

THE UK SPONSORSHIP Awards | 2022

Celebrating Excellence and Effectiveness in
Sponsorship, Partnerships and Brand Activation

The London Marriott Hotel Grosvenor Square
March 29th 2022

SPONSORED BY



Specialist
SPEAKERS
the speaker bureau

SPONSORIUM
ignite your art · deliver with science

YouGov
Living Consumer Intelligence

EVENING'S EVENTS

Hosted by Jonny Dymond
BBC Royal Correspondent
and BBC Radio 4
presenter

Award presentations to
category winners

The Barrie Gill Award For
Most Promising Young
Sponsorship Executive

Sponsorship Champions

Sponsorship of the Year
Trophy presented to one
outstanding winner from
the individual categories

Pay Bar in Whitehall Suite

ARTS & CULTURAL SPONSORSHIP

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

Entered by: British Fashion Council

Sneakers Unboxed - StockX Exhibition Sponsorship

Entered by: Design Museum

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

Entered by: British Fashion Council

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

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

LIVE ENTERTAINMENT & EVENT SPONSORSHIP

BMW Play Next at All Points East

Entered by: Wasserman

Babylonstoren, Official Rosé of the RHS Chelsea Flower Show 2021

Entered by: Grand Central Creative

Heineken & F1 2021 Music Platform

Entered by: M&C Saatchi Sport & Entertainment

SOCIAL PURPOSE SPONSORSHIP

BT & Hope United

Entered by: Cake

Active Row London

Sponsor: Tideway
Entered by: London Youth Rowing Limited

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

Sponsor: I Saw It First
Entered by: Cancer Research UK

Nivea Men & Liverpool FC - Dear Liverpool

Entered by: Liverpool FC

Papa John's Community Fund

Entered by: Papa John's

EDUCATION AND LEARNING SPONSORSHIP

Atom Bank Sponsorship of Article 12, Lumiere 2021

Entered by: Artichoke

Lifebuoy Soap Heroes Schools Programme

Entered by: We are Futures

ULI UrbanPlan UK

Entered by: EVERFI

Always About You Puberty Education Programme

Sponsor: P&G
Entered by: We are Futures

Visa - The Second Half Programme

Entered by: 160 over 90

SUSTAINABILITY SPONSORSHIP

Hellmann's Cook Clever Waste Less

Entered by: Channel 4 & Mindshare

Mastercard: The Priceless Planet Coalition & The Open

Entered by: Octagon

Eat Pies Plant Trees

Sponsor: Pieminister
Entered by: Forestry England

Institute of Positive Fashion & Vanish

Entered by: British Fashion Council

BEST SPONSORSHIP OF WOMEN'S ACTIVITIES

Supported by Women in Sport



Guinness #Never Settle

Entered by: Hope & Glory and Wilson Hartnell

Visa - The Second Half Programme

Entered by: 160 over 90

BEST USE OF SPONSORSHIP TO ENCOURAGE DIVERSITY & INCLUSION

BT & Home Nations: Para and Disability Football

Entered by: Cake

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

Entered by: The Spark Foundry

Guinness #Never Settle

Entered by: Hope & Glory and Wilson Hartnell

Everton and hummel highlight LGBT+ Inclusion Work Through Copenhagen 21

Entered by: Everton Football Club

Morgan Stanley and Somerset House Partnership

Entered by: Morgan Stanley

Channel 4 Represents: Black to Front

Entered by: Channel 4

Toyota Sponsors Paralympic sport on 4 with m/Six

Entered by: Channel 4

TV SPONSORSHIP

Supported by Thinkbox



Aldi Sponsors The Great British Bake Off

Entered by: Channel 4

Bridgestone & Tokyo 2020 Campaign on Eurosport

Entered by: Discovery

