awards | 20/21

Celebrating Excellence and Effectiveness in  
Sponsorship, Partnerships and Brand Activation

SPONSORED BY



# Awards Sponsors



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)



In partnership with our extensive customised delegate registration capabilities, we offer a full spectrum of services and options to facilitate Sponsor Ticket Management and Brand Management. Our arrangements can accommodate multiple partnerships, to facilitate Hosts to request tickets and assign these to guests, or send them invitations.

Ticket allocations can be divided into markets and can either be allocated to Hosts for them to distribute, or are available for them to request. Our Brand Hub and Brand Asset approval tools will host partnership assets and ensure that brand values are protected. Most importantly, it is our unique database structure that allows for complete customisation, both for front-end design, but also for system arrangements and processes. This is a key USP for Dataflow Events.

We are very fortunate to be working with some of the best sports marketing agencies and corporate clients delivering the highest standard of work, as well as achieving a retention rate of over 95%. Current clients include MKTG, Gallagher and Infrared.

For more information, please contact Hannah Evans on +44 (0)20 8544 7790 or [hannah@dataflowevents.co.uk](mailto:hannah@dataflowevents.co.uk)



Be seen, heard and engage. Access over 280 million shoppers every year!

Hammerson create vibrant, continually evolving spaces, in and around thriving cities, where people and brands want to be. Hammerson are proud to be the owner, manager and developer of some of the world's most iconic retail locations including, Bullring & Grand Central, Birmingham and Dundrum Town Centre, Dublin

Hammerson offers a unique platform with innovative opportunities in 12 prime retail nationwide locations across the UK. Whether you want to launch a new product or concept, take advantage of peak shopping seasons with a pop-up store, or partner with us on our Super Events calendar, we can help. Our industry-leading flagship destinations welcome millions of consumers through their doors every day, and Hammerson enables you to be a part of this experience.

Discover the possibilities. Explore your options for brand experiences, sponsorships, promotions, digital media, mall retail or pop up shops at some of the most exciting retail destinations in the country.

Contact Kate Gwyther, [kate.gwyther@hammerson.com](mailto:kate.gwyther@hammerson.com)



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 2020/2021 UK Sponsorship Awards.

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



2020 was a testing year for the sponsorship industry and for the event sector too. So having been part of UKSA for well over a decade we are delighted now to support a virtual UK Sponsorship Awards. We are also pleased to help to create the awards production with our audio-visual colleagues, and we look forward very much to seeing everyone again in a real world event in 2022. In the meanwhile, good luck and congratulations to all finalists and winners!

Email: [tony@specialistspeakers.com](mailto:tony@specialistspeakers.com)  
[www.specialistspeakers.com](http://www.specialistspeakers.com)

## SPONSORIUM

*ignite your art · deliver with science*

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 program and see how 25 years of perfecting something really makes a world of difference.

Please visit [www.sponsor.com](http://www.sponsor.com) for more information

## YouGov Sport

YouGov Sport is a global sports, sponsorship and entertainment research company, working with sports key stakeholders to unlock meaningful, actionable insights.

Founded as SMG Insight in July 2010, YouGov Sport is the sports division of YouGov – one of the world's largest and most respected research firms. We have an international panel of 8 million across over 40 markets helping you create a global picture of how consumers and brands interact through sport.

Since our inception we have looked to build strong and lasting customer relationships that put an emphasis on:

- Client service
- Insight that goes beyond the numbers
- Rigorous, readable and robust data
- The commercial requirements of our clients

For more information please visit [sport.yougov.com](http://sport.yougov.com) or contact Bruce Cook at [Bruce.cook@yougov.com](mailto:Bruce.cook@yougov.com)

### THE SPONSORSHIP NEWSLETTER

#### 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.

### Join the SPONSORSHIP COMMUNITY

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

#### 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 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

Global Sports is the leading careers platform for the international sports industry whose mission is to inspire individuals to build amazing careers in the business of sport whilst providing data-driven digital career advertising and branding solutions to sports companies, academic institutions and training providers around the world wanting to engage with our audience.

iSportconnect is the world's largest private community for sports business executives, with more than 23,000 members across the globe. [www.globalsportsjobs.com](http://www.globalsportsjobs.com)

## iSPORTCONNECT

iSportconnect acts 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.

## pa images

PA Images is the official photography partner to a wide range of national governing bodies and sporting rights holders, including The Jockey Club, Sport England, The Professional Footballers Association, British Triathlon, The Scottish Football Association, the Clipper Round The World Race and London 2012.

The extensive reach of our PA wire service and network of over 70 agency partners worldwide, allows photographic coverage of your sport reaching thousands of major media outlets within minutes of action, maximising the exposure of both your sport and brand to local and international markets.

Our award-winning assignment photographers are highly skilled in capturing stunning imagery across all types of photography projects, including studio, reportage, action and event photography.

In addition to our live service, we have an online archive of over 30 million images, charting more than 150 years of sporting history available to our partners for both commercial and editorial use. [www.paimages.co.uk](http://www.paimages.co.uk)

## PRCA

The Public Relations and Communications Association (PRCA) is the world's largest professional PR body.

We represent more than 35,000 PR professionals in 66 countries worldwide. With offices in London, Singapore, Dubai, and Buenos Aires, we are a global advocate for excellence in public relations.

Our mission is to create a more professional, ethical, and prosperous PR industry. We champion – and enforce – professional standards in the UK and overseas through our Professional Charter and Code of Conduct. The Code compels members to adhere to the highest standards of ethical practice. [www.prca.org.uk](http://www.prca.org.uk)

## SPORT+ 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/>

## SportBusiness

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. SportBusiness Sponsorship provides data and analysis on the relationships between leading sports properties and the brands that sponsor them, including databases of deals and activations. [www.sportbusiness.com/](http://www.sportbusiness.com/)

## sportcal

Sportcal is a world leading market intelligence service providing unparalleled independent news, data, reports, analysis and insights into the competitive world of sport. Sportcal provides global sports media rights, sponsorship and event intelligence through one easy-to-navigate platform while our in-house expert analysts also produce specially commissioned reports and market media landscapes. Sportcal is now a part of GlobalData PLC, the trusted, gold standard intelligence provider to the world's largest industries. [www.sportcal.com](http://www.sportcal.com)

## SPORT ENGLAND

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

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

## 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 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 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 look around [www.thinkbox.tv](http://www.thinkbox.tv).

## 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 700 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

### FINALISTS

#### Antony Gormley & AccessArt25 at the Royal Academy of Arts

Sponsor: BNP Paribas

Entered by: BNP Paribas

This partnership with the Royal Academy was the bank's most ambitious sponsorship activation to date. By combining support for the arts with its CSR agenda, BNP Paribas created AccessArt25 – a programme designed to engage 3,000 young people that experience socio-economic hardship. The campaign also sought to offer unique opportunities to engage BNP Paribas clients and employees.

#### DHL Fashion Potential Award 2019

Entered by: DHL & Something Big

The DHL Fashion Potential Award recognises, supports and rewards emerging British fashion brands with the drive to take their products to new, international markets; supporting them from 'back bedroom offices' to global takeover. The Award gives four British fashion businesses mentoring support with one winner receiving £20,000 to boost their international growth.

#### English National Ballet and Cunard Dance the Atlantic

Entered by: English National Ballet

This innovative partnership was about reaching new audiences, generating brand engagement and creating unforgettable experiences across the globe. The partnership captured the interest of both audiences as well as garnering media attention, leading to a two-year partnership extension.

#### Portrait of an Artist

Sponsor: BP

Entered by: Lonelyleap

Portrait of an Artist brings together artist and sitter, so they can talk about the deeply personal experiences behind the paintings. Exploring the fabric of their insecurities around self-doubt, body image, depression, it reveals how the process of portraiture unlocks a journey of discovery for both parties.

#### Scottish Ballet Dance Health supported by Baillie Gifford

Entered by: Scottish Ballet

This partnership was based around a dance health & wellbeing programme that has been running since 2015. Baillie Gifford committed to a five-year sponsorship as Dance Health Partner, enabling the development of a series of inspiring community-focused programmes and widening access and reach.

#### Somerset House - Hennessy: For The Culture

Entered by: Somerset House

Sponsored by Hennessy and entered by Somerset House, this collaborative programme was centred on an event called Get Up Stand Up Now: 50 Years of Black Creative Pioneers. The sponsorship gave Londoners a unique opportunity to feel and experience the influence of the black music community in a way that had never been attempted before.

### WINNER

#### Antony Gormley & AccessArt25 at the Royal Academy of Arts

Sponsor: BNP Paribas

Entered by: BNP Paribas

This well-crafted partnership achieved its core goals of engaging with young people and inspiring employees of the bank to get involved. In addition, it facilitated strong client engagement and had a significant impact on brand exposure for both BNP Paribas and the Royal Academy of Arts.

### HIGHLY COMMENDED

#### English National Ballet and Cunard Dance the Atlantic

Sponsor: Cunard

Entered by: English National Ballet



## Live Entertainment & Event Sponsorship

SPONSORED BY HAMMERSON



### FINALISTS

#### Artichoke Trust & Believe Housing - Lumiere Durham - Keys of Light

Sponsor: Believe Housing

Entered by: Artichoke

The partnership centred on Lumiere, the UK's largest light festival, which in 2019 returned to Durham. Believe Housing sponsored a festival highlight called Keys of Light, enabling it to get closer to the local community, while providing high-quality music education to people who needed it most.

#### Carlsberg & Live Nation Festival Programme 2019

Entered by: Live Nation

This partnership launched in 2013, when Carlsberg secured exclusive rights as official beer and cider partner across Live Nation festivals and venues. At the heart of the deal, the partnership provides Carlsberg with unparalleled opportunities to connect with their target audience of 18-35 year olds.

#### English National Ballet and Cunard Dance the Atlantic

Entered by: English National Ballet

This innovative partnership was about reaching new audiences, generating brand engagement and creating unforgettable experiences across the globe. The partnership captured the interest of both audiences as well as garnering media attention, leading to a two-year partnership extension.

#### Huawei & All Points East

Entered by: AEG Global Partnerships

This alliance looked to push the boundaries of content creation in the festival space, whilst demonstrating the unique features of the P30 Pro mobile. The goal was to increase brand consideration and favourability within their shared audience of millennials who are at the forefront of new experiences.

### WINNER

#### English National Ballet and Cunard Dance the Atlantic

Entered by: English National Ballet

Bringing ballet to cruise ships proved to be an inspirational idea for both partners. In the competitive cruise industry, it gave Cunard a competitive point of difference from rivals. Through a shared marketing programme, both iconic brands managed to reach audiences that they wouldn't usually.



## Social Purpose Sponsorship

### FINALISTS

#### Barclays FA Women's Super League & Grassroots Football in Schools Sponsorship

Entered by: Iris

This partnership allows Barclays to engage more broadly with its communities and build its brand. With title sponsorship of the Barclays FA WSL, Barclays is championing Women's football through increasing popularity of the game and changing perceptions of it. With the Girls Football in Schools Partnership, Barclays is creating confidence and helping girls fulfil their potential.

#### Beyond The Invisible: How Standard Life turned the lens on endometriosis

Entered by: Material

This campaign saw the client identify a cause that was meaningful to customers, clients and colleagues. Leveraging a first strategic partnership with charity Endometriosis UK, this campaign challenged taboos, stimulated conversation and offered a platform for sufferers to share their personal experiences.

#### DHL Race to RWC Supporting Grassroots Rugby Globally

Entered by: DHL & Bright Partnerships

The Race to RWC saw adventurers Ron Rutland and James Owens cycle from London to Tokyo ahead of the 2019 Rugby World Cup. They raised awareness and funds for charity ChildFund Pass It Back, as well as creating a story that aligned with DHL values of benevolence, reliability and determination.

#### EFL and Mind 'On Your Side' partnership

Sponsor: Mind

Entered by: EFL

This ground-breaking collaboration began in 2018 with the aim of improving the nation's mental health and well-being. It sought to address the fact that men traditionally have found it more difficult to speak out about their mental health.

#### SAP Man City Community Heroes – Helping the world run better

Entered by: Rapid Peaks

The #SAPManCityHeroes campaign seeks to spotlight fans who make their communities run better. Local heroes were given the chance to further their impact through a life-changing volunteering experience with City's foundation. This aligns with SAP's goal to leverage cutting-edge technology solutions to enhance City's charitable operations around the world.

#### The UEFA Europa League Trophy Tour driven by Kia

Entered by: Right Formula

Sponsored by Kia and entered by Right Formula, the aim of the UEFA Europa League Trophy Tour was to do more than merely generate hashtags, secure online engagement or 'encourage a conversation'. As Kia took the Trophy across Europe, fans were asked to donate football boots, incentivised with the chance to win VIP tickets to see the UEFA Europa League Final.

### WINNER

#### EFL and Mind 'On Your Side' partnership

Entered by: EFL

This highly impactful campaign attracted numerous high-profile ambassadors and generated widespread awareness on social media. A series of innovation activations within the 'On Your Side' campaign were supported by all 72 clubs that take part in the EFL's competitions. As a result, numerous fans contacted clubs about their mental health.

