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THE ^{UK} SPONSORSHIP Awards | 2023

The showcase for the sponsorship and brand partnerships sector

**CELEBRATING
INNOVATIVE,
INSPIRATIONAL AND
TRANSFORMATIONAL
CAMPAIGNS,
PARTNERSHIPS AND
TEAMWORK**

BOOK OF THE NIGHT

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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



Inkerman is a luxury British gift company specialising in providing a range of beautifully designed corporate and personal gifts and offers a bespoke service for the design, creation and restoration of trophies and awards.

Inkerman has supplied the business, events and sports industry with trophies and awards for over 27 years and has considerable knowledge and expertise in providing some prestigious and eye catching pieces for the sporting and corporate world.

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, The Qatar Goodwood Festival and Vitality Netball series along with many more.

Inkerman is the designer and sponsor of the 2023 UK Sponsorship Awards.

Inkerman.co.uk | 01892 752 211 | @inkerman.co.uk



Specialist Speakers has been part of the UK Sponsorship Awards for over a decade - we are delighted to once again support the premier sponsorship awards in the UK and to present your host for this evening, Jonny Dymond. We are also pleased to help to create the awards production with our audio-visual colleagues at redbrand. 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



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 is an international research and data analytics group, headquartered out of London, but with offices in over 20 locations worldwide. Our innovative and technology backed approach to market research has enabled us to develop a wholly owned panel of over 20 million respondents across more than 50 countries globally. This panel of respondents underpins all of our data product and custom market research solutions which enable a host of clients to inform their decision making with accurate and up to date insight.

As the sports arm of the organisation, YouGov Sport has taken these products and capabilities into our industry, working across rights holders, brands, agencies and media owners. We have developed sports specific tools that build on YouGov's already powerful platforms. These further unlock the power of our insights for the myriad need cases of the sports and sponsorship industry.

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



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.



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.

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](http://www.activative.co.uk)



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

GLOBAL SPORTS

We are committed to realising human potential through sport, and helping sporting organisations build a better future. We want individuals to build amazing careers in the business of sport and provide 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: www.globalsportsbusiness.com



London Sport is a charity that exists to help all Londoners live longer, healthier and happier lives through being active. Our focus is on children and adults in the most deprived communities who face the greatest challenges of inequality. With physical inactivity responsible for 1 in 6 premature deaths, we want to help every Londoner find their way to move more.
<https://london sport.org/>



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/>

PRCA

The Public Relations and Communications Association (PRCA) is the world's largest professional PR body. Representing 35,000 PR professionals in 82 countries worldwide, we are a global advocate for excellence in public relations. Our teams across Europe, the Middle-East and Asia-Pacific work with professionals around the world to co-ordinate our operations across six continents. Our mission is to create a more professional, ethical, and prosperous PR industry. We champion - and enforce - professional standards around the world 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/



iSportConnect love to connect people.

With more than 23,000 members across the globe we are the world's largest private community for sports business executives. We act as a community for those within the sports business industry, working to build relationships and create opportunities through our online platforms and events.

We have an Advisory service that for 12 years has been offering a route to market for any service provider looking to grow in sport.

We host regular Masterclass+ events that are invitation-only for rights holders, brands and broadcasters and created to help the industry develop and learn from each other, in a fun, informal, social and informative way.

Overall, iSportConnect has a clear aim to be the connective tissue of the sports industry, to help start conversations, open doors and allow the whole industry to grow.
<https://www.isportconnect.com>



SportBusiness is one of the most trusted market intelligence services providing the news, analysis, and business-critical data that our clients need to unlock the full potential of their assets. Providing a global perspective on the business of sport - with specialisms in media rights and sponsorship - we have earned the trust of a wide range of stakeholders in the industry. Teams, franchises, leagues and tournaments, sponsors, agencies, financial institutions, and many more have come to rely on the depth, accuracy and credibility of our analysis and data.
www.sportbusiness.com



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

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



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.

SHORTLIST

FASHIONING MASCULINITIES: THE ART OF MENSWEAR IN PARTNERSHIP WITH GUCCI

ENTERED BY: THE V&A

Fashioning Masculinities: The