Heinz sponsors ITV National Weather

Entered by: The Story Lab

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

Sponsor: I Saw It First

Entered by: Cancer Research UK

Roku Gin & Laphroaig Whisky Food Network Primetime Sponsorship

Entered by: Discovery

Toyota Sponsors Paralympic sport on 4

Entered by: Channel 4 & m/Six

PRINT, RADIO AND FILM SPONSORSHIP

British Vogue Forces For Change in Partnership with BMW

Entered by: Wavemaker

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

Entered by: Bauer Media

Bauer Media & Disney

Sponsor: Disney+

Entered by: Bauer Media

Tyler on Kiss Afternoons with KFC

Entered by: Mindshare and Bauer Media

Santander - Financial Difficulties Partnership

Entered by: The Story Lab

DIGITAL ACTIVATION

City Slickers or City Kickers

Sponsor: Axi

Entered by: Axi

DHL & Manchester United: A World United

Entered by: Bright Partnerships

Hisense & UEFA EURO 2020 - Hisense Upgrade Squad

Entered by: CSM Sport & Entertainment

BRANDED CONTENT

Changing Rooms

Sponsor: Dulux

Entered by: Channel 4 & MediaCom

Hellmann's Cook Clever Waste Less

Entered by: Channel 4 & Mindshare

Ronseal Presents: The Great Garden Revolution

Entered by: dentsuMB & The Story Lab

Heat's Under the Duvet with VOXI

Entered by: Bauer Media & The Story Lab

BRANDED CONTENT - SPORT

#MakeYourMove, Kia & Australian Open 2021

Entered by: WeAreFearless

Dreams & Team GB: Dreams Team Bedtime Stories

Entered by: M&C Saatchi Sport & Entertainment

Hotels.com Dream Island

Entered by: Joe Media

Tennent's Lager - Made For This

Entered by: Material

BEST USE OF CELEBRITY & INFLUENCER ENDORSEMENT

#MakeYourMove, Kia & Australian Open 2021

Entered by: WeAreFearless

Hisense & UEFA EURO 2020 - Hisense Upgrade Squad

Entered by: CSM Sport & Entertainment

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

Sponsor: I Saw It First

Entered by: Cancer Research UK

STATSports #ProLevels

Entered by: Ear to the Ground

Transfer Deadline Day with WhatsApp View Once

Entered by: Mindshare and Sky Media

Vinted create a fully dressed partnership with Hollyoaks

Entered by: Channel 4 & Starcom

SPORTS SPONSORSHIP - GOVERNING BODIES, LEAGUES & EVENTS

Supported by Sport England and UK Sport



Bridgestone, Chase Your Dream, No Matter What

Entered by: WeAreFearless

eBay & EFL - Small Businesses United

Entered by: MediaCom Sport & Entertainment

Heineken & EURO 2020

Entered by: M&C Saatchi Sport & Entertainment

Fun Football & UK Football Associations

Sponsor: McDonald's

Entered by: Leo Burnett

Müller & British Athletics/Athletics Ireland

Entered by: Run Communications

Tokyo 2020 - Transforming Toyota's Business in the UK

Entered by: MediaCom Sport & Entertainment

SPORTS SPONSORSHIP - TEAMS

Supported by Sport England and UK Sport



Dreams & TeamGB & ParalympicsGB

Entered by: M&C Saatchi Sport & Entertainment

With You All The Way

Sponsor: Expedia

Entered by: Octagon

Vodafone & The British & Irish Lions

Entered by: Fuse

Webex & McLaren

Entered by: Octagon

BEST OLYMPICS/PARALYMPICS SPONSORSHIP - Tokyo 2020

Bridgestone & Tokyo 2020 Campaign on Eurosport

Entered by: Discovery

Bridgestone, Chase Your Dream, No Matter What

Entered by: WeAreFearless

Dreams & TeamGB & ParalympicsGB

Entered by: M&C Saatchi Sport & Entertainment

Purplebricks - Team GB Sponsorship

Entered by: Purplebricks

Ocean Outdoor & Team GB Partnership

Entered by: Ocean Outdoor

