

CIPR

CHARTERED INSTITUTE
OF PUBLIC RELATIONS



Align your brand with excellence

CIPR Excellence Awards
partnership and
sponsorship opportunities



MEDIA PACK

Wednesday 6th June 2018
The Artillery Garden at the HAC London

cipr.co.uk/excellence

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AWARDS 2018

The CIPR Excellence Awards provide the benchmark for the highest possible professional standards, recognising the outstanding achievements of individuals, agencies and in-house teams across all sectors and disciplines. A rigorous judging process, which includes face-to-face interviews, ensures that this is the most respected award scheme in the industry. As a partner and supporter of this market-leading event, your company can benefit from a direct association with excellence, extensive brand visibility and high-level networking opportunities.

 The video for last year's event [can be viewed here](#)

Where?

Winners will be announced at a prestigious gala dinner at the Artillery Garden at the HAC on 6 June 2018. This glittering black tie celebration attracts 700 guests and offers unrivalled networking opportunities in a relaxed setting.



Who?

Sample of companies in attendance in 2017

Alzheimer's Society, Avios, Balfour Beatty, BMW Group Cardiff University, Direct Line, Edelman, Essex Police Euractiv, Grant Thornton UK, HM Treasury, Irwin Mitchell, JFL, Liberty House Group, Loughborough University, Natural History Museum, Newton Insight, NHS England, Savills, Stonehaven Campaigns, Stroke Association, The British Airline Pilots' Association, Trainline, Vision Express, Wellcome, Yorkshire Building Society

Sample job titles of guests in 2017

CEO, Founder, MD, Account Director, Associate Director, Head of Communications, Director of Communications, Head of PR, Director, Operations Director, Account Manager, Senior Account Manager, Account Executive, Chief Editor, Media Officer, Head of Marketing, Media and PR, Group Head of Communications and Investor Relations, Marketing Manager, Communications Specialist, Creative Director, Consultant, Partner, Client Strategy Director, Public Affairs Manager, Strategic Director, Head of Media

How you can be involved...

As well as award category sponsorships there are a number of other opportunities for you to be involved as partners for the CIPR Excellence Awards. With something to suit a wide range of budgets, every package comes with high-value pre- and post-event brand exposure via an extended marketing campaign.

Packages are designed to require minimal resources from the sponsoring organisation. Our events team will provide a simple template for you to submit key information and a clear timeline for the multiple marketing touchpoints included in your bundle.

PLEASE GET IN TOUCH TO DISCUSS CREATIVE, BESPOKE SOLUTIONS.
MELISSA MICHAEL, ADVERTISING MANAGER, **020 3771 7204**

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WINNING MATTERS
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The benefits

- ➔ Extensive networking opportunities
- ➔ Exceptional brand awareness
- ➔ Face-to-face access to key decision makers
- ➔ Direct targeting of your relevant audience segment by award category
- ➔ Invaluable corporate entertainment
- ➔ Development of industry partnerships and strategic alliances with a highly engaged and targeted audience
- ➔ Association of your brand with excellence

All packages include:

- Announcement of partnership/sponsorship in pre-event marketing
- Promotion via social media channels
- Guest tickets for the gala dinner
- Branding on event app
- Logo, link and 50 words company profile on event website
- Access to guest list in advance (contact name and company name)
- Logo on the event 'step and repeat' wall
- Branding on screen during awards dinner

Partnership Opportunities

Headline sponsorship (inc two VIP tables)

£8,750 + VAT

Award category sponsorship (inc table)

£4,750 + VAT

Wine sponsorship (with branded collars)

£3,750 + VAT

Drinks reception sponsorship

£4,250 + VAT

Table numbers sponsorship

£2,250 + VAT

Paper napkin rings sponsorship

£1,950 + VAT

Event supporter package

£2,200 + VAT

Table plans sponsorship

£2,200 + VAT

Name place card sponsorship

£2,500 + VAT

Shortlist announcement campaign
(inc gifts & take-over)

£4,875 + VAT

Social Media sponsor

£3,500 + VAT

Welcome drinks sponsor

£4,750 + VAT

Entertainment sponsor

£2,500 + VAT

Bar/after party sponsor

£3,500 + VAT

App sponsor

£5,000 + VAT

Fun fair sponsor

£6,000 + VAT



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The marketing campaign

- ➔ Print advertising in CIPR Influence, circulation **11,000**
- ➔ Twitter promotion via CIPR account with **38,000** followers (@CIPR_UK)
- ➔ Twitter promotion via CIPR Awards account with **4,725** followers (@CIPR_Awards)
- ➔ LinkedIn promotion via group account with **32,000** followers, and **10,000** on the CIPR company page
- ➔ Regular email campaigns to CIPR member and non-member lists, circulation **14,000** (3 x emails during call for entries, 1 x for shortlist release, 2 x for Awards Dinner; 1 x follow-up email post-event)
- ➔ Regular email campaigns to Excellence Awards mailing list, circulation **1,000**

Print advertising in CIPR Influence, circulation 11,000



2018 AWARDS CATEGORIES

- Corporate and Business Communications Campaign
- Internal Communications Campaign
- Consumer Relations Campaign
- Public Sector Campaign
- Corporate Social Responsibility Campaign
- Public Affairs Campaign
- Not-for-Profit Campaign
- Healthcare Campaign
- Integrated Campaign
- International Campaign
- Transport or Automotive Campaign - new
- Low Budget Campaign
- STEM Campaign
- Arts, Culture or Sport Campaign
- Travel, Leisure or Tourism Campaign - new
- Construction, Property or Infrastructure Campaign
- Education Campaign
- Best Use of Media Relations
- Best Use of Digital
- Best Use of Social Media
- Best Use of Content - new
- Best Event
- Best Publication
- Issues, Crisis or Reputational Management
- Outstanding Young Communicator
- Outstanding Independent Practitioner
- Outstanding In-House Public Relations Team
- Outstanding Specialist Public Relations Consultancy - new
- Outstanding Small Public Relations Consultancy
- Outstanding Mid-Sized Public Relations Consultancy
- Outstanding Large Public Relations Consultancy

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