### HIGHLY COMMENDED

#### Beyond The Invisible: How Standard Life turned the lens on endometriosis

Sponsor: Standard Life

Entered by: Material

## Education and Learning Sponsorship

### FINALISTS

#### Artichoke Trust (Lumiere) & Believe Housing - Keys of Light

Entered by: Artichoke

This partnership centred on Lumiere, the UK's largest light festival, which in 2019 returned to Durham. Believe Housing sponsored a festival highlight called Keys of Light, enabling it to get closer to the local community, while providing high-quality music education to people who needed it most.

#### Cardiff Metropolitan University and Richard Parks: Creating One Cardiff Met

Sponsor: Cardiff Metropolitan University

Entered by: Cardiff Metropolitan University

This adventurous alliance came about after Cardiff Met decided to replace a series of local partnership activities with a meaningful 'One Cardiff Met' sponsorship to generate opportunity for all. The sponsorship saw the university link up with athlete Richard Parks, in an expedition to ski solo, unsupported and unassisted from the coast of Antarctica to the South Pole.

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

Sponsor: Aldi

Entered by: EVERFI (UK)

This partnership is a bespoke education programme involving Team GB and Aldi. It supports teachers in helping students develop healthy, active lifestyles, through a love of fresh food and an understanding of the importance of good nutrition and physical activity.

### WINNER

#### Get Set To Eat Fresh With Aldi and Team GB

Sponsor: Aldi

Entered by: EVERFI (UK)

Brought to life by Team GB athletes, Get Set To Eat Fresh aimed to reach 1.2 million young people in the UK by 2020. It has already reached 1.6 million. The programme has now been extended, and will help children to eat well and stay active right through to the Paris 2024 Summer Olympic Games.

### HIGHLY COMMENDED

#### Cardiff Metropolitan University and Richard Parks: Creating One Cardiff Met

Sponsor: Cardiff Metropolitan University

Entered by: Cardiff Metropolitan University

### 2020 CHAMPION OF SPONSORSHIP: EDUCATION

#### Nick Fuller, President, EVERFI (UK)

As the driving force behind EdComs, Nick Fuller has been a passionate champion of educational sponsorship for more than two decades. A regular visitor to this stage, his philosophy is that education is the key driver of change. His agency is built on the insight that business leaders have moved beyond simply creating shareholder value and are looking at how they can add value to the communities they serve. In 2019, EdComs was acquired by Everfi, a deal that will enable EdComs to leverage technology to deliver against its social impact education goals.





## Best Use of Sponsorship to Encourage Sustainability

### FINALISTS

#### Beyond The Bean – A Global Story of Nespresso's Sustainability Credentials

Entered by: Zenith Media and Publicis Content

This partnership was about articulating the brand's commitment to sustainable farming. Tasked with building the brand's credibility in sustainability, Zenith and Publicis Content told the story via a partnership with National Geographic and 126 pieces of content across 30 markets.

#### FOOD: Bigger than the Plate

Sponsor: BaxterStorey

Entered by: Victoria and Albert Museum

The FOOD: Bigger than the Plate exhibition explored how design can lead to a more sustainable, just and delicious food future. Integrated across the exhibition, BaxterStorey's activations around the exhibition helped to deliver on their objectives and ensure the partnership was both successful and authentic.

#### The Positive Power of Clothes

Sponsor: Unilever Comfort

Entered by: Mindshare

This partnership was about rebuilding brand equity with the millennial audience. To rebuild a meaningful relationship with the audience, Unilever teamed up with Hearst to create the LOVE IT, WEAR IT, SHARE IT campaign, which helped readers be kind to themselves, their clothes and the environment.

#### Smirnoff & Live Nation Festival Programme

Entered by: Live Nation

This campaign used a programme of entirely sustainable brand activations and a new digital campaign to support the launch of Smirnoff Infusions. The inspiration for the sustainability theme was a Live Nation fan study that found fans are open to engaging with brands that honour and add to culture.

#### Evian Wimbledon 2020

Entered by: Wavemaker

The campaign sought to address the issue of single use plastic that has been so prominent in the wake of David Attenborough's Blue Planet II. In response to the impact this was having on its business, Evian joined forces with Wimbledon to change the conversation on plastic and lead the sustainability debate.

### WINNER

#### Beyond The Bean – A Global Story of Nespresso's Sustainability Credentials

Entered by: Zenith Media and Publicis Content

Nespresso was seeking to improve the perception of its brand as sustainable whilst also communicating the quality of its premium coffee. The results exceeded all expectations. In addition to improving the perception of Nespresso as a sustainable, environmentally friendly and ethical brand, Nespresso increased its customer base by an impressive 10%.



## Best Sponsorship of Women's Activities

PARTNERED BY WOMEN IN SPORT



### FINALISTS

#### Acceptance in Women's Football

Sponsor: Visa

Entered by: 160/90

The partnership is built on the fact that Visa provides ongoing support to female entrepreneurs, cardholders, small business owners and athletes. By sponsoring Women's Football, the goal is to change the game with a programme that educates, engages and excites consumers through the lens of Women's Football.

#### Barclays FA Women's Super League & Grassroots Football in Schools Sponsorship

Entered by: Iris

The campaign allows Barclays to engage more broadly with its communities and build its brand. With title sponsorship of the Barclays FA WSL, Barclays is championing Women's football through increasing popularity of the game and changing perceptions of it. With the Girls Football in Schools Partnership, Barclays is creating confidence and helping girls fulfil their potential.

#### Beyond The Invisible: How Standard Life turned the lens on endometriosis

Entered by: Material

Sponsored by Standard Life and entered by Material, this campaign saw the client identify a cause that was meaningful to customers, clients and colleagues. Leveraging a partnership with charity Endometriosis UK, Beyond The Invisible was a photography and film-led exploration of endometriosis, as told through the stories of women who suffer from the condition.

#### Boots brings Glory to Women's Football

Entered by: MediaCom Sport & Entertainment

This partnership sought to give Boots a clear point of difference to encourage reappraisal and ensure shoppers kept visiting its stores. As a brand dedicated to championing everybody's right to feel good, Boots backed five women's national teams across the UK and Ireland.

#### Mars - #SupportHer

Entered by: Octagon

The campaign sought to raise the profile of the England women's team in the hearts and minds of the nation. Using #SupportHer as its rallying cry, Mars threw the full weight of its support behind the team to champion belief in England's women, by shining a spotlight on gender equality through the lens of football.

#### One Moment Is All It Takes To Change The Game

Sponsor: Visa

Starcom and Publicis Content

One Moment is part of Visa's commitment to equality, diversity and inclusion. The multi-channel campaign came to life through emotive broadcast storytelling, innovative media partnerships and fast-turnaround social content. In just eight weeks, the campaign generated an uplift across all key brand health statements; including 'endorses gender equality'.

### WINNER

#### Barclays FA Women's Super League & Grassroots Football in Schools Sponsorship

Entered by: Iris

Not only is this ground-breaking partnership helping transform the women's game in England, it has exceeded Barclays' targets. Social Media tracking on Brandwatch showed a huge spike in positive sentiment towards Barclays. The WSL sponsorship is now the best-known women's sport sponsorship in the UK, 9% higher than its nearest competitor.

### 2020 CHAMPION OF SPONSORSHIP: SPORT

#### Kelly Simmons, 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. At the same time, she wants to make girls' football available in every school in the country – creating a talent pathway so that girls can understand football is a genuine career path.

# Best Use of Sponsorship to Encourage Diversity and Inclusion

## FINALISTS

### Antony Gormley & AccessArt25 at the Royal Academy of Arts Entered by: BNP Paribas

This partnership with the Royal Academy was the bank's most ambitious sponsorship activation to date. By combining support for the arts with its CSR agenda, BNP Paribas created AccessArt25 – a programme designed to engage 3,000 young people that experience socio-economic hardship. The campaign also sought to offer unique opportunities to engage BNP Paribas clients and employees.

### Barclays FA Women's Super League & Grassroots Football in Schools Sponsorship Entered by: Iris

The campaign allows Barclays to engage more broadly with its communities and build its brand. With title sponsorship of the Barclays FA WSL, Barclays is championing Women's football through increasing popularity of the game and changing perceptions of it. With the Girls Football in Schools Partnership, Barclays is creating confidence and helping girls fulfil their potential.

### Coca-Cola and the Premier League – Where Everyone Plays Entered by: M&C Saatchi Sport & Entertainment

Where Everyone Plays celebrates the rich diversity at the heart of the Premier League and the people that make it what it is. The Rainbow Laces campaign, started by Stonewall and supported by the Premier League, provided the perfect opportunity for Coca-Cola to make a bold statement and demonstrate that everyone is welcome in football.

### EFL and Mind 'On Your Side' partnership

Sponsor: Mind  
Entered by: EFL

This ground-breaking collaboration began in 2018 with the aim of improving the nation's mental health and well-being. It sought to address the fact that men traditionally have found it more difficult to speak out about their mental health.

### Safe to be Me

Sponsor: Aberdeen Standard Investments  
Entered by: Scottish Ballet

Safe to be me is an innovative education programme that uses dance to introduce topics such as racism, homophobia, bigotry, ableism and transphobia. Delivered in line with Scottish Government targets, the project explores themes that include identity, tolerance, acceptance, respect, ethnic and family diversity and LGBTQ communities.

### Somerset House - Hennessy: For The Culture

Entered by: Somerset House

This collaborative programme was centred on an event called Get Up Stand Up Now: 50 Years of Black Creative Pioneers. The sponsorship gave Londoners a unique opportunity to feel and experience the influence of the black music community in a way that had never been attempted before.

## WINNER

### Somerset House - Hennessy: For The Culture Entered by: Somerset House

This creative and pioneering partnership celebrated black music culture like never before – attracting support from influential figures in the black music scene. For Hennessy, the event delivered high volumes of media coverage and created a powerful emotional connection with the target audience.



# TV Sponsorship

PARTNERED BY THINKBOX



## FINALISTS

### Bose Sponsor Channel 4's F1 Coverage

Entered by: Channel 4

This innovative collaboration between Bose, Mediacom, Whisper Films and Channel 4, was created to launch Bose's new noise cancelling headphones. The key was to authentically integrate into the broadcast coverage across the entire F1 season with a number of contextual ident executions. The end result led to a significant sales uplift, exceeding set targets by 10%.

### Coors Light 'Coldest Of All Time'

Entered by: Zenith Media and Publicis Content

This partnership with Channel 4 was all about reinventing Coors against the backdrop of a declining lager market. Centred on the comedic equivalent of 'rap battles', Coors' #COAT campaign directly resulted in over 1 million more people considering Coors Light and 7.2% sales growth.

### Forward Thinking Drama on ITV

Sponsor: Hyundai

Entered by: Innocean UK and Havas Media UK

This innovative campaign showcased the auto manufacturer's range of alternative fuel vehicles through sponsorship of ITV Drama. Reaching a huge audience over a period of 11 weeks, the campaign changed viewers' perceptions of the brand and increased consideration to buy.

### Hampton by Hilton

Sponsorship of Travel & Adventures on Channel 5

Entered by: Hilton

This partnership with Channel 5 was all about increasing brand awareness and consideration amongst a targeted travel interested audience. The fit between Hampton by Hilton and the programming allowed for the use of innovative, fun and relatable creative.

### Hillarys Sponsors Homes on 4

Sponsored by Hillarys

Entered by: Channel 4

The campaign was the culmination of a journey which saw the brand shift from being a Direct Response advertiser to sponsoring one of Channel 4's biggest ever sponsorship strands. Between them Channel 4 and Hillarys created a range of innovative ad formats from idents, content creation, licensing and interactive digital activity, all seamlessly integrated into Homes on 4.

### I'm a Celebrity... Get Me Out of Here!

Sponsored: Tombola Arcade

Entered by: Uber

This high-profile campaign was designed to marry up the content, tone and emotional heart of the I'm A Celebrity... Get Me Out of Here! television show with the values found in the tombola arcade brand. The goal was to increase brand awareness and ultimately drive online registrations.

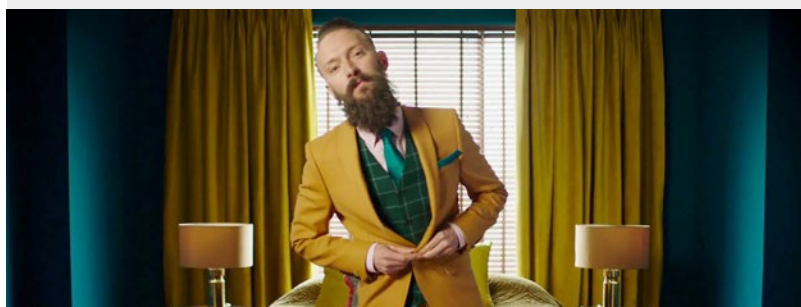
## WINNER

### Hillarys Sponsors Homes on 4

Sponsored by Hillarys

Entered by: Channel 4

91% of viewers saw Hillarys as an appropriate sponsor for Channel 4, a vote of confidence that translated into numerous business benefits. Hillarys saw a 13% sales uplift from brand media channels while first choice purchase consideration by viewers of the sponsorship increased by an impressive 60%.



