

CIPR

CHARTERED INSTITUTE  
OF PUBLIC RELATIONS



# Align your brand with excellence

CIPR Excellence Awards  
partnership and  
sponsorship opportunities



## MEDIA PACK

Tuesday 25th June 2019  
The Artillery Garden at the HAC London

[ciprawards.co.uk/excellence](http://ciprawards.co.uk/excellence)

CIPR  
**excellence**  
AWARDS 2019

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, with expert judging teams, 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 25 June 2019. This glittering black tie celebration attracts 700 guests and offers unrivalled networking opportunities in a relaxed setting.



## Who?

### Sample of companies in attendance in 2018

Association of Medical Research Charities, Aviva, Balfour Beatty, Barclaycard, Battersea Dogs & Cats Home, BlueSky PR, British Business Bank, BT, CBI, Channel 4, Direct Line Group, Dogs Trust, E.ON, Echo Research, Evening Standard, Ferrari North Europe, FleishmanHillard Fishburn, Greater Manchester Police, Haringey Council, Havas PR, HSBC, Iceland Foods, Imperial College Business School, Institution of Civil Engineers

### Sample job titles of guests in 2018

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.

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

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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 **41,000** followers (@CIPR\_UK)
- ➔ Twitter promotion via CIPR Awards account with **5,416** 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



## 2019 AWARDS CATEGORIES

- |   |   |  |
|---|---|--|
| <ul style="list-style-type: none"> <li>• Corporate and Business Communications Campaign</li> <li>• Internal Communications Campaign</li> <li>• Consumer Relations Campaign</li> <li>• Public Sector Campaign</li> <li>• Corporate Social Responsibility Campaign</li> <li>• Public Affairs Campaign</li> <li>• Not-for-Profit Campaign</li> <li>• Healthcare Campaign</li> <li>• Integrated Campaign</li> <li>• International Campaign</li> <li>• Transport or Automotive Campaign</li> </ul> | <ul style="list-style-type: none"> <li>• Low Budget Campaign</li> <li>• STEM Campaign</li> <li>• Arts, Culture or Sport Campaign</li> <li>• Travel, Leisure or Tourism Campaign</li> <li>• Education Campaign</li> <li>• Best Use of Media Relations</li> <li>• Best Use of Digital</li> <li>• Best Use of Social Media</li> <li>• Best Use of Content</li> <li>• Best Use of Influencer Relations - <b>NEW</b></li> <li>• Best Event</li> <li>• Issues, Crisis or Reputation Management</li> </ul> | <ul style="list-style-type: none"> <li>• Best Publication</li> <li>• Outstanding Young Communicator</li> <li>• Outstanding Independent Practitioner</li> <li>• Outstanding In-House Public Relations Team</li> <li>• Outstanding Specialist Public Relations Consultancy</li> <li>• Outstanding New Public Relations Consultancy - <b>NEW</b></li> <li>• Outstanding Small Public Relations Consultancy</li> <li>• Outstanding Public Relations Consultancy</li> </ul> |
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