

THE UK SPONSORSHIP Awards | 20/21

Celebrating Excellence and Effectiveness in
Sponsorship, Partnerships and Brand Activation

SPONSORED BY



ARTS & CULTURAL SPONSORSHIP

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

DHL Fashion Potential Award 2019
Entered by: DHL & Something Big

English National Ballet and Cunard Dance the Atlantic
Entered by: English National Ballet

Portrait of an Artist
Sponsor: BP
Entered by: Lonelyleap

Scottish Ballet Dance Health supported by Baillie Gifford
Entered by: Scottish Ballet

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

LIVE ENTERTAINMENT & EVENT SPONSORSHIP

Sponsored by Hammerson



Artichoke Trust & Believe Housing - Lumiere Durham, Keys of Light
Entered by: Artichoke

Carlsberg & Live Nation Festival Programme 2019
Entered by: Live Nation

English National Ballet and Cunard Dance the Atlantic
Entered by: English National Ballet

Huawei & All Points East
Entered by: AEG Global Partnerships

SOCIAL PURPOSE SPONSORSHIP

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

Beyond The Invisible: How Standard Life turned the lens on endometriosis
Entered by: Material

DHL Race to RWC Supporting Grassroots Rugby Globally
Entered by: DHL & Bright Partnerships

EFL and Mind 'On Your Side' partnership
Entered by: EFL

SAP Man City Community Heroes - Helping the world run better
Sponsor: SAP
Entered by: Rapid Peaks

The UEFA Europa League Trophy Tour driven by Kia
Entered by: Right Formula

EDUCATION & LEARNING SPONSORSHIP

Artichoke Trust & Believe Housing - Lumiere Durham, Keys of Light
Entered by: Artichoke

Cardiff Metropolitan University and Richard Parks: Creating One Cardiff Met
Entered by: Cardiff Metropolitan University

Get Set to Eat Fresh with Aldi and Team GB
Entered by: EdComs

SUSTAINABILITY SPONSORSHIP

Beyond The Bean - A Global Story of Nespresso's Sustainability Credentials
Entered by: Zenith Media and Publicis Content

FOOD: Bigger than the Plate
Sponsor: BaxterStorey
Entered by: Victoria and Albert Museum

The Positive Power of Clothes
Sponsor: Unilever Comfort
Entered by: Mindshare

Smirnoff & Live Nation Festival Programme
Entered by: Live Nation

Evian Wimbledon 2020
Entered by: Wavemaker

BEST SPONSORSHIP OF WOMEN'S ACTIVITIES

Partnered by Women in Sport



Acceptance in Women's Football
Sponsor: Visa
Entered by: 160/90

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

Beyond The Invisible: How Standard Life turned the lens on endometriosis
Entered by: Material

Boots brings Glory to Women's Football
Entered by: MediaCom Sport & Entertainment

Mars - #SupportHer
Entered by: Octagon

'One Moment Is All it Takes To Change The Game'
Sponsor: Visa
Starcom and Publicis Content

BEST USE OF SPONSORSHIP TO ENCOURAGE DIVERSITY & INCLUSION

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

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

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

EFL and Mind 'On Your Side' partnership
Entered by: EFL

Safe to be Me
Sponsor: Aberdeen Standard Investments
Entered by: Scottish Ballet

Somerset House – Hennessy: For The Culture
Entered by: Somerset House

TV SPONSORSHIP

Partnered by Thinkbox



Bose Sponsor Channel 4's F1 Coverage
Entered by: Channel 4

Coors Light 'Coldest Of All Time'
Entered by: Zenith Media and Publicis Content

Forward Thinking Drama on ITV
Sponsor: Hyundai
Entered by: Innocean UK and Havas Media UK

Hampton by Hilton Sponsorship of Travel & Adventures on Channel 5
Entered by: Hilton

Hillary's Sponsors Homes on 4
Entered by: Channel 4

I'm a Celebrity... Get Me Out of Here!
Sponsor: Tombola Arcade
Entered by: Uber

PRINT, RADIO AND FILM SPONSORSHIP

Getting to the Heart of it with TalkTalk
Entered by: m/SIX Agency

Magic Radio & Bensons for Beds
Entered by: Bauer Media

Pukka Herbs & Mail Media Metro: 'The Wellness Connection'
Entered by: Mindshare

Smash Hits + & Juliet
Entered by: Bauer Media

The Hometown Chip Shop Tour with Maldon Salt
Entered by: The Village Communications