## Print, Radio & Film Sponsorship

### FINALISTS

#### Getting to the Heart of it with TalkTalk

Entered by: m/SIX Agency

This activation was about driving brand salience by powering feel-good family moments. The sponsorship had a positive impact on TalkTalk, increasing brand consideration significantly among those who recalled the Heart activity. Socially, it generated a reach of over two million, with strong engagement rates.

#### Magic Radio & Bensons for Beds

Entered by: Bauer Media

This campaign continues Bensons' shift towards sponsorship/ branded content – which commenced in 2018. Now one of Bauer's top creative spenders, the strategy combines reach, frequency and repetition of brand messaging to create an 'always-on approach' that stands out in a cluttered market.

#### Pukka Herbs & Mail Media Metro: 'The Wellness Connection'

Entered by: Mindshare

This partnership was about getting consumers in the target demographic to try Pukka Teas. With Mindshare's help, Pukka Teas launched an awareness campaign built around a sponsored podcast (presented by Jasmine Hemsley). The campaign almost doubled consideration among the target.

#### Smash Hits + & Juliet

Sponsored by & Juliet

Entered by: Bauer Media

This alliance saw once-iconic pop-bible Smash Hits return for a one off special to help launch West End musical, & Juliet. 50,000 copies were distributed at London underground stations, delighting commuters and setting social media alight. The campaign achieved huge cut through and drove both engagement and audiences to this brand-new show.

#### The Hometown Chip Shop Tour with Maldon Salt

Sponsor: Maldon Salt

Entered by: The Village Communications

This campaign was about helping the brand propel itself from the chef's table to the kitchen table, without diminishing quality. Working with Absolute Radio, the idea was to create a category of 'everyday foodies', willing to embrace Maldon regularly – rather than perceiving it as an elite brand.

#### Using Cinema to help Communities Defeat Terrorism

Sponsor: Counter Terrorism Policing

Entered by: Wavemaker

This sponsorship aimed to help the CTP by prompting the public to act against terrorism. Cinema provided a unique opportunity to talk to communities at scale with massive dramatic impact. By adapting the creative work and hand-selecting cinemas, the number of meaningful reports provided to CTP by the public increased by 38%.

### WINNER

#### The Hometown Chip Shop Tour with Maldon Salt

Sponsor: Maldon Salt

Entered by: The Village Communications

This ingenious campaign, featured within Absolute Radio's Hometown show, hit on the idea of touring fish and chip shops around the UK – to find the best one. Maldon Salt's association with the Chip Shop Tour proved incredibly popular and helped the brand smash its sales targets, without having a negative impact on brand profile.

## Best Use of Social Media and Online Platforms

### FINALISTS

#### Birds Eye: Fish Finger Lasagne

Entered by: Zenith Media and Publicis Content

This innovative partnership saw Birds Eye Fish Fingers ruffle culinary feathers by creating its infamous Fish Finger Lasagne. What followed was a debate to rival Brexit, with pundits giving the dish a thumbs up or a thumbs down. On a tiny budget, the campaign smashed its KPIs, and introduced an effective new marketing strategy to the business.

#### DHL Rugby World Cup #EpicMoments

Entered by: DHL & Bright Partnership

This partnership sought to use the RWC 2019 as a way to 'own' emotional moments both on and off the rugby pitch; engaging fans globally through digital and social channels. To this end, Epic Moments was created as DHL's umbrella campaign – with the word Epic being used to deliver various activations.

#### Guinness House of Rugby

Entered by: The Story Lab

This campaign leveraged the brand's long heritage with rugby, most recently through its headline sponsorship of the 6 Nations tournament. The big idea at the heart of the campaign was to tap into the trend around online rugby podcasting. The result was the launch of the popular House of Rugby podcast.

#### Save Our Shirt

Sponsor: Paddy Power

Entered by: Ball Street Network & Octagon

This cleverly-crafted campaign saw irreverent betting firm Paddy Power sign on as sponsor of Huddersfield Town FC, then relinquish the opportunity to put its name on the club's shirt. The resultant 'Save Our Shirt' campaign became one of the talking points of the sporting year.

#### This Is For Them

Sponsor: AIG Life UK

Entered by: Octagon

This campaign sought to link the selfless act of purchasing life insurance with rugby's All Blacks, who also embody the value of selflessness because they stand for so much more than themselves. Using this as a starting point, the partners created This Is For Them, which brought to life this shared story.

#### Winning the iPhone battle through AR

Sponsor: Vodafone

Entered by: Wavemaker

This campaign was an attempt to win share during the launch period of the iPhone 11. An AR competition was created to engage Vodafone's London/tech savvy audience. The campaign succeeded in shifting brand perception and earning 6.5 months' worth of time spent with the brand in just 10 hours.

### WINNER

#### Save Our Shirt

Sponsor: Paddy Power

Entered by: Ball Street Network & Octagon

Paddy Power's Save Our Shirt campaign generated a phenomenal response across both traditional and digital media. With a 60% over-delivery on all KPIs, the campaign generated over a billion impressions during its launch week and an estimated £1.5 million in media value to date.

### HIGHLY COMMENDED

#### DHL Rugby World Cup #EpicMoments

Sponsor: DHL

Entered by: DHL & Bright Partnership



## Best Use of Mobile in Sponsorship

### FINALISTS

#### Google Assistant & Live Nation

Entered by: Live Nation

This campaign was designed to enhance the way music fans interacted with festivals by making the Google Assistant a supportive and additive part of the festival user journey. By developing a digital campaign based on contextually relevant queries, Google Assistant and Live Nation drove an increase in the frequency of use of Google's digital assistant.

#### PayPal & The FA

Entered by: Cake (Havas)

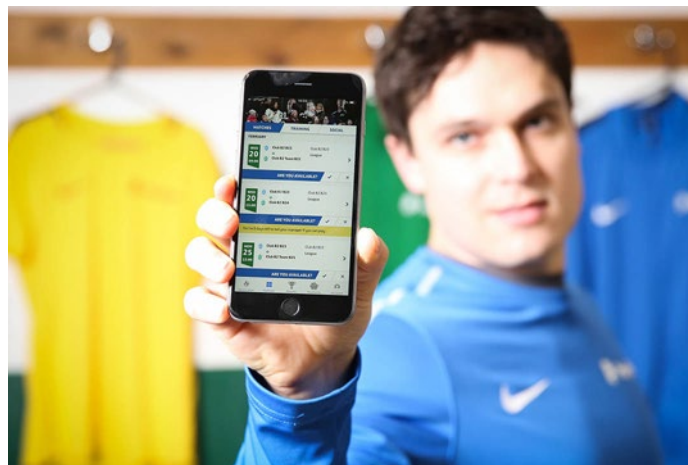
This partnership focused in on the fact that 40% of matchday fees were going unpaid, meaning the grassroots game was missing out on millions. As The FA's Official Payments Partner, PayPal made it possible for fees to be paid through The FA Matchday app, also reducing admin and freeing up time.

### WINNER

#### PayPal & The FA

Entered by: Cake (Havas)

In addition to helping the FA solve an important admin challenge, PayPal created #PoweringPossible as a platform to facilitate great football experiences and community initiatives. PayPal's various activations helped increase recognition of the brand as a sponsor of the national game, while also generating a more positive opinion of PayPal among football audiences.



## Branded Content – Non-Sport

### FINALISTS

#### Pukka Herbs & Mail Media Metro: 'The Wellness Connection'

Entered by: Mindshare

This partnership was about getting consumers in the target demographic to try Pukka Teas. With Mindshare's help, Pukka Teas launched an awareness campaign built around a sponsored podcast (presented by Jasmine Hemsley). The campaign almost doubled consideration among the target.

#### 'Save Well, Spend Better'

Sponsor: Lloyds Bank

Entered by: Channel 4 and MediaCom

The campaign centred on a primetime 5-part TV show, which saw real people having difficult money conversations. The show brought a peak audience of one million and helped change people's attitudes on talking about money.

#### Taking us on a journey to a 'Better Future Now'

Sponsor: AXA

Entered by: Sky Media

This partnership was about promoting the positive work done by AXA's Research Fund in an authentic and trustworthy way. Joining forces with Sky Media, talkRADIO and News UK, Axa set out to demonstrate to the public that they're more than just an insurance company, they are a voice for change.

#### Three & LADBible's Most Relaxing Place on the Internet

Entered by: Mindshare

Sponsored by Three and entered by Mindshare, this partnership with LADBible was about helping Three become the UK's best loved brand. To do this, the brand had to make people feel good about their smartphones again and create an ownable space for Three to stand out. The campaign increased consideration among its 18-26-year-old audience by over 10%.

#### Using Cinema to help Communities Defeat Terrorism

Sponsor: Counter Terrorism Policing

Entered by: Wavemaker

This branded content alliance aimed to help the CTP by prompting the public to act against terrorism. Cinema provided a unique opportunity to talk to communities at scale with massive dramatic impact. By adapting the creative work and hand-selecting cinemas, the number of meaningful reports provided to CTP by the public increased by 38%.

#### Wild Spirits, Made By The Sea

Sponsor: Talisker

Entered by: The Story Lab

Wild Spirits, Made By The Sea set out to position Talisker as a proudly rugged and cultured whisky. By championing people with wild spirit, Talisker achieved a stand out identity in the drink category. Results included a 24% uplift in being perceived as authentic, spurring an 11% uplift in purchase consideration.

### WINNER

#### Taking us on a journey to a 'Better Future Now'

Sponsor: AXA

Entered by: Sky Media

Axa and Sky Media created a documentary series covering topics such as driverless cars, climate change and aging. Backed by radio interviews on talkRadio, news articles in the Sunday Times and ad-break takeovers, the content-led campaign reached millions of people. The result was increased scores in brand trust and relevance, as well as purchasing consideration.



## Branded Content – Sport

### FINALISTS

#### Care for every position you play

Sponsor: Dove Men+Care

Entered by: CSM Sport & Entertainment

This campaign saw the brand join forces with the four UK rugby unions, as well as four UK rugby players and their children. In partnership, they created a branded content series showcasing men who care both on and off the field of play. Using Rugby World Cup 2019 as the moment to reach 173 million consumers with their content, the brand has grown by 10% YTD.

#### Game Changing content for Women's Sport

Sponsor: Visa

Entered by: Sky Media

The branded content campaign was about building a breakthrough moment for the brand and women's football. By integrating the brand within a new Sky Sports Women's World Cup weekly show alongside podcasts and sponsorship of Sky Sports News WWC Daily Updates, Visa brought its brand to life and helped dramatically accelerate acceptance of women's football.

#### Marriott Bonvoy & Manchester United

Entered by: 160/90

This alliance was about finding a platform that could make the new Bonvoy brand famous. As Manchester United's first ever hotel partner, Marriott and 160/90 seized the opportunity to create a digital-first campaign with branded content at its core.

#### O2: Travel Fan in Japan

Entered by: JUMP (part of Havas Media Group)

This RWC 2019 activation sought to create unmissable moments for customers, while bringing the nation together in support of the England Team. The campaign used access to players and O2's understanding of the fans to create a series that showcased how Japanese Bushido values are linked to the team.

#### PayPal & The FA

Entered by: Cake (Havas)

This partnership provided an opportunity to drive fame for PayPal's new role as the Official Payments Partner of The FA. In collaboration with COPA90, PayPal and Cake told the stories of heroes at all levels of the women's game through a five-part film series. These inspirational narratives showcased PayPal as a facilitator brand through its #PoweringPossible platform.

#### Pros Behind The Pros by Beko

Entered by: M&C Saatchi Sport & Entertainment

This branded content partnership set out on a mission to show the world exactly what Beko does as FC Barcelona's Training Partner. Using the pre-season period as the perfect platform, it demonstrated its brand purpose, and how Beko products are used to directly support the club.

### WINNER

#### Marriott Bonvoy & Manchester United

Entered by: 160/90

Within four months, this branded content partnership had established Marriott Bonvoy amongst Man Utd fans around the world, smashed awareness benchmarks and wowed fans with never-been-done-before experiences that got them buzzing about the new brand. Not only did the branded content hit 9.3m views, it drove big increases in purchase consideration.



## Best Use of Celebrity & Influencer Endorsement

### FINALISTS

#### Müller Champions Ambassadors

Entered by: Sylo Communications

This campaign is built around a five year-old partnership with British Athletics and Athletics Ireland. Centred on the Müller Athletics Squad, the aim is to support and build the profiles of British and Irish athletes, showcase the sport to the next generation, while encouraging moments of pleasure through yoghurts.

#### Never Fully Dressed, official partner of Made in Chelsea

Entered by: Channel 4

This was the first ever E4 and Made in Chelsea 'official fashion partnership'. The Never Fully Dressed brand and clothing was directly integrated into the editorial of the BAFTA award winning show and into the real lives of the cast members. This ensured all touchpoints that fans of the show and potential customers of NFD would be active on were reached.

