



# THE AWARDS 2019

SPONSORSHIP PACKAGES  
April 2019







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# Be part of our #1 event in 2019

**The IPM Awards** is the premier recognition platform for the UK promotional marketing and brand activation industry and has been running for more than 40 years, receiving over 300 entries each year.

They were created to showcase **the latest and greatest campaigns**, to recognise and reward the truly exceptional campaigns that have displayed brilliant creativity, inspiring innovation and remarkable effectiveness in their field.

**The IPM Awards gala presentation dinner** is a highly anticipated industry event, this year being held at the Hilton Hotel on Park Lane on Thursday 4<sup>th</sup> July. With 400 attendees expected, sponsors receive a high level of exposure throughout the programme of activity; before, during and after the event, and across the entire range of IPM media touchpoints.



# Available Packages

# Overview

ITEM	PACKAGE		
	1. EVENT PARTNER	2. ASSOCIATE PARTNER	3. CATEGORY PARTNER
Gala event tickets	10	5	2
Sponsored categories	3	2	1
Co-branding	✓	✓	✓
Activity at event	x	x	x
Pre-event comms	✓	✓	✓
Event branding	✓	✓	✓
Post-event comms	✓	x	x

# 1. Event Partner

<b>Gala event tickets:</b>	Full table (10 tickets) close to the stage at the event on 4 <sup>th</sup> July 2019
<b>Sponsored categories:</b>	3 categories of your choice* to sponsor, including presentation of the Gold award, pre-event announcement
<b>Co-branding:</b>	Your logo as 'Event Partner' on all Awards communication items (exc Twitter due to character restriction)
<b>Pre-event comms:</b>	Solus announcement email (with profile) and social posts, your logo on the IPM website, Bitesize (inc content opportunity), newsletters, social feeds, emails, etc (other items available for discussion)
<b>Event branding:</b>	Announcement and logo on each sponsored category, plus all printed material and some table collateral (other items available for discussion), appearance in gala event video
<b>Post-event comms:</b>	Logo on gala event video (thank you to our sponsors), case study upload announcements IPM website, Bitesize, newsletters, social platforms, Awards emails, etc. (other items available for discussion)

*\* First-come first-served*

For more details on the above, including pricing, please get in touch with Sidiqa Hazara on:

[SidiqaH@theipm.org.uk](mailto:SidiqaH@theipm.org.uk) | 020 3848 0444

## 2. Associate Partner

<b>Gala event tickets:</b>	Half table (5 tickets) close to the stage at the event on 4 <sup>th</sup> July 2019
<b>Sponsored categories:</b>	2 categories of your choice* to sponsor, including presentation of the Gold award, pre-event announcement
<b>Co-branding:</b>	Your logo as 'Associate Partner' on all Awards communication items (exc Twitter due to character restriction)
<b>Pre-event comms:</b>	Announcement email (with profile) and social posts, your logo on the IPM website, Bitesize (inc content opportunity), newsletters, social feeds, emails, etc (other items available for discussion)
<b>Event branding:</b>	Announcement and logo on each sponsored category, plus all printed material (other items available for discussion), appearance in gala event video

*\* First-come first-served*

For more details on the above, including pricing, please get in touch with Sidiqa Hazara on:

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# 3. Category Partner

<b>Gala event tickets:</b>	2 tickets at the Gala event on 4 <sup>th</sup> July 2019
<b>Sponsored categories:</b>	1 category of your choice* to sponsor, including presentation of the Gold award, pre-event announcement
<b>Co-branding:</b>	Your logo as 'Category Partner' on all Awards communication items (exc Twitter due to character restriction)
<b>Pre-event comms:</b>	Announcement email (with profile) and social posts, your logo on the IPM website, Bitesize (inc content opportunity), newsletters, social feeds, emails, etc (other items available for discussion)
<b>Event branding:</b>	Announcement and logo on each sponsored category, plus all printed material (other items available for discussion), appearance in gala event video

*\* First-come first-served*

For more details on the above, including pricing, please get in touch with Sidiqa Hazara on:

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# Available Categories (as at 11<sup>th</sup> April)

**A2: Food: chilled and frozen**

**A4: Alcoholic beverages**

**A5: Household, health, beauty and fashion**

**A7: Automotive, appliances and home tech**

**A9: Physical retail, e-commerce, hotels, cafes, bars/pubs and restaurants**

**A10: Finance and professional services**

**B2: Experiential activation in or near retail**

**B4: Shopper activation in an owned retail environment**

**B5: Shopper activation in a 3<sup>rd</sup> party retail environment**

**B7: Social media, digital or direct**

**C2: Repeat purchase**

**D1: Insight, strategy**

**D2: Integrated, multi-touchpoint**

**D3: Creative execution**

**D4: Digital, tech, innovation**

For more details on the above, including pricing, please get in touch with Sidiqa Hazara on:

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# Schedule and Comms Overview

# Schedule

## PRE-EVENT

**1<sup>st</sup> April to 1<sup>st</sup> May (4½ weeks)**

Judging

**9<sup>th</sup> May (1 week)**

Shortlist- build-up and announcement

**10<sup>th</sup> May to 3<sup>rd</sup> July (7½ weeks)**

Ticket sales

## EVENT

**4<sup>th</sup> July (1 day)**

Gala presentation event

## POST EVENT

**5<sup>th</sup> July to 12<sup>th</sup> July (1 week)**

Gala event review and case study upload

# Comms Overview

4+ emails, 4+ social posts, *Bitesize*

2+ emails, 5+ social posts,  
announcement party (tbc), *Bitesize*

15+ emails, 15+ social posts, *Bitesize*

1 email, 35+ social posts, *Bitesize*

3+ emails, 5+ social posts, *Bitesize*



# Media Information

# Touchpoints\*

## Entries

300+

## Gala event attendees

400

## Email

IPM database = 2,000

IPM *Bitesize* database = 2,000

## Website

IPM *Bitesize* web views = 30K/month

IPM *Bitesize* unique page views = 28K/month

## Twitter

IPM Updates = 2,500

IPM *Bitesize* = 2,700

## LinkedIn

IPM group = 2,600

Page = 1,700

## Facebook & Instagram

Followers = 1,100

\* Data approx as at January 2019

**If you have any questions, please  
get in touch with Sidiqa Hazara on:**

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