Using Cinema to help Communities Defeat Terrorism
Sponsor: Counter Terrorism Policing
Entered by: Wavemaker

BEST USE OF SOCIAL MEDIA & ONLINE PLATFORMS

Birds Eye: Fish Finger Lasagne
Entered by: Zenith Media and Publicis Content

DHL Rugby World Cup #EpicMoments
Entered by: DHL & Bright Partnerships

Guinness House of Rugby
Entered by: The Story Lab

Save Our Shirt
Sponsor: Paddy Power
Entered by: Ball Street Network & Octagon

This Is For Them
AIG Life UK
Entered by: Octagon

Winning the iPhone battle through AR
Sponsor: Vodafone
Entered by: Wavemaker

BEST USE OF MOBILE IN A SPONSORSHIP CAMPAIGN

Google Assistant & Live Nation
Entered by: Live Nation

PayPal & The FA
Entered by: Cake (Havas)

BRANDED CONTENT

Pukka Herbs & Mail Media Metro: 'The Wellness Connection'
Entered by: Mindshare

'Save Well, Spend Better'
Sponsor: Lloyds Bank
Entered by: Channel 4 and MediaCom

Taking us on a journey to a 'Better Future Now'
Sponsor: AXA
Entered by: Sky Media

Three & LADBible's Most Relaxing Place on the Internet
Entered by: Mindshare

Using Cinema to help Communities Defeat Terrorism
Sponsor: Counter Terrorism Policing
Entered by: Wavemaker

Wild Spirits, Made By The Sea
Sponsor: Talisker
Entered by: The Story Lab

BRANDED CONTENT - SPORT

Care for every position you play
Sponsor: Dove Men+Care
Entered by: CSM

Game Changing content for Women's Sport
Sponsor: Visa
Entered by: Sky Media

Marriott Bonvoy & Manchester United
Entered by: 160/90

O2: Travel Fan in Japan
Entered by: JUMP (part of Havas Media Group)

PayPal & The FA
Entered by: Cake (Havas)

Pros Behind The Pros by Beko
Entered by: M&C Saatchi Sport & Entertainment

BEST USE OF CELEBRITY & INFLUENCER ENDORSEMENT

Müller Champions Ambassadors
Entered by: Sylo Communications

Never Fully Dressed, official partner of Made in Chelsea
Sponsor: Never Fully Dressed
Entered by: Channel 4

Norwich City and Seriously - We Believe in the Huuhkajat
Sponsor: Seriously Digital Entertainment
Entered by: Norwich City Football Club

Pukka Herbs & Mail Media Metro: 'The Wellness Connection'
Entered by: Mindshare

UEFA Europa League vs
Sponsor: UEFA
Entered by: WeAreFearless.

With The Right Support We Can All Be Stars
Sponsor: DHL
Entered by: Maverick

SPORTS SPONSORSHIP

Sponsored by Dataflow Events



Partnered by Sport England and UK Sport



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

NatWest & England Cricket
Entered by: M&C Saatchi Sport & Entertainment

OPPO: Be A Shotmaker
Entered by: 160/90

Paddy Power - Save Our Shirt
Entered by: Octagon

Sony Interactive Entertainment x UCL - Playstation F.C Final
Entered by: Ear to the Ground

Specsavers Ashes Series - The Test Experts
Entered by: CSM

GRASS ROOTS SPORTS SPONSORSHIP

partnered by Sport + Recreation Alliance



DHL Race to RWC Supporting Grassroots Rugby Globally
Entered by: DHL & Bright Partnerships

Mitsubishi Motors Volunteer Recognition Programme
Entered by: The RFU

PayPal & The FA
Entered by: Cake (Havas)