#### Norwich City and Seriously - We Believe in the Huuhkajat

Sponsor: Seriously Digital Entertainment

Entered by: Norwich City Football Club

We Believe in the Huuhkajat was a pioneering project in support of Norwich star striker Teemu Pukki and his nation Finland, nicknamed the Huuhkajat. The campaign encompassed partnership activation, marketing, retail, sales and communications. It culminated in a large-scale piece of work around Finland vs. Liechtenstein in November.

#### Pukka Herbs & Mail Media Metro: 'The Wellness Connection'

Entered by: Mindshare

This partnership was about getting consumers in the target demographic to try Pukka Teas. With Mindshare's help, Pukka Teas launched an awareness campaign built around a sponsored podcast (presented by Jasmine Hemsley). The campaign almost doubled consideration among the target.

#### UEFA Europa League vs

Sponsor: UEFA

Entered by: WeAreFearless.

This campaign was about encouraging fans to look positively on UEFA's Europe League. This was achieved by building a story around two social media influencer football fans – a UEL 'Believer' and a UEL 'Cynic'. By the end, the aim was for the cynic (and everyone watching) to have seen a side to the UEFA Europa League that made them question negative opinions.

#### With The Right Support We Can All Be Stars

Sponsor: DHL

Entered by: Maverick

This partnership was designed to help DHL Express MENA build brand awareness in the Middle East and beyond. DHL leveraged Liverpool star Mohamed Salah's star quality and role model status within the region; but also leveraged the footballer's international reach to target business owners of small medium enterprises (SMEs), walk in customers and DHL employees.

### WINNER

#### Never Fully Dressed, official partner of Made in Chelsea

Entered by: Channel 4

This innovative partnership generated significant new levels of online engagement and sales for Never Fully Dressed. In addition, the campaign also had a positive impact on NFD's brand image, with 76% of campaign viewers agreeing that Never Fully Dressed was a good fit with Made in Chelsea.





# Sports Sponsorship Award

SPONSORED BY DATAFLOW EVENTS



PARTNERED BY SPORT ENGLAND AND UK SPORT



## FINALISTS

### Coca-Cola and the Premier League – Where Everyone Plays

Entered by: **M&C Saatchi Sport & Entertainment**

Where Everyone Plays is designed to give Coca-Cola a platform that puts them in the hearts, minds and hands of football fans around the country. It is built on the truth that the Premier League is the most diverse League in the world and a reflection of the inclusive values that Coca-Cola is built on.

### NatWest & England Cricket

Entered by: **M&C Saatchi Sport & Entertainment**

This entry was about taking advantage of the opportunity that a home Ashes and Cricket World Cup presented in 2019. NatWest aligned its campaign to the brand focus around making life easier for customers and set out to make the game easier to play, experience and follow.

### OPPO: Be A Shotmaker

Entered by: **160/90**

The Be A Shotmaker campaign was created to activate the brand's sponsorship of the ICC Cricket World Cup 2019. Providing a strong functional link to both photography and cricket, the campaign targeted a key audience of creators and explorers with the attitude and creative vision to make things happen.

### Save Our Shirt

Sponsor: Paddy Power

Entered by: **Octagon**

This cleverly-crafted campaign saw irreverent betting firm Paddy Power sign on as sponsor of Huddersfield Town FC, then relinquish the opportunity to put its name on the club's shirt. The resultant 'Save Our Shirt' campaign become one of the talking points of the year, boosting Paddy Power's brand.

### Sony Interactive Entertainment x UCL - PlayStation F.C Final

Sponsor: Sony Interactive Entertainment

Entered by: **Ear to the Ground**

This partnership with UEFA saw PlayStation create a new go-to destination for the global crossover of youth gaming and football culture. The PlayStation F.C Final - broadcast live on YouTube - delivered a 6% YOY increase in sponsorship awareness amongst its 13-24 year-old fans.

### Specsavers Ashes Series - The Test Experts

Entered by: **CSM Sport & Entertainment**

Sponsored by Specsavers and entered by CSM, this witty campaign sought to put the brand at the heart of the Ashes narrative. Turning their logo from green to red for the Ruth Strauss Foundation day; and acting on Ben Stokes' request for 'free glasses for life' for Jack Leach, Specsavers managed to drive a 42% increase in the target audience taking eye tests.

## WINNER

### Save Our Shirt

Sponsor: Paddy Power

Entered by: **Octagon**

Paddy Power's ingenious Save Our Shirt campaign set out to drive brand awareness, brand consideration, registration and retention rates. Widely followed by social and traditional media, it achieved all these goals, with the earned media value of the campaign far exceeding the cost of the sponsorships – by around 1:100.

## HIGHLY COMMENDED

### Specsavers Ashes Series - The Test Experts

Sponsor: Specsavers

Entered by: **CSM Sport & Entertainment**

# Grass Roots Sports Sponsorship

PARTNERED BY THE SPORT AND RECREATION ALLIANCE



## FINALISTS

### DHL Race to RWC Supporting Grassroots Rugby Globally

Entered by: **DHL & Bright Partnerships**

The Race to RWC saw adventurers Ron Rutland and James Owens cycle from London to Tokyo ahead of the 2019 Rugby World Cup. They raised awareness and funds for rugby-related charity ChildFund Pass It Back, as well as promoting the cause of grassroots rugby to many underdeveloped nations.

### Mitsubishi Motors Volunteer Recognition Programme

Entered by: **The RFU**

This campaign recognises that volunteers have always played a vital role to the sustainability of rugby in England. Supported by The RFU, the Mitsubishi Motors Volunteer Recognition Programme puts the achievements of rugby volunteers first and provides the rugby community with the opportunity to celebrate them.

### PayPal & The FA

Sponsor: PayPal

Entered by: **Cake (Havas)**

This partnership focused in on the fact that 40% of matchday fees were going unpaid, meaning that the grassroots game was missing out on millions. As The FA's Official Payments Partner, PayPal made it possible for fees to be paid through The FA Matchday app, also reducing admin and freeing up time.

## WINNER

### Mitsubishi Motors Volunteer Recognition Programme

Entered by: **The RFU**

This ground-breaking programme has so far recognised the contribution of more than 5000 volunteers. In addition to the opportunities for grassroots engagement that this creates, it has provided an opportunity to connect local Mitsubishi dealers with grass roots rugby communities to drive footfall, build local relationships and improve perceptions of the brand.





## Best Football Sponsorship

### FINALISTS

#### Beko & FC Barcelona

Entered by: **M&C Saatchi Sport & Entertainment**

Sponsored by Beko and entered by M&C Saatchi Sport & Entertainment, this partnership is designed to help reduce childhood obesity through a campaign called Eat Like A Pro. Together with partners FC Barcelona and UNICEF, Beko inspire kids to eat like their FCB heroes; part of its wider brand purpose of empowering new generations to live healthier.

#### Coca-Cola and the Premier League – Where Everyone Plays

Sponsor: Coca-Cola

Entered by: **M&C Saatchi Sport & Entertainment**

Where Everyone Plays is designed to give Coca-Cola a platform that puts them in the hearts, minds and hands of football fans around the country. It is built on the truth that the Premier League is the most diverse League in the world and a reflection of the inclusive values that Coca-Cola is built on.

#### DHL UNITED. DELIVERED.

Entered by: **DHL & Bright Partnerships**

This partnership with Manchester United is built on shared values; pursuit of excellence, going the extra mile and team-work. It showcases DHL's international logistics capabilities and, through connecting fans, has humanised the DHL brand.

#### Hyundai & Chelsea FC

Entered by: **Pitch**

This partnership with Chelsea was built on the insight that domestic club sponsorships are a great way to connect with football fans. A Pan European strategy saw deals struck with clubs in five markets, with Chelsea selected in the UK. The partnership targeted Chelsea fans, but also created content featuring star players from the five clubs that would have mass appeal.

#### Marriott Bonvoy & Manchester United

Entered by: **160/90**

This alliance was about finding a platform that could make the new Bonvoy brand famous. As Manchester United's first ever hotel partner, Marriott wowed fans with never-been-done-before experiences that got them talking about the new brand.

#### Reward Yourself with Hotels.com and Tottenham Hotspur

Entered by: **Tottenham Hotspur**

Sponsored by Hotels.com and entered by Tottenham Hotspur, this partnership was about reinforcing the client's mission statement through strategic activations supported by digital promotion. Backed by a clever creative campaign, awareness of Hotels.com as a Club Partner increased by 19% y-o-y among club members and season ticket holders. Discount offers connected to the sponsorship delivered a boost in bookings.

#### The eToro Fan Financial Statement

Entered by: **Ear to the Ground**

The Fan Financial Statement measured the financial investment made by football fans - finding ways for them to get a valuable return and start a conversation about the future of the game. In four months, eToro was ranked Number 1 against competitors for aided brand association with the Premier League (22.6%).

### WINNER

#### Marriott Bonvoy & Manchester United

Entered by: **160/90**

Marriott Bonvoy's partnership with Man Utd succeeded against a wide range of brand objectives. Awareness, recognition and intention to purchase were all boosted significantly. Activity around the partnership contributed to the enrolment of 1.5m new Marriott Bonvoy members per month.

## Best World Cup Sponsorship of 2019

### FINALISTS

#### DHL Rugby World Cup #EpicMoments

Entered by: **DHL & Bright Partnership**

This partnership sought to use the RWC 2019 as a way to 'own' emotional moments both on and off the rugby pitch; engaging fans globally through digital and social channels. To this end, Epic Moments was created as DHL's umbrella campaign – with the word Epic being used to deliver various activations.

#### FIFA Women's World Cup 2019

Sponsor: Visa

Entered by: **160/90**

This campaign sought to use the FIFA Women's World Cup as a platform to further the brand's contributions to the movement for equality. The FWWC was used to tell stories that showcased Visa's love of sport and its belief in diversity and inclusion.

#### NatWest & England Cricket

Entered by: **M&C Saatchi Sport & Entertainment**

The partnership saw NatWest seeking to amplify its role as England Cricket's Principal Partner against the backdrop of a 'home' World Cup. NatWest built a strategy that built on the brand's 'Cricket has no boundaries' campaign, while leaning on 38-year association with the sport.

#### O2 and England Rugby: Be their Armour, Wear the Rose

Entered by: **M&C Saatchi Sport & Entertainment**

This RWC 2019 campaign sought to create unmissable moments for customers, while bringing the nation together in support of the England Team. The campaign used O2's understanding of England fans to create a series that showcased how Japanese Bushido values link to the team.

#### One Moment Is All It Takes To Change The Game

Sponsor: Visa

Entered by: **Starcom and Publicis Content**

One Moment is part of Visa's commitment to equality, diversity and inclusion. The multi-channel campaign came to life through emotive broadcast storytelling, innovative media partnerships and fast-turnaround social content. In just eight weeks, the campaign generated an uplift across all key brand health statements; including 'endorses gender equality'.

#### OPPO: Be A Shotmaker

Entered by: **160/90**

The Be A Shotmaker campaign was created to activate the brand's sponsorship of the ICC Cricket World Cup 2019. Providing a strong functional link to both photography and cricket, the campaign targeted a key audience of creators and explorers with the attitude and creative vision to make things happen. The campaign involved a collaboration with Getty Images.

### WINNER

#### O2 and England Rugby: Be their Armour, Wear the Rose

Sponsor: O2

Entered by: **M&C Saatchi Sport & Entertainment**

Despite not being a RWC sponsor, adhering to strict World Rugby guidelines, having a restricted budget and a team 1000s of miles away in Japan, O2 smashed its targets and put the brand in prime health during a key trading period. The Bushido connection generated a strong response and helped increase brand consideration among O2's key target audiences.



## Gaming-Based Sponsorship

### FINALISTS

#### DHL & ESL – The Rise of EffiBOT

Entered by: DHL & Bright Partnerships

This partnership with ESL offered the brand an opportunity to build a relationship with a young, digitally savvy audience. To connect with this hard to reach audience, DHL placed its warehouse robot, EffiBOT, at the heart of the narrative, turning him into an esports legend at live events and online.

#### KFC & Kairos Esports

Entered by: Kairos Esports

Sponsored by KFC and entered by Kairos Esports, the core aim of this collaboration was to push KFC into the forefront of UK Esports. With the creation of KFC Gaming, Kairos went above and beyond, apexing with the KFC Royale. Spanning two months, the community-driven campaign engaged 16 of the UK's biggest content creators ranging from celebrities to gaming influencers; creating a world first Call of Duty tournament.

### WINNER

#### DHL & ESL – The Rise of EffiBOT

Entered by: DHL & Bright Partnerships

EffiBOT is a great example of Gaming Sponsorship. DHL is one of the only non-gaming brands to enter the esports space and "get it right." Not only did the brand listen to the audience and learn how to fit into it, it added value to the fan's world. ROI on the campaign has far exceeded expectations.