Tokyo 2020 - Transforming Toyota's Business in the UK

Entered by: MediaCom Sport & Entertainment

GRASS ROOTS SPORTS SPONSORSHIP

Supported by Sport + Recreation Alliance



eBay & EFL - Small Businesses United

Entered by: MediaCom Sport & Entertainment

Fun Football

Sponsor: McDonald's

Entered by: Leo Burnett

Nationwide Building Society and England Football Coin for Respect

Entered by: Hatch

Papa John's Community Fund

Entered by: Papa John's

FOOTBALL SPONSORSHIP

City Slickers or City Kickers

Sponsor: Axi

Entered by: Axi

BT & Hope United

Entered by: Cake

DHL & Manchester United: A World United

Entered by: Bright Partnerships

Dettol & The Football Association

Entered by: M&C Saatchi Sport & Entertainment

eBay & EFL - Small Businesses United

Entered by: MediaCom Sport & Entertainment

Heineken & EURO 2020

Entered by: M&C Saatchi Sport & Entertainment

Tennent's Lager - Made For This

Entered by: Material

ESPORTS, GAMING & MOBILE SPONSORSHIP

Drive is the Difference

Sponsor: BMW
Entered by: Octagon

Coco Pops: Start The Magic

Entered by: Venatus & The Story Lab

Lucozade Sport & Hashtag United esports

Entered by: CSM Sport & Entertainment

MASS PARTICIPATION SPONSORSHIP

Heineken Race to the Castle

Entered by: Threshold Sports

I Am Team GB presented by Toyota

Entered by: MediaCom Sport & Entertainment

NAMING RIGHTS

Thames Clippers and Uber

Entered by: AEG Europe

Principality Stadium

Sponsor: Principality Building Society
Entered by: The Space Between

Santander Cycles

Entered by: Santander

BRAND SPONSORSHIP

Sponsored by Sponsorium

SPONSORIUM

ignite your art · deliver with science

Aldi Sponsors The Great British Bake Off

Entered by: Channel 4

BT & Home Nations

Entered by: Cake

Heineken & EURO 2020

Entered by: M&C Saatchi Sport & Entertainment

Heinz sponsors ITV National Weather

Entered by: The Story Lab

Purplebricks - Team GB Sponsorship

Entered by: Purplebricks

Tokyo 2020 - Transforming Toyota's Business in the UK

Entered by: MediaCom Sport & Entertainment

Vodafone & The British & Irish Lions

Entered by: Fuse

FIRST TIME SPONSOR AWARD

City Slickers or City Kickers

Sponsor: Axi
Entered by: Axi

Babylonstoren, Official Rosé of the RHS Chelsea Flower Show 2021

Entered by: Grand Central Creative

Dettol & The Football Association

Entered by: M&C Saatchi Sport & Entertainment

Vinted create a fully dressed partnership with Hollyoaks

Entered by: Channel 4 & Starcom

Webex & McLaren

Entered by: Octagon

SPONSORSHIP CONTINUITY

Müller & British Athletics/Athletics Ireland

Entered by: Run Communications

Santander Cycles

Entered by: Santander

Bauer Media and Wickes Sponsorship

Entered by: Bauer Media, The Story Lab & Carat

INTERNATIONAL SPONSORSHIP AWARD

Bridgestone, Chase Your Dream, No Matter What

Entered by: WeAreFearless

#MakeYourMove, Kia & Australian Open 2021

Entered by: WeAreFearless

Heineken & F1 2021

Entered by: M&C Saatchi Sport & Entertainment

New Balance We Got Now

Entered by: Ear to the Ground

Zwift & Eurosport Partnership - Home of Cycling

Entered by: Discovery

BEST USE OF RESEARCH, MEASUREMENT AND EVALUATION

Sponsored by YouGov



Bridgestone, Chase Your Dream, No Matter What

Entered by: WeAreFearless

British Vogue Forces For Change in Partnership with BMW

Entered by: Wavemaker

BT & Hope United

Entered by: Cake

Dreams & TeamGB & ParalympicsGB