BEST FOOTBALL SPONSORSHIP

Beko & FC Barcelona
Entered by: M&C Saatchi Sport & Entertainment

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

DHL UNITED. DELIVERED.
Entered by: DHL & Bright Partnerships

Hyundai & Chelsea FC
Entered by: PITCH

Marriott Bonvoy & Manchester United
Entered by: 160/90

Reward Yourself with Hotels.com and Tottenham Hotspur
Entered by: Tottenham Hotspur

The eToro Fan Financial Statement
Entered by: Ear to the Ground

BEST WORLD CUP SPONSORSHIP

DHL Rugby World Cup #EpicMoments
Entered by: DHL & Bright Partnerships

FIFA Women's World Cup 2019™
Sponsor: Visa
Entered by 160/90

NatWest & England Cricket
Entered by: M&C Saatchi Sport & Entertainment

O2 and England Rugby: Be their Armour, Wear the Rose
Entered by: M&C Saatchi Sport & Entertainment

'One Moment Is All it Takes To Change The Game'
Sponsor: Visa
Entered by: Starcom and Publicis Content

OPPO: Be A Shotmaker
Entered by: 160/90

BEST GAMING BASED SPONSORSHIP

DHL & ESL – The Rise of EffiBOT
Entered by: DHL & Bright Partnerships

KFC & Kairos Esports
Entered by: Kairos Esports

MASS PARTICIPATION SPONSORSHIP

Deloitte Ride Across Britain
Entered by: Threshold Sports

I Am Team GB - presented by Toyota
Entered by: MediaCom Sport & Entertainment, Limelight Sports & Team GB

RIGHTS HOLDER AWARD - BEST ACTIVATION OF ASSETS - Judges' Award

To be announced on the night

BUSINESS TO BUSINESS SPONSORSHIP

CIPD Simplyhealth Wellbeing at Work
Entered by: b2b partnerships

Deloitte Ride Across Britain
Entered by: Threshold Sports

DHL Fashion Potential Award 2019
Entered by: DHL & Something Big

Morgan Stanley Garden at the RHS Chelsea Flower Show
Entered by: Morgan Stanley

Visa Spend & Win Competition for Great British High Street
Entered by: Visa

Visa's Women's Football activities
Entered by: 160/90

BRAND SPONSORSHIP

Sponsored by Sponsorium



Boots brings Glory to Women's Football
Entered by: MediaCom Sport & Entertainment

Columbia & National Parks
Entered by: National Parks

Getting to the Heart of it with TalkTalk
Entered by: m/SIX Agency

LADBible's Most Relaxing Place on the Internet
Sponsor: Three
Entered by: Mindshare
Marriott Bonvoy & Manchester United
Entered by: 160/90

Paddy Power - Save Our Shirt
Entered by: Octagon

FIRST TIME SPONSOR AWARD

Boots brings Glory to Women's Football
Entered by: MediaCom Sport & Entertainment

Chivas & Manchester United - Success is a Blend
Entered by: Octagon

Fratelli Beretta & Everton
Entered by: Everton Football Club

Sensitive Moments with Sensodyne and Made In Chelsea
Entered by: Spark Foundry and Publicis Content

SPONSORSHIP CONTINUITY

Carlsberg & Live Nation
Entered by: Live Nation

Hilton and McLaren Partnership
Entered by: Right Formula

Morgan Stanley Gardens at the RHS Chelsea Flower Show
Entered by: Morgan Stanley

O2 and England Rugby: Wear the Rose
Entered by: M&C Saatchi Sport & Entertainment

INTERNATIONAL SPONSORSHIP

Beko & FC Barcelona
Entered by: M&C Saatchi Sport & Entertainment

Bridgestone CHASE YOUR DREAM, NO MATTER WHAT
Entered by: WeAreFearless. and Golazo

DHL Rugby World Cup #EpicMoments
Entered by: DHL & Bright Partnerships

OPPO: Be A Shotmaker
Entered by: 160/90

Sony Interactive Entertainment x UCL - Playstation F.C Final
Entered by: Ear to the Ground

The UEFA Europa League Trophy Tour driven by Kia
Entered by: Right Formula

BEST USE OF RESEARCH AND EVALUATION

Sponsored by YouGov Sport

YouGov Sport

Boots brings Glory to Women's Football
Entered by: MediaCom Sport & Entertainment