## Most Effective Use of Mass Participation

### FINALISTS

#### Deloitte Ride Across Britain

Entered by: Threshold Sports

Ride Across Britain was all about turning the iconic Land's End to John O' Groats cycle ride into a prosocial mass participation event. Launched in 2008, the partnership showcases Deloitte's commitment to CSR, generates more than £1 million for partner charities and provides a platform to engage with employees, more than 1000 of whom take part in the ride.

#### I Am Team GB - presented by Toyota

Entered by: MediaCom Sport & Entertainment, Limelight Sports & Team GB

I Am Team GB is a way for the brand to talk about its evolution from an auto manufacturer to a mobility company. Using the amazing stories of Olympians, and support from volunteers, they facilitated hundreds of free, fun activities to get Britain moving. The campaign culminated with 'The Nation's Biggest Sports Day'.

### WINNER

#### Deloitte Ride Across Britain

Sponsor: Deloitte

Entered by: Threshold Sports

Ride Across Britain has been a huge success against all of its key metrics, and resonates strongly with an upmarket audience. Fundraising targets have been surpassed and the social purpose message has spread widely via social media platforms. Deloitte's Economic Impact Report estimates the impact of the Ride to be around £4 million per annum.

### RIGHTS HOLDER AWARD - BEST ACTIVATION OF ASSETS

#### AEG Global Partnerships

AEG Global Partnerships' diverse array of venues and events are used to create customised and distinct sponsorship programmes for over 400 brands across Europe – among them O2's sponsorship of The O2. Combining best in class learnings, diversified assets and in-house analytics, AEG GP has built durable, authentic partnerships with brands including American Express, Budweiser, Coca-Cola and Ray-Ban.





## Business to Business Sponsorship

### FINALISTS

#### CIPD Simplyhealth Wellbeing at Work

Entered by: **b2b partnerships**

CIPD Annual Health and Wellbeing explores trends and practices in health, well-being and absence management in UK workplaces. Now in its 10th year, the sponsorship drives financial and business returns for both Simplyhealth and the CIPD, delivering critical information and guidance to employers so they can implement health and wellbeing strategies.

#### Deloitte Ride Across Britain

Entered by: **Threshold Sports**

Ride Across Britain was all about turning the iconic Land's End to John O' Groats cycle ride into a prosocial mass participation event. Launched in 2008, the partnership showcases Deloitte's commitment to CSR, generates more than £1 million for partner charities and provides a platform to engage with employees, more than 1000 of whom take part in the ride.

#### DHL Fashion Potential Award 2019

Entered by: **DHL & Something Big**

The DHL Fashion Potential Award recognises, supports and rewards emerging British fashion brands with the drive to take their products to new, international markets; supporting them from 'back bedroom offices' to global takeover. The Award gives four British fashion businesses mentoring support with one winner receiving £20,000 to boost their international growth.

#### Morgan Stanley Garden at the RHS Chelsea Flower Show

Entered by: **Morgan Stanley**

This partnership with the RHS Chelsea Flower Show is an opportunity for the brand to work with one of its charity partners to actively demonstrate its 'Giving Back' value. At the same time, the sponsorship provides a commercially relevant communications platform and must-attend corporate hospitality occasion.

#### Visa Spend & Win Competition for Great British High Street

Entered by: **Visa**

The aim of this competition was to create excitement on the high streets, improve footfall and drive spend in independent businesses by rewarding people for shopping locally. Visa brand ambassadors visited high street retailers, raising awareness of the competition and putting a friendly, authentic face to the Visa brand.

#### Visa's Women's Football activities

Entered by: **160/90**

Sponsored by Visa and entered by 160/90, this entry showcases how Visa has activated its status as the biggest sponsor of women's football in the world. It explains how its sponsorship activities have helped grow acceptance and awareness of the Women's Game, while also communicating messages of acceptance, inclusion and female empowerment.

### WINNER

#### Deloitte Ride Across Britain

Entered by: **Threshold Sports**

Ride Across Britain has enabled Deloitte to engage with a range of b2b stakeholders. Internally, it has provided a platform to engage with employees about their mental and physical health, showcase the brand's commitment to gender equality and attract talent to the firm.



A LIFE CHANGING EXPERIENCE

## Brand Sponsorship

SPONSORED BY SPONSORIUM

**SPONSORIUM**  
ignite your art · deliver with science

### FINALISTS

#### Boots brings Glory to Women's Football

Entered by: **MediaCom Sport & Entertainment**

This partnership sought to give Boots a clear point of difference to encourage reappraisal and ensure shoppers kept visiting its stores. As a brand dedicated to championing everybody's right to feel good, Boots backed five women's national teams across the UK and Ireland.

#### Columbia & National Parks

Entered by: **National Parks**

This campaign is an opportunity to place Columbia Sportswear at the heart of the UK outdoors. A multi-layered brand building alliance, it uses the story of the Parks and its people across a range of activations including sales campaigns; media; retail partnerships; in-store promotions; PR and live-events.

#### Getting to the Heart of it with TalkTalk

Entered by: **m/SIX Agency**

This activation was about driving brand salience by powering feel-good family moments. The sponsorship had a positive impact on TalkTalk, increasing brand consideration significantly among those who recalled the Heart activity. Socially, it generated a reach of over 2 million, with strong engagement rates.

#### Three & LADBible's Most Relaxing Place on the Internet

Entered by: **Mindshare**

The partnership with LADBible was about helping Three become the UK's best loved brand. To do this, the brand had to make people feel good about their smartphones again and create an ownable space for Three to stand out. The campaign increased consideration among its 18-26-year-old audience by over 10%.

#### Marriott Bonvoy & Manchester United

Entered by: **160/90**

This alliance was about finding a platform that could make the new Bonvoy brand famous. As Manchester United's first ever hotel partner, Marriott wowed fans with never-been-done-before experiences that got them talking about the new brand.

#### Save Our Shirt

Sponsor: **Paddy Power**

Entered by: **Octagon**

This cleverly-crafted campaign saw irreverent betting firm Paddy Power sign on as sponsor of Huddersfield Town FC, then relinquish the opportunity to put its name on the club's shirt. The resultant 'Save Our Shirt' campaign became one of the talking points of the year, boosting Paddy Power's brand.

### WINNER

#### Save Our Shirt

Sponsor: **Paddy Power**

Entered by: **Octagon**

One of the brand's key insights was that being on the front of a team's shirt is actually only a small part of the total value of a club sponsorship deal. This realisation freed it up to create an innovative and engaging narrative that football fans across the country bought into.





## First Time Sponsor Award

### FINALISTS

#### Boots brings Glory to Women's Football

Entered by: MediaCom Sport & Entertainment

This partnership sought to give Boots a clear point of difference to encourage reappraisal and ensure shoppers kept visiting its stores. As a brand dedicated to championing everybody's right to feel good, Boots backed five women's national teams across the UK and Ireland.

#### Chivas & Manchester United - Success is a Blend

Entered by: Octagon

The campaign sought to reignite interest in blended whisky. By celebrating the blend of players, fans, and history that makes MUFC iconic, the brand achieved game-changing results. Awareness levels have been boosted significantly, while there have also been substantial improvements in consideration and relevance.

#### Fratelli Beretta & Everton

Entered by: Everton Football Club

This partnership strategy was focused on increasing consumer familiarity and trust of the Italian food brand. Beretta's partnership rights were constructed to reflect the need for mass exposure and engagement, leveraging the Club's global appeal to increase brand exposure in the UK, USA and Asia.

#### Sensitive Moments with Sensodyne and Made In Chelsea

Entered by: Spark Foundry and Publicis Content

This Made In Chelsea partnership was designed to reinvigorate the brand and reach a younger audience. In the past, the brand communicated via TV ads and dentists in white coats. But using the E4 show to drive engagement had a significant impact in shifting brand perceptions, driving brand penetration and increasing sales.

### WINNER

#### Boots brings Glory to Women's Football

Entered by: MediaCom Sport & Entertainment

Boots' first ever sponsorship showed a step change in effectiveness, with the campaign smashing all objectives for 2019. Brand salience, brand affinity and brand perception all improved, while share of voice against competitors rose dramatically. The likelihood of customers recommending Boots to friends also showed an increase.

### HIGHLY COMMENDED

#### Sensitive Moments with Sensodyne and Made In Chelsea

Sponsor: Sensodyne

Entered by: Spark Foundry and Publicis Content



## Sponsorship Continuity

### FINALISTS

#### Carlsberg & Live Nation

Entered by: Live Nation

Sponsored by Carlsberg and entered by Live Nation, this six-year old partnership has evolved into a joint passion for providing fans with meaningful experiences at live music events. In 2018, Carlsberg increased investment in music and festivals – extending its alliance with Live Nation. Wireless, Reading, Leeds, Download, as well as 19 different O2 Academy venues are just some of the assets Carlsberg is able to leverage.

#### Hilton and McLaren Partnership

Entered by: Right Formula

Sponsored by Hilton and entered by Right Formula, this partnership with the McLaren team has run since 2005. It allows Hilton to deliver unique experiences to 100 million Hilton Honors members and also provides McLaren with a world class accommodation throughout the F1 race calendar. Shared values have enabled the brands to create memorable content and reward loyal guests and fans.

#### Morgan Stanley Gardens at the RHS Chelsea Flower Show

Entered by: Morgan Stanley

This five-year old partnership with the RHS Chelsea Flower Show has been an opportunity for the brand to work with one of its charity partners to actively demonstrate its 'Giving Back' value. At the same time, the sponsorship provides a communications platform and must-attend corporate hospitality occasion.

#### O2 and England Rugby: Wear the Rose

Entered by: M&C Saatchi Sport & Entertainment

This successful long-term partnership with England Rugby has consolidated O2 as one of the UK's most loved telco brands. O2's brand-led Wear the Rose movement has become vernacular with supporting England Rugby.

### WINNER

#### O2 and England Rugby: Wear the Rose

Entered by: M&C Saatchi Sport & Entertainment

Wear The Rose is now the no.1 hashtag and brand for the England Rugby team. Proof that the partnership keeps evolving was a 2019 RWC campaign influenced by Japanese Bushido culture.



# International Sponsorship Award

## FINALISTS

### Beko & FC Barcelona

Entered by: **M&C Saatchi Sport & Entertainment**

This partnership is designed to help reduce childhood obesity through a campaign called Eat Like A Pro. Together with partners FC Barcelona and UNICEF, Beko inspire kids to eat like their FCB heroes; part of its wider brand purpose of empowering new generations to live healthier.

### Bridgestone CHASE YOUR DREAM, NO MATTER WHAT

Entered by: **WeAreFearless. and Golazo**

Chase Your Dream was about disrupting a low-interest category and building relevance through an Olympic sponsorship in a non-Olympic year. Driven by the stories of inspirational Olympians, Bridgestone's campaign celebrated perseverance, and changed the lives of people across Europe.

### DHL Rugby World Cup #EpicMoments

Entered by: **DHL & Bright Partnership**

This partnership sought to use the RWC 2019 as a way to 'own' emotional moments both on and off the rugby pitch; engaging fans globally through digital and social channels. To this end, Epic Moments was created as DHL's umbrella campaign – with the word Epic being used to deliver various activations.

### OPPO: Be A Shotmaker

Entered by: **160/90**

The Be A Shotmaker campaign was created to activate the brand's sponsorship of the ICC Cricket World Cup 2019. Providing a strong functional link to both photography and cricket, the campaign targeted a key audience of creators and explorers with the attitude and creative vision to make things happen. The campaign involved a collaboration with Getty Images.

### Sony Interactive Entertainment x UCL - PlayStation F.C Final

Entered by: **Ear to the Ground**

This partnership bridged the gap between real world sports and gaming. With younger fans consuming football through non-traditional channels, PlayStation created a go-to destination the day after the UCL final in Madrid.

### The UEFA Europa League Trophy Tour driven by Kia

Entered by: **Right Formula**

The aim of the UEFA Europa League Trophy Tour was to do more than merely generate hashtags, secure online engagement or 'encourage a conversation'. As Kia took the Trophy across Europe, fans were asked to donate football boots, incentivised with the chance to win VIP tickets to see the UEFA Europa League Final.

## WINNER

### Sony Interactive Entertainment x UCL - PlayStation F.C Final

Entered by: **Ear to the Ground**

The PlayStation F.C Final - broadcast live on YouTube - delivered a global 6% YOY increase in sponsorship awareness amongst its target audience of 13-24 year old global fans. Amassing 550,000 organic views in the first 24 hours, the Final generating 84M+ views and an ROI of £6.76 for every £1 spent.

# Best Use of Research & Evaluation in Sponsorship

SPONSORED BY YOUNGOV SPORT

YouGov Sport

## FINALISTS

### Boots brings Glory to Women's Football

Entered by: **MediaCom Sport & Entertainment**

This partnership relied heavily on research in the selection of the five women's national teams as partners; and subsequent measurement. Proprietary MediaCom sponsorship identification tools, TGI data and Kantar research all played their part in building an effective strategy.