Entered by: M&C Saatchi Sport & Entertainment

Heineken & EURO 2020

Entered by: M&C Saatchi Sport & Entertainment

Hisense & UEFA EURO 2020 - Hisense Upgrade Squad

Entered by: CSM Sport & Entertainment

BEST USE OF PUBLIC RELATIONS

Supported by the Public Relations Consultants Association



Guinness #Never Settle

Entered by: Hope & Glory and Wilson Hartnell

McDonald's Fun Football

Entered by: The Red Consultancy

Nationwide Building Society and England Football Coin for Respect

Entered by: Hatch

Purplebricks - Team GB Sponsorship

Entered by: Purplebricks

BEST USE OF A SMALLER BUDGET

Atom Bank Sponsorship of Article 12, Lumiere 2021

Entered by: Artichoke

Eat Pies Plant Trees

Sponsor: Pieminister
Entered by: Forestry England

Sneakers Unboxed - StockX Exhibition Sponsorship

Entered by: Design Museum

FINANCIAL SERVICES SECTOR - UKSA Spotlight Award

Nationwide Building Society

Entered by: Hatch

Principality Building Society

Entered by: The Space Between

Santander

Entered by: Santander

RISING TO THE COVID CHALLENGE

Away Goals

Sponsor: Hotels.com/Expedia
Entered by: Octagon

Return to Sport – Lucozade Sport

Entered by: CSM Sport & Entertainment

Travel to Tokyo

Entered by: EVERFI

WeTransfer partners with the Royal Academy of Arts

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

SPONSORSHIP INNOVATION OF THE YEAR

Channel 4 Represents: Black to Front

Entered by: Channel 4

Coco Pops: Start The Magic

Entered by: Venatus & The Story Lab

Dreams & TeamGB & ParalympicsGB

Entered by: M&C Saatchi Sport & Entertainment

eBay & EFL – Small Businesses United

Entered by: MediaCom Sport & Entertainment

New Balance We Got Now

Entered by: Ear to the Ground

Purplebricks – Team GB Sponsorship

Entered by: Purplebricks

BEST USE OF TECHNOLOGY TO AMPLIFY ASSETS OR EXISTING PARTNERSHIPS

Eleven Sports Media

Ocean Outdoor

SPONSORSHIP AGENCY OF THE YEAR

Sponsored by CSM Live



Bright Partnerships

Ear to the Ground

Eleven Sports Media

M&C Saatchi Sport & Entertainment

MatchFit

Octagon

The Space Between

We are Futures

WeAreFearless

From the above shortlist, Awards will be made to Best Large, Medium to Small and Breakthrough agencies.

The Barrie Gill Award for Most Promising Young Sponsorship Executive

Partnered by Global Sports

GLOBAL
SPORTS

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. 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

WOMEN
IN
SPONSORSHIP

A Non-Profit & Profitable
Networking Group
JOIN US TODAY! www.sponsorship-awards.co.uk

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.

M E N U

Smoked Salmon & Lobster
Essence Tart Pea Purée, Caviar

Lyburn Cheese, Red Onion
& Truffle Tart, Soused Wild
Mushrooms, Tarragon
Mayonnaise (V)

Breast Of Chicken, Roast
Carrot, Kale, Truffled
Cauliflower Purée,
Garlic-Parsley Mash

Crisp Gnocchi Tomato & Basil
Pasatta, Grilled Artichokes,
Grated Pecorino & Sautéed
Rocket and Baby Spinach (V)

Cookies & Cream Cheesecake,
Crushed Strawberries, Chantilly
Cream, Strawberry Macaroon

Coffee, Tea and Petits Four

Special requests need to be ordered in
advance

Awards Sponsors



CSM Live creates and delivers award-winning brand and live experiences around the globe. As well as providing world-class branding solutions for venues and host cities for the likes of Birmingham 2022, Formula E, FIFA and UEFA, we also create engaging activations to help bring sponsorship to life.