Hillary's Sponsors Homes on 4
Entered by: Channel 4

Love Island: The Cultural Zeitgeist
Entered by: ITV

Measurement of Land Rover's Rugby World Cup
Sponsorship 2019
Entered by: MKTG

The eToro Fan Financial Statement
Entered by: Ear to the Ground

The Power of Live: Global Live Music Fan Study
Entered by: Live Nation

BEST USE OF PUBLIC RELATIONS IN A SPONSORSHIP CAMPAIGN

Partnered by the PRCA

PRCA
The Power of Communication

Beyond The Invisible: How Standard Life turned the lens on endometriosis
Entered by: Team Spirit & Material

CIPD Simplyhealth Wellbeing at Work
Entered by: b2b partnerships

DHL Race to RWC Supporting Grassroots Rugby Globally
Entered by: DHL & Bright Partnerships

Paddy Power - Save Our Shirt
Entered by: Octagon

Virgin Media British Academy Television Awards 2019 PR Campaign
Entered by: Influence Communications

SPECIAL AWARD FOR EFFECTIVE USE OF A SMALLER BUDGET

Anthony Nolan - Charity of the Year
Sponsor: haysmacintyre

Artichoke Trust & Believe Housing - Lumiere Durham, Keys of Light
Entered by: Artichoke

Give Nature a Break
Sponsor: Forest Holidays
Entered by: National Parks

The Hometown Chip Shop Tour with Maldon Salt
Entered by: Bauer Media

SPONSORSHIP INNOVATION OF THE YEAR

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

2020 VISION AWARD - CELEBRATION OF CRAFT & CREATIVITY

Forward Thinking Drama on ITV
Sponsor: Hyundai
Entered by: Innocean UK and Havas Media UK

Give Nature a Break
Sponsor: Forest Holidays
Entered by: National Parks

Paddy Power - Save Our Shirt
Entered by: Octagon

Using Cinema to help Communities Defeat Terrorism
Sponsor: Counter Terrorism Policing
Entered by: Wavemaker

We Believe in the Huuhkajat - "The Huuhkajat through the Eyes of the Canaries"
Sponsor: Seriously Digital Entertainment
Entered by: Norwich City Football Club

SPONSORSHIP AGENCY OF THE YEAR

Sponsored by CSM Live

csmlive

The following agencies have been shortlisted in the Agency of the Year category. From this list, judges have awarded best Large Agency, Medium to Boutique and Innovation

- 160/90
- b2b partnerships
- Bright Partnerships
- Ear to the Ground
- M&C Saatchi Sport & Entertainment
- MatchFit
- Octagon
- WeAreFearless.

The Barrie Gill Award for Most Promising Young Sponsorship Executive

Partnered by Global Sports

GLOBAL SPORTS

FINALISTS:

Jade Beason, Fuse
Will Mitchell, MatchFit
Charlie Richards, 160over90
Julie Vitalis, The Story Lab



The Sponsorship Newsletter

To ensure that you are up to speed with what's happening in the

sponsorship sector, sign up to our weekly Sponsorship Newsletter. Simply email news@sponsorship-awards.co.uk. Or follow us on Twitter @sponsnews.

Join the
SPONSORSHIP COMMUNITY

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

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



Women in Sponsorship WiS is a non-profit networking group run by Think!Sponsorship

and the UK Sponsorship Awards. Email info@sponsorship-awards.co.uk if you would like to join the group or be kept informed of upcoming events.

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.

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



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.

Call Jennifer Thompson, Sponsorship and Advertising Manager, on 07792255211 or email jennifer.thompson@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 UK Sponsorship Awards.

Please visit www.inkerman.co.uk



Specialist Speakers is delighted to support the UK Sponsorship Awards once again. In 2020, for the second year running, we present Jonny Dymond who wowed and entertained us so well as host in 2019 that you insisted we have him back.

Jonny has worked on BBC flagship programmes such as Newsnight and as BBC Westminster reporter. As Washington correspondent he covered US Presidential elections and held the post of BBC Europe Correspondent for five years. In his early career he covered the 9/11 attacks for the BBC in New York. Today Jonny presents BBC Radio 4's Sunday morning news magazine show Broadcasting House in addition to being BBC Royal Correspondent - testing times!