### Hillarys Sponsors Homes on 4

Entered by: **Channel 4**

This campaign was the culmination of a journey which saw the brand shift from being a Direct Response advertiser to sponsoring one of Channel 4's biggest ever sponsorship strands. A solid commitment to research helped Hillarys prove there had been significant sales uplift and improvements in brand metrics.

### Love Island: The Cultural Zeitgeist

Entered by: **ITV**

In 2019, eight brands signed up for ITV hit series Love Island. This created a need for a bespoke approach covering a variety of categories and their different KPIs. ITV's approach was a multi-faceted research programme combining four data sources. The outcome was that Love Island not only drove softer brand metrics, but also impacted actual behaviour.

### Measurement of Land Rover's RWC Sponsorship 2019

Entered by: **MKTG**

Land Rover wanted to demonstrate the business return of its global partnership with The RWC 2019. This necessitated pioneering and "future-proof" research programmes bringing together multiple data sets on a global basis. Real time insights through the tournament allowed Land Rover to constantly monitor its progress, improve its reach and drive engagement.

### The eToro Fan Financial Statement

Entered by: **Ear to the Ground**

The Fan Financial Statement measured the financial investment made by football fans - finding ways for them to get a valuable return and started a conversation about the future of the game. In four months, eToro was ranked number one against competitors for aided brand association with the Premier League (22.6%).

### The Power of Live: Global Live Music Fan Study

Entered by: **Live Nation**

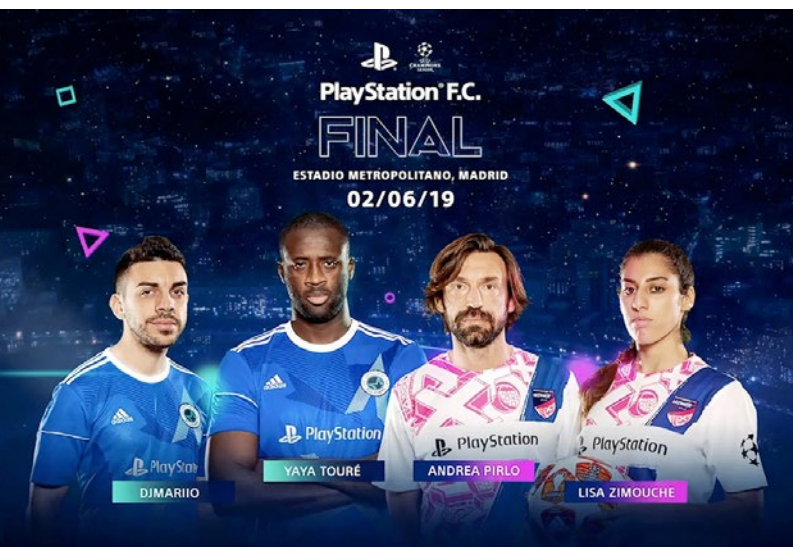
Live Nation embarked on a Power of Live study to help understand opportunities in the live music space. The global research was not conducted to inform one specific partnership but to gain a deeper understanding of live music in two areas: the power of live for fans and the power of live for brands.

## WINNER

### Boots brings Glory to Women's Football

Entered by: **MediaCom Sport & Entertainment**

MediaCom used both qualitative and quantitative research, working with a variety of stakeholders across the Boots business to identify the key areas where they could maximise ROI. In addition, Boots and MediaCom commissioned a study in partnership with TalkSport to better understand the effect the 2019 Women's World Cup had on the perception of football.





# Best Use of Public Relations

PARTNERED BY THE PRCA



## FINALISTS

### Beyond The Invisible: How Standard Life turned the lens on endometriosis

Entered by: **Material & Team Spirit**

This partnership with charity Endometriosis UK challenged taboos, stimulated conversation and offered a platform for sufferers to share personal experiences. A social advocate campaign was created with an eco-system of sufferers, media figures and commentators, to offer an authentic voice on the subject.

### CIPD Simplyhealth Wellbeing at Work

Sponsor: Simplyhealth

Entered by: **b2b partnerships**

The CIPD Annual Health and Wellbeing explores trends and practices in health, well-being and absence management in UK workplaces. Now in its 10th year, the sponsorship drives financial and business returns for both Simplyhealth and the CIPD. A range of survey 'outputs' are created, housed, disseminated, then activated and distributed nationally.

### DHL Race to RWC Supporting Grassroots Rugby Globally

Entered by: **DHL & Bright Partnerships**

The Race to RWC saw adventurers Ron Rutland and James Owens cycle from London to Tokyo ahead of the 2019 Rugby World Cup. DHL and Bright generated high volumes of media interest in Ron, James and their journey, with numerous interviews and visits creating significant public attention.

### Save Our Shirt

Sponsor: Paddy Power

Entered by: **Octagon**

This cleverly-crafted campaign saw irreverent betting firm Paddy Power sign on as sponsor of Huddersfield Town FC, then relinquish the opportunity to put its name on the club's shirt. The resultant 'Save Our Shirt' campaign became one of the talking points of the year, boosting Paddy Power's brand.

### Virgin Media British Academy Television Awards 2019 PR Campaign

Entered by: **M&C Saatchi Sport & Entertainment**

This campaign sought to position Virgin Media as the most irresistible brand in entertainment. A well-executed PR strategy enabled the brand to go beyond naming rights and traditional sponsorship badging - powering conversations amongst entertainment fans to drive brand love.

## WINNER

### Save Our Shirt

Sponsor: Paddy Power

Entered by: **Octagon**

Paddy Power's Save Our Shirt campaign was the ultimate publicity stunt, duping people into believing one thing before revealing the reverse. The result was massive interest across traditional and digital media platforms. Stellar results included a 600% increase in word of mouth and brand consideration, and a 700% increase in brand mentions on social media.

## HIGHLY COMMENDED

### Virgin Media British Academy Television Awards 2019 PR Campaign

Entered by: **M&C Saatchi Sport & Entertainment**

## 2020 CHAMPION OF SPONSORSHIP: CREATIVITY

### Gill Bennett, Head of Sponsorship and Digital Marketing, Virgin Media

A relative newcomer to sponsorship, Gill Bennett has immersed herself in this sector with enthusiasm, commitment and focus - applying all of her strategic digital expertise to her new remit and taking an open minded approach. Gill rigorously evaluated Virgin Media's sponsorship portfolio, developing an overarching strategy. She brought in two new partnerships and increased the sponsorship budget by approximately 300%. She is curious, open and receptive, and always interested in new ideas, thinking and spaces that will help to deliver best value and impact through sponsorship and digital marketing.

# Special Award for the Effective Use of A Smaller Budget

## FINALISTS

### Anthony Nolan - Charity of the Year

Sponsor: haysmacintyre

Entered by: **haysmacintyre**

The purpose of the Charity of the Year initiative with Anthony Nolan was to increase funding to raise awareness for the lives of those who are diagnosed with blood cancer. At the same time, the partnership was a grassroots staff engagement opportunity for haysmacintyre, as well as a way to enhance the brand as a socially conscious organisation in touch with its community.

### Artichoke Trust & Believe Housing - Lumiere Durham, Keys of Light

Sponsor: Believe Housing

Entered by: **Artichoke**

This partnership centred on Lumiere, the UK's largest light festival, staged in Durham in 2019. Believe Housing sponsored a festival highlight called Keys of Light, enabling it to get closer to the local community, while providing high-quality music education to people who needed it most.

### Give Nature a Break

Sponsor: Forest Holidays

Entered by: **National Parks**

#givenatureabreak was a purpose-led Black Friday campaign created to raise £50,000 to support wildlife in the National Parks. The plan was for the donations to enable five significant projects to take place in 2020. In addition to hitting the required cash total, the partnership achieved significant media coverage and drove high levels of holiday bookings.

### The Hometown Chip Shop Tour with Maldon Salt

Entered by: **Bauer Media**

This campaign was about helping the brand propel itself from the chef's table to the kitchen table, without diminishing quality. Working with Absolute Radio, the idea was to create a category of 'everyday foodies', willing to embrace Maldon regularly - rather than perceiving it as an elite brand.

## WINNER

### The Hometown Chip Shop Tour with Maldon Salt

Sponsor: Maldon Salt

Entered by: **Bauer Media**

Absolute Radio's partnership with Maldon Salt was the perfect example of a first time sponsor hitting the commercial jackpot in year one. In addition to increased brand awareness and a shift in brand perception, Maldon Salt product lines saw a boost in sales.

## HIGHLY COMMENDED

### Give Nature a Break

Sponsor: Forest Holidays

Entered by: **National Parks**



## Sponsorship Innovation of the Year Award

This category is in its ninth year. A judges' award, it champions campaigns with a strong element of innovation. Our definition of innovation is kept broad so as to encompass any pioneering activities across fields such as technology, research or media.

### FINALISTS

#### DHL x ESL – The Rise of EffiBOT

Entered by: DHL & Bright Partnerships

#### Game Changing content for Women's Sport

Sponsor: Visa

Entered by: Sky Media

#### Google Assistant & Live Nation Digital Programme

Entered by: Live Nation

#### NatWest & England Cricket

Entered by: M&C Saatchi Sport & Entertainment

#### Norwich City & Visit Tampa Bay - Flown From The Nest

Sponsor: Visit Tampa Bay

Entered by: Norwich City Football Club

#### Winning the iPhone battle through AR

Sponsor: Vodafone

Entered by: Wavemaker

### WINNER

#### DHL x ESL – The Rise of EffiBOT

Sponsor: DHL

Entered by: DHL & Bright Partnerships

This partnership with ESL offered the brand an opportunity to build a relationship with a young, digitally savvy audience. To connect with this hard to reach audience, DHL placed its warehouse robot, EffiBOT, at the heart of the narrative, turning him into an esports legend of live events and online.

### HIGHLY COMMENDED

#### NatWest & England Cricket

Sponsor: NatWest

Entered by: M&C Saatchi Sport & Entertainment



## 2020 Vision Award - A Celebration of Craft and Creativity

### FINALISTS

#### Forward Thinking Drama on ITV

Sponsor: Hyundai

Entered by: Innocean UK and Havas Media UK

This entry showcased Hyundai's range of alternative fuel vehicles through the sponsorship of ITV Drama. Associating with some of the channel's biggest drama programming, Hyundai told its own story, in reverse, about a diamond heist, a crooked cop, a teddy bear and three innovative vehicles.

#### Give Nature a Break

Sponsor: Forest Holidays

Entered by: National Parks

#givenatureabreak was a Black Friday campaign created to raise £50,000 to support wildlife. The plan was for the donations to enable five projects to take place in 2020. Both parties flooded their channels with gorgeous photos and films of squirrels, bees, butterflies and their habitats. They also gave updates each week as to how much had been raised.

#### Save Our Shirt

Sponsor: Paddy Power

Entered by: Octagon

This cleverly-crafted campaign saw irreverent betting firm Paddy Power sign on as sponsor of Huddersfield Town FC, then relinquish the opportunity to put its name on the club's shirt. The resultant 'Save Our Shirt' campaign became one of the talking points of the year, boosting Paddy Power's brand.

#### Using Cinema to help Communities Defeat Terrorism

Sponsor: Counter Terrorism Policing

Entered by: Wavemaker

This sponsorship helped the CTP by prompting the public to act against terrorism. Cinema provided a unique opportunity to talk to communities at scale with massive dramatic impact. By reimagining and localising the creative work and hand-selecting cinemas, the number of meaningful reports provided to CTP by the public increased by 38%.

#### We Believe in the Huuhkajat – 'The Huuhkajat through the Eyes of the Canaries'

Sponsor: Seriously Digital Entertainment

Entered by: Norwich City Football Club

We Believe in the Huuhkajat was a pioneering project in support of Norwich star striker Teemu Pukki and his nation Finland, nicknamed the Huuhkajat. The campaign encompassed partnership activation, marketing, retail, sales and communications. It culminated in a large-scale piece of work around Finland vs. Liechtenstein in November.

### WINNER

#### Forward Thinking Drama on ITV

Sponsor: Hyundai

Entered by: Innocean UK and Havas Media UK

Reaching a huge audience over a sustained period of 11 weeks, the beautifully crafted adverts not only looked unlike any other adverts around, they changed viewers' perceptions of the brand, increased their consideration to buy, and drove them to find out more about Hyundai as the adverts aired.

### HIGHLY COMMENDED

#### Save Our Shirt

Sponsor: Paddy Power

Entered by: Octagon



## UK Sponsorship Agency of the Year

### FINALISTS

160over90  
b2b partnerships  
Bright Partnerships  
Ear to the Ground  
M&C Saatchi Sport & Entertainment  
MatchFit  
Octagon  
WeAreFearless.

## UK Sponsorship Agency of the Year: *Large*

### M&C Saatchi Sport & Entertainment

This was a record year for M&C Saatchi Sport & Entertainment in terms of new business wins and new projects. With major campaigns on behalf of Coca Cola, Ballantine's and GambleAware, the UK office contributed strongly in 2019 to overall group profits. Key developments included further expansion into Live and Content and the introduction of Open Blend, a tool that monitors employee well-being.