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

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

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

Specialist SPEAKERS the speaker bureau

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

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

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

**Email: tony@specialistspeakers.com
www.specialistspeakers.com**



Inkerman is a luxury British gift 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 has supplied the business, events and sports industry with trophies and awards for over 25 years and has considerable knowledge and expertise in providing some eye catching pieces. Inkerman will be providing over 2,000 trophies and awards this

year including some of new sustainable awards for a range of well known sporting and business events including The Grand National, Formula One, Royal London Cricket, FA, The Cheltenham Festival and The Qatar Goodwood Festival.

Inkerman is the designer and sponsor of the 2022 UK Sponsorship Awards.

Please visit: www.inkerman.co.uk sales@inkerman.co.uk or call 01892 752 211

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

Please visit www.sponsor.com for full information including details on our latest Sponsorium Blueprint programme – a three month fast track plan designed exclusively for sponsors – to measure and improve Sponsorship ROI with ease.

YouGov

Living Consumer Intelligence

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

With over 11 million registered panellists in more than 55 countries, YouGov's market research covers the UK, the Americas, Mainland Europe, the Middle East, and Asia-Pacific. Our panellists come from all ages, socio-economic groups, and other demographic types – allowing us to create nationally and internationally representative online samples of consumers.

**For more information, visit
<https://business.yougov.com/>
or <https://sport.yougov.com/>**

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

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

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

Web: www.globalsportsjobs.com

Work with us: business@globalsportsjobs.com



iSportconnect is the world's largest private community for sports business executives, with more than 23,000 members across the globe. iSportconnect acts as a community for those within the sports business industry, working to build relationships and create opportunities for our members through our online platforms and events. Our events are invitation-only for people within the industry and created in order to help the community develop and learn from their peers, while also enjoying fantastic networking opportunities. Events run by iSportconnect are split into two types, our Masterclass events, which are usually held in London, and our Summits, which take place in various cities across the globe. iSportconnect can be found via our website, isportconnect.com, on Twitter and LinkedIn or via our OTT TV channel for the sports industry, iSportconnect TV. Overall, iSportconnect has a clear aim – to improve the sports business industry through the way we make valuable personal connections within our community of members.

www.globalsportsjobs.com

Awards Partners



Assignments is the commercial photography and video division of PA Media, the UK and Ireland's national news agency. We empower our customers to succeed across the entire news ecosystem by connecting their brands directly to journalists. We produce and distribute exceptional creative and editorial visual content, consulting when required to ensure projects are editorially worthy and will resonate with the target audience.

We offer a range of content from fast turnaround, same-day shoots and edits to full scale commercial projects. We are proud that much of the work we do with our clients lands in front of the right audiences with maximum exposure – with many of our projects enjoying awards and shortlisting at PR Week Awards and many other communications events.

<https://pa.media/pa-mediapoint/assignments/>



The Public Relations and Communications Association (PRCA) is the world's largest professional PR body. We represent more than 35,000 PR professionals in 82 countries worldwide. With offices in London, Hong Kong, Dubai, Singapore, 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 membership@sportandrecreation.org.uk or visit our website

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/



GlobalData is a leading provider of data, analytics, and insights on the world's largest industries.

In an increasingly fast-moving, complex, and uncertain world, it has never been harder for organisations and decision-makers to predict and navigate the future. This is why GlobalData's mission is to help our clients to decode the future and profit from faster, more informed decisions. As a leading information services company, thousands of clients rely on GlobalData for trusted, timely, and actionable intelligence. Our solutions are designed to provide a daily edge to professionals within corporations, financial institutions, professional services, sporting organisations and government agencies.

www.globaldata.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.

www.sportengland.org



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



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

www.thinksponsorship.com



UK Sport's purpose is to lead high-performance sport to enable extraordinary moments that enrich lives.

We are the UK's trusted high-performance experts, powering our greatest athletes, teams, sports and events to achieve positive success. Through strategic leadership and investment of National Lottery and Government funds since 1997, UK Sport has transformed the high-performance sporting system, winning more Olympic and Paralympic medals than ever before and is recognised as one of the top nations in the world for event hosting capabilities.

www.uksport.gov.uk



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



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Sponsorship, Partnerships and Brand Activation

JOIN US
NEXT YEAR!