For Jonny, or any speaker, host or presenter call us on 0203 002 4125 - we are at

www.specialistspeakers.com



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 for more information



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 or contact Bruce Cook at Bruce.cook@yougov.com.

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 visit 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

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, 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 is the official photography partner to a wide range of national governing bodies and sporting rightsholders, 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



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



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 or visit our website

<https://www.sportandrecreation.org.uk/>



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/



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



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 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, call on 020 7630 2320 or have a look around 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 sponsorshipseekers 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.



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'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.

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 2020/2021 Shortlist

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

Alice: Curiouser and Curiouser virtual reality activation

Sponsor: HTC VIVE Arts
Entered by: V&A

The National Gallery & Ocean Outdoor

Entered by: The National Gallery

O2 Academy: This is just an interval

Entered by: O2

Rankin & Virgin Media British Academy Television Awards 2020

Entered by: M&C Saatchi Sport & Entertainment

Virgin Money Unity Arena

Entered by: Virgin Money

Most Innovative and Inspirational New Business Win

Bauer Becomes The Home of Disney+

Entered by: Bauer Media

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

Entered by: Leyton Orient Football Club and CK66

Make Your Move

Sponsor: Kia Motors (Global)
Entered by: WeAreFearless.

MatchFit's new business win - LiveScore

Entered by: MatchFit

The National Gallery & Nikon Digital Content Partnership

Entered by: The National Gallery

Media Partnerships & Projects

Bauer Media: The Media Partner of Sky VIP

Entered by: Bauer Media

Hillarys sponsors Home on 4 #StayHappyAtHome

Entered by: Channel 4

It's not alright. It's arthritis. The Versus Arthritis partnership with Global

Entered by: SPP Media Ltd

PlayStation 5 Launch

Sponsor: Sony PlayStation
Entered by: Transport for London

Tesco Mobile Partnership

Entered by: Bauer Media

Wickes Annual Partnership

Entered by: Bauer Media



Sports Partnerships & Projects

Get Set's Travel to Tokyo

Sponsor: Sport England

Entered by: BOF, BPA and EVERFI (UK)

Heineken x F1 - #SocialiseResponsibly

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

NatWest Cricket - helping the cricket community back on its feet

Entered by: NatWest

Škoda V-Women's Tour 2020

Entered by: Fuse

The Team Behind The Machine delivered by DHL

Entered by: Bright Partnerships

Vodafone Front Row

Sponsor: Vodafone Business

Entered by: CSM Sport & Entertainment

Sports Partnerships - Football

Carlsberg 'Champions' Campaign

Entered by: Liverpool FC

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

Entered by: M&C Saatchi Sport & Entertainment

DHL - A World United

Entered by: Bright Partnerships

eToro - Two Things at Once

Entered by: M&C Saatchi Sport & Entertainment

Heineken and UEFA present the Opening Party powered by Defected

Entered by: M&C Saatchi Sport & Entertainment

Three and Chelsea Football Club's virtual kit launch

Entered by: Three

Sports Partnerships: Football - Social Impact

Inside the Mind of

Sponsor: Mind

Entered by: English Football League (EFL)

LNER supporting League 1 fans during Covid-19

Entered by: LNER

More Than Eleven - 2020/21 Everton hummel kit launch

Entered by: Everton Football Club

Virgin Media x Southampton FC - Super Sight

Entered by: M&C Saatchi Sport & Entertainment

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

Entered by: Three

Sports Partnerships: Football - Social Impact (larger activation budget)

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

Entered by: Cake (Havas)

Liverpool FC's Partnership With Levi's & Akse

Entered by: 160over90

The End of Football

Sponsor: Xylem

Entered by: SPORTFIVE and Brave

The Numbers Game

Sponsor: Santander UK

Entered by: Santander UK

Visa & UEFA #TrainAtHome

Entered by: 160over90

Best Team Collaboration & Contribution

Hillarys sponsors Home on 4 #StayHappyAtHome

Entered by: Channel 4

LNER Partnerships team

Entered by: LNER