## UK Sponsorship Agency of the Year: *Medium to Boutique*

### Ear to the Ground

A first-time agency winner, 2019 was the year that Ear to the Ground delivered world-class strategies and campaigns for clients such as PlayStation, Cricket World Cup, FIFA eWorld Cup, Beats, Arsenal and eToro. At the same time, it invested heavily into an industry leading Fan Intelligence proposition – helping it secure a third consecutive year of growth.

## UK Sponsorship Agency of the Year: *Innovation*

### Bright Partnerships

Bright's big success story on the night is its work with DHL's EffiBot. But the agency has also been busy this year in areas such as AI, AR and VR. Its work with DHL, Tata and Infosys confirms its claim to be 'genuine tech geeks' and often first movers in integrating the latest tech into its activations.



**EAR TO THE GROUND**

**BRIGHT**  
PARTNERSHIPS

## Barrie Gill Award For Most Promising Young Sponsorship Executive

### FINALISTS

#### Charlie Richards, senior account director at 160/90.

Charlie has established himself as a trusted and credible expert. Working with the likes of FIFA, EA SPORTS and William Hill, Charlie has demonstrated a real can do attitude and is always happy to get stuck in. He leads by example and is fantastic in getting a team to work towards a common goal.

#### Jade Beason, senior account manager at Fuse.

Jade is trusted, collaborative, committed and restless. She is a unique talent with the ability to lead new business pitches using her creativity and entrepreneurialism, as well as organising large-scale events for some of Fuse's key clients.

#### Will Mitchell, a founding partner at MatchFit.

Aged just 27, Will proved his capabilities by co-founding a successful sports PR agency. He has a relentless drive to deliver the highest quality of work and frequently goes above and beyond to ensure tasks are completed to the highest level. He has a natural gift for client relations and displays a keen eye for innovation.

#### Julie Vitalis, Account director at The Story Lab.

Julie has been creating award-winning work for clients including Diageo, Vodafone, adidas and Philips since she joined. Her strong strategic insights, impeccable ability to identify client needs and friendly demeanour have been key drivers in getting clients to invest in sponsorships and content partnership solutions.

### WINNER

#### Jade Beason

Working with brands such as Klarna, Estee Lauder, Waitrose, Clinique and HSBC UK account, she has showcased her adaptability and knowledge of the industry. She's not afraid to go out of her comfort zone and always surpasses expectations.

## Sponsorship of the Year Trophy

### FINALISTS

Antony Gormley & the Royal Academy of Arts  
English National Ballet and Cunard Dance the Atlantic  
EFL and Mind 'On Your Side' partnership  
Get Set to Eat Fresh with Aldi and Team GB  
Beyond The Bean – Nespresso's Sustainability Credentials  
Barclays FA Women's Super League and Grassroots Football  
Somerset House - Hennessy: For The Culture  
Hillarys Sponsors Homes on 4  
The Hometown Chip Shop Tour with Maldon Salt  
Paddy Power Save Our Shirt  
PayPal & The FA  
Axa Taking us on a journey to a 'Better Future Now'  
Marriott Bonvoy & Manchester United  
Never Fully Dressed, official partner of Made in Chelsea  
Mitsubishi Motors Volunteer Recognition Programme  
O2 and England Rugby: Be their Armour, Wear the Rose  
DHL & ESL – The Rise of EffiBOT  
Deloitte Ride Across Britain  
Boots brings Glory to Women's Football  
Sony Interactive Entertainment x UCL - PlayStation F.C Final  
Hyundai - Forward Thinking Drama on ITV

### WINNER

#### Save Our Shirt

Sponsor: Paddy Power  
Entered by: Octagon



# THE UK SPONSORSHIP Awards | 20/21

Celebrating Innovative, Inspirational and Transformational  
Campaigns, Partnerships and Teamwork

## Rising to the Challenge - Sponsorships and Partnerships Activated During The Coronavirus Crisis

The Covid-19 crisis triggered a remarkable wave of innovation, bravery, positivity and strategic agility.

The aim of the 2020/2021 Awards is to shine a spotlight on inspirational projects - where challenges were faced, strategies adapted and successful outcomes evidenced.



## ARTS, CULTURAL & SOCIAL PARTNERSHIPS & PROJECTS

### FINALISTS

#### Alice: Curiouser and Curiouser virtual reality activation

Sponsor: HTC VIVE Arts

Entered by: V&A

This partnership centred on Alice: Curiouser and Curiouser, an exhibition exploring the origins, adaptations and reinventions of Alice in Wonderland. HTC VIVE Arts created a VR experience for the exhibition allowing visitors to enter a virtual Wonderland. When Covid-19 meant the exhibition had to be postponed, the V&A worked with HTC VIVE Arts to create an extended at-home version of the VR experience.

#### The National Gallery & Ocean Outdoor

Entered by: The National Gallery

This campaign was an attempt to combat Covid-19 restrictions by bringing art treasures to the public in outdoor spaces. Using Ocean's network of high impact digital sites, high resolution images of seven of the Gallery's most iconic and uplifting paintings were displayed across the country. In just two weeks, the campaign generated seven million impressions and was covered by media including Sky News and Time Out.

#### O2 Academy: This is just an interval

Entered by: O2

This is just an interval was O2's attempt to stay visible to its customer network whilst also encouraging local communities and music fans to stand in solidarity. Working with its partner, Academy Music Group, O2 invited 12 local artists to deliver a message at 14 boarded up O2 Academy venues. Each artist painted an artwork depicting the 'This is just an interval' campaign message.

#### Rankin & Virgin Media British Academy Television Awards 2020

Entered by: M&C Saatchi Sport & Entertainment

This campaign was an innovative way of generating fame, customer advocacy and credibility at a time when the BAFTA TV Awards could only be held virtually. Working with photographer Rankin, Virgin commissioned a series of photos of onscreen talent with the theme "All Dressed Up & Nowhere To Go". The campaign generated high levels of PR coverage and drove audiences to the virtual event.

#### Virgin Money Unity Arena

Entered by: Virgin Money

The partnership with SSD Concerts was an innovative attempt to create the world's first socially distanced music venue. Based at Gosforth Park, the pop up venue enabled fans to watch live entertainment safely from private viewing areas. In doing so, it helped Virgin Money to sustain its music-based communication strategy under the most challenging circumstances imaginable.

## MOST INNOVATIVE AND INSPIRATIONAL NEW BUSINESS WIN

### FINALISTS

#### Bauer Becomes The Home of Disney+

Entered by: Bauer Media

This timely partnership was tailor-made to help Disney launch its Disney+ streaming service in the UK. Although there was no marketing brief in circulation, Bauer persuaded Disney that a range of assets including the all new KISS breakfast show was the right platform to drive conversation during the Covid-19 era.

#### Leyton Orient Football Club - Front of Shirt deal with the England Captain Harry Kane

Entered by: Leyton Orient Football Club and CK66

This innovative partnership had three primary objectives: drive global awareness of Leyton Orient and sell merchandise; create a connection between the England Captain and the club that gave him his first professional start; and generate revenues for three charities - Barts Charity (NHS), Haven House Children's Hospice, and mental health charity MIND.

#### Make Your Move

Sponsor: Kia Motors (Global)

Entered by: WeAreFearless.

The partnership came about after a successful virtual pitch to the client in Seoul. The agency was tasked with delivering a digital-first, global idea that would allow Kia to: celebrate the 20th anniversary of its Australian Open sponsorship in an impactful way; launch a new brand logo and brand platform (Movement That Inspires) to the global audience; and actively engage audiences in a way they had never seen or experienced before.

#### MatchFit 's new business win - LiveScore

Entered by: MatchFit

This business win helped the fledgling agency weather the storm created by Covid-19. Having caught wind of an opportunity to pitch for the PR and sponsorship account for LiveScore, MatchFit leaned hard on its virtual agency model to prove it was the right partner in the midst of the Covid pandemic. The nature of the brief enabled MatchFit to showcase a powerful part of its model - the ability to blend its core team with best-in-class sector specialists.

#### The National Gallery & Nikon Digital Content Partnership

Entered by: The National Gallery

This collaboration was devised in response to the first UK lockdown, which saw the Gallery's online content become vitally important as a way for audiences to connect with its collection, and as a vehicle to support mental wellbeing. Nikon's messaging around 'enriching society through technology and ideas' aligned with the Gallery's digital content objectives.

### WINNER

#### Virgin Money Unity Arena

Entered by: Virgin Money

Virgin Money's innovative event enabled the brand to achieve its primary ambition of forming an intrinsic connection with music. With widespread coverage across traditional and digital media platforms, the brand came to the attention of a new, authentically music-focused audience in a completely organic and earned way, achieving global attention and recognition.

### WINNER

#### Bauer Becomes The Home of Disney+

Entered by: Bauer Media

This Disney+ Bauer partnership was born entirely from a proactive approach, with the Bauer team identifying a clear opportunity in market attached to Disney's new launch. Throughout the pandemic, Bauer became an extension of the Disney+ marketing team and helped drive uplift against all metrics. The success of the first campaign's first phase enabled Bauer to secure a year-long sponsorship deal with Disney +.

### HIGHLY COMMENDED

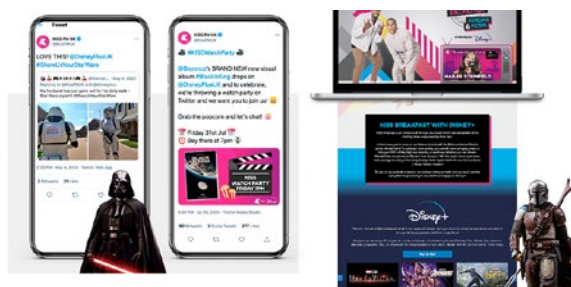
#### O2 Academy: This is just an interval

Entered by: O2

### HIGHLY COMMENDED

#### The National Gallery & Nikon Digital Content Partnership

Entered by: The National Gallery



## MEDIA PARTNERSHIPS AND PROJECTS

### FINALISTS

#### Bauer Media: The Media Partner of Sky VIP

Entered by: Bauer Media

The purpose of this 5-month multi-channel, multi-brand media partnership was to showcase the rewards available through customer loyalty programme Sky VIP. With ticketed events, talent meet and greets and backstage opportunities all unavailable under Covid-19 restrictions, the two companies successfully pivoted towards virtual events and 'stay at home' entertainment.

#### Hillarys sponsors Home on 4 #StayHappyAtHome

Entered by: Channel 4

The Homes on 4 partnership saw the brand shift from being a primarily Direct Response advertiser to a major broadcast sponsor. But when the UK was told to stay at home, the partners had to rethink their strategy to ensure the messaging was relevant and sensitive to the new context. The resultant campaign, #StayHappyAtHome, resulted in strong YoY growth for Hillarys.

#### It's not alright. It's arthritis.

Sponsor: The Versus Arthritis partnership with Global

Entered by: SPP Media Ltd

This collaboration sought to tell the story of a silent chronic condition at a time when the world was focusing most of its energy on the Covid-19 pandemic. An ingenious audio campaign was devised that challenged the passive dismissal of arthritis by shifting perceptions around the condition.

#### PlayStation 5 Launch

Sponsor: Sony PlayStation

Entered by: Transport for London

This partnership was designed to promote the launch of the PS5. By taking over Oxford Circus for 48 hours, PlayStation was able to drive the most successful UK console launch of all time. In addition to high levels of brand exposure at the station, the campaign achieved high levels of PR impact via ITV Good Morning Britain, Mail Online and others.

#### Tesco Mobile Partnership

Entered by: Bauer Media

The Absolute Radio sponsorship alerts listeners to the fact that Tesco Mobile is a savvy choice when entering their contract renewal window. When the pandemic happened, the campaign sought to meet the changing needs of consumers, highlighting the universal need for 'connection' through new activations.

#### Wickes Annual Partnership

Entered by: Bauer Media

While DIY was top of mind, the tone of communication needed to change to fit the mood of the pandemic. So the partners traded in their price promotion toolkit and upgraded it to become "a voice for the everyday people and a company which rewards key workers". By making these changes and expanding the sponsorship to include Grazia and KISSTORY, the Wickes partnership had a record year.

### WINNER

#### It's not alright. It's arthritis.

Sponsor: The Versus Arthritis partnership with Global

Entered by: SPP Media Ltd

Launched in April 2020, Versus Arthritis's Stolen Stories strategy confronted audiences across radio and social with the realities of arthritis. The decision to push ahead with the campaign was a huge risk but paid off. Quantitative research reported 40% campaign recall and 26% increase of Versus Arthritis awareness. 79% of audiences exposed to the campaign stated they would now take some form of action.

### HIGHLY COMMENDED

#### Wickes Annual Partnership

Entered by: Bauer Media

**VERSUS**  
**ARTHRITIS**

## SPORTS PARTNERSHIPS & PROJECTS

### FINALISTS

#### Get Set's Travel to Tokyo

Sponsor: Sport England

Entered by: BOF, BPA and EVERFI (UK)

Travel to Tokyo is Team GB and ParalympicsGB's youth engagement programme, funded by Sport England and Spirit of 2012. Brought to life by athlete ambassadors, TTT aimed to reach over 700,000 children and family members in England by December 2020. Despite having to pivot the programme because of Covid-19, it surpassed that target.

#### Heineken x F1 - #SocialiseResponsibly

Entered by: M&C Saatchi Sport & Entertainment and The BrandFather

This campaign used F1 to encourage fans to #SocialiseResponsibly. With the season postponed and no F1 races on, the partners brought fans live action through the Challenge Heineken Legends - a series of virtual races between F1 world champions, sporting legends, and influencers. This was supported by innovative executions and experiences designed to maintain a connection with fans.

#### NatWest Cricket - helping the cricket community back on its feet

Entered by: NatWest

This programme was an attempt to support the cricket community by leveraging the brand's long-term association with the game. The strategy had three phases, each of which evolved in response to Covid. Phase one was to help grassroots cricket get back on its feet. Phase 2 saw NatWest help fans enjoy the sport through a range of virtual events and experiences. Phase three was about celebrating those who contributed during a challenging period.

#### Škoda V-Women's Tour 2020

Entered by: Fuse

The campaign saw the Czech car brand team up with SweetSpot to create the first virtual cycling race of its kind for female cyclists: ŠKODA V-Women's Tour. The goal was to drive brand consideration by getting more cycling enthusiasts to associate ŠKODA with cycling. The race was broadcast on BBC Sport and also live streamed with commentary on multiple YouTube channels.

#### The Team Behind The Machine delivered by DHL

Entered by: Bright Partnerships

The core objective of the MotoGP sponsorship is to bring to life DHL's corporate ambition to Connect People and Improve Lives. When the pandemic abruptly halted the 2020 season for four months, DHL took the time to get 'under the helmets' of MotoGP fans and bikers. Activities included The Team Behind The Machine, a season long campaign celebrating everyone from backyard mechanics to MotoGP's creative geniuses.

#### Vodafone Front Row

Sponsor: Vodafone Business

Entered by: CSM Sport & Entertainment

This partnership with Wasps sought to reinvent the brand's contractual assets to fit a virtual matchday experience - in the process showcasing how technology can bring fans closer to the game. In collaboration with Wasps, Vodafone Business created a behind the scenes campaign to deliver match day assets in a 'virtual' fashion to take fans and Vodafone Business customers quite literally to the front row.

### WINNER

#### Škoda V-Women's Tour 2020

Entered by: Fuse

The ŠKODA V-Women's Tour pushed the boundaries within tech and sport. Results were overwhelmingly positive, with strong digital activity and a positive impact on overall brand discussion, as volumes were 273% higher during the virtual race activity than usual. Consideration for ŠKODA UK amongst cyclists increased three percent, and a mass participation component to the event raised money for Breast Cancer Now and Mind.

### HIGHLY COMMENDED

#### NatWest Cricket - helping the cricket community back on its feet

Entered by: NatWest

## SPORTS PARTNERSHIPS – FOOTBALL

### FINALISTS

#### Carlsberg 'Champions' Campaign

Entered by: Liverpool FC

This campaign was all about devising an authentic role for the beer brand in enhancing the fan experience of winning the Premier League. To achieve this, Carlsberg created a red LFC-Champions themed can, and delivered it to LFC fans around the world.

#### Coca-Cola and the Premier League - Make Your Home The Home End

Entered by: M&C Saatchi Sport & Entertainment

Make Your Home The Home End was a creative campaign that sought to position Coca-Cola as part of the at-home matchday routine during the pandemic. Working with Harry Kane, Marcus Rashford and Alex Oxlade-Chamberlain, the brand created memorable content, money can't buy experiences and promotions that resonated with fans.

#### DHL - A World United

Entered by: Bright Partnerships

A World United was about meeting key DHL objectives such as humanising logistics and extending engagement - against the challenging backdrop of Covid-19. Working with partner Manchester United, DHL created a virtual 'Theatre of Dreams' - a destination where fans could be rewarded for their dedication to the Club. Fans were invited to sit in the Sir Alex Ferguson Stand each month for a chance to win prizes.

#### eToro - Two Things at Once

Entered by: M&C Saatchi Sport & Entertainment

Two Things At Once was designed to promote eToro's CopyTrader product. Working with six Premier League clubs, eToro ran a cross-channel campaign that placed its brand at the heart of football conversation and drove education around CopyTrader. During the campaign, CopyTrader investments increased by 26%, first-time depositors increased 150% and eToro boosted visibility among 25-45 year old males.

#### Heineken and UEFA present the Opening Party; powered by Defected

Entered by: M&C Saatchi Sport & Entertainment

The Opening Party was an attempt to connect with a global audience of football fans when UEFA decided to complete the Champions League and Europa League in one-off tournaments. The solution was to create a new partnership that flipped one of the brand's core rights - the UCL after party. By fusing sport & entertainment, the partners created an integrated activation that over-delivered on every KPI.

#### Three and Chelsea Football Club's virtual kit launch

Entered by: Three

This campaign was all about maximising exposure around Chelsea's kit launch when no live event was possible. Rather than viewing Covid-19 rules as a barrier, Three and Chelsea innovated to create an augmented reality kit launch. Unveiling the kit online, the partners excited fans with the immediate opportunity of 'trying it on' in AR. Instead of waiting to order, ship and receive physical shirts, fans could see themselves in the new strip within minutes.

### WINNER

#### Carlsberg 'Champions' Campaign

Entered by: Liverpool FC

Despite the challenges presented by the Covid-19 pandemic, the activity around the LFC-themed can delivered outstanding results. Sales volumes, purchase intent and brand exposure were all significant across the brand's 55 international markets. 8 in 10 fans aware of the Champions cans supported the view that Carlsberg is a genuine supporter of Liverpool FC.

### HIGHLY COMMENDED

#### eToro - Two Things at Once

Entered by: M&C Saatchi Sport & Entertainment

## SPORTS PARTNERSHIPS – FOOTBALL – SOCIAL IMPACT

(smaller activation budget)

### FINALISTS

#### Inside the Mind of

Sponsor: Mind

Entered by: English Football League (EFL)

This campaign was designed to raise awareness and improve the approach to mental health in football. In the midst of the Coronavirus pandemic, a campaign to encourage conversations around mental health and ways individuals can seek advice has never been more important. For 2020, 'Inside the Mind of' objectives included the creation of an impactful campaign using players and managers from the EFL across digital platforms.

#### LNER supporting League 1 fans during Covid-19

Entered by: LNER

The campaign focused on the work LNER was doing with League 1 clubs Doncaster Rovers and Lincoln City. Due to Coronavirus, the partnerships team at LNER had to adapt its strategy, pivoting from in-stadium activation to maintaining brand awareness. By focusing on the delivery of engaging and relevant digital content to fans, LNER secured £3m in advertising value across online press channels.

#### More Than Eleven - 2020/21 Everton hummel kit launch

Entered by: Everton Football Club

This partnership sought to deliver a first for football - a ground-breaking non-player led kit launch that showcased hummel's commitment to investing in club charity Everton in the Community. The kit launch also made players from Everton in the Community's Disability programme the launch focus.

#### Virgin Media x Southampton FC - Super Sight

Entered by: M&C Saatchi Sport & Entertainment

Virgin's partnership with Southampton FC is designed to drive awareness for Virgin's paid TV football offering. Building on a creative platform called Super Saints, 2020 saw the partners launch Super Sight, a content-led campaign that positively disrupted the lives of two young visually impaired fans, through state of the art technology.

#### Three & Chelsea Football Club's 'Support Someone Else' campaign

Entered by: Three

The campaign sought to address the enforced loneliness and solitude many people were feeling during Covid-19. Fronted by Chelsea managers Frank Lampard and Emma Hayes, the campaign turned fan loyalty and football rivalry on its head by urging people to 'Support Someone Else' during the festive period. The message was delivered by a mock press conference video posted across Three and Chelsea's social channels.

### WINNER

#### More Than Eleven - 2020/21 Everton hummel kit launch

Entered by: Everton Football Club

A key pillar of Everton's 'More Than Eleven' campaign, this pioneering kit launch had to be achieved with limited recourse to physical promotion, major public events, stunts, instore activity or billboards because of Covid-19 restrictions. Leaning heavily on digital platforms and analytics, the club achieved record sales for the hummel-backed range of team kits.





## SPORTS PARTNERSHIPS: FOOTBALL – SOCIAL IMPACT

(larger activation budget)

### FINALISTS

#### BT's '4-3-3' Partnership with Home Nation Football Associations

Entered by: Cake (Havas)

The 4-3-3 partnership supports areas such as grassroots, women's and para/disability football. When Covid-19 struck, BT adapted activations to focus on helping UK communities through connectivity and digital skills – whilst continuing to honour its core commitments. 2020 projects included Key Connections, which saw children of key workers still attending primary school virtually connected with stars like Jordan Henderson.

#### Liverpool FC's Partnership With Levi's & Akse

Entered by: 160over90

This partnership with Liverpool FC sought to find a way for Levi's to authentically celebrate Liverpool's first top flight title for 30 years. With shared values around community support, the partners created a campaign that honoured the team's performance and also generated funds to support local communities. Levi's also teamed up with street artist Akse to create a bespoke range of Levi's x LFC clothing.

#### The End of Football

Sponsor: Xylem

Entered by: SPORTFIVE and Brave

This campaign with Manchester City set out to drive public awareness and encourage action on the issue of water shortages. A global b2b water technology provider, Xylem used the 'End of Football' concept to challenge 'water complacency' in the target audience of football fans and the wider public. An impactful film was shot featuring MCFC rising star Phil Foden.

#### The Numbers Game

Sponsor: Santander UK

Entered by: Santander UK

The Numbers Game was a successful attempt by the brand to leverage its sponsorships, communications platforms, assets, partners and ambassadors in a way that would relieve great pressures on parents and children struggling with home-schooling during lockdown in 2020. As part of this, football was deployed as a way to make maths fun, engaging and immersive for children.

#### Visa & UEFA #TrainAtHome

Entered by: 160over90

#TrainAtHome is a Covid-19 response strategy that builds on the work Visa and UEFA have been doing around women's football. Pre-pandemic, the partners created a co-branded content series #PlayAnywhere - exploring the stories and personalities of girls and their football experiences across countries. When Covid-19 forced footballers to adapt their training regimes to a new environment, another series was created - #TrainAtHome.

## BEST TEAM COLLABORATION AND CONTRIBUTION

### FINALISTS

#### Hillarys sponsors Home on 4 #StayHappyAtHome

Entered by: Channel 4

The Homes on 4 partnership saw the brand shift from being a primarily Direct Response advertiser to a major broadcast sponsor. But when the UK was told to stay at home, the partners had to rethink their strategy to ensure the messaging was relevant and sensitive to the new context. The resultant campaign, #StayHappyAtHome, resulted in strong YoY growth for Hillarys.

#### LNER Partnerships team

Entered by: LNER

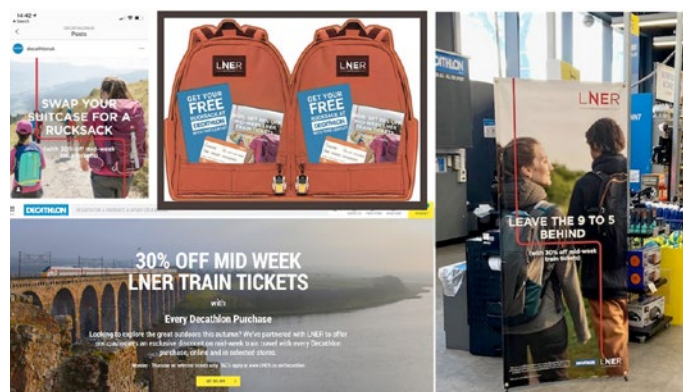
When Covid struck, LNER had to be agile and adapt its sponsorship strategy, focusing on maintaining brand awareness. The Partnerships Team used the pandemic as an opportunity to test reactive digital content, acquiring fan customer data, targeting 'bounce back' customer segments and refreshed its stadium artwork. It also re-negotiated lost value by proposing innovative solutions to partners.

### WINNER

#### LNER Partnerships team

Entered by: LNER

During the pandemic, LNER's small partnerships team doubled down on partnerships with Doncaster Rovers, Lincoln City FC and Newcastle FC, while adding two new ones in Scotland. By shifting the emphasis from in-stadium experiential to fan-focused content, it managed to sustain engagement with customers. Pivotal to the success of the strategy was close collaboration with rights holders around shared learnings.



### WINNER

#### The Numbers Game

Sponsored and entered by: Santander UK

Working with online educational platform Twinkl, Santander and its ambassadors set out to help children feel more confident about numbers. The results were impressive, with high levels of digital engagement and PR exposure. Qualitative brand research showed that the partnership boded well for Santander in terms of attributes such as trust and affinity.



# See You Next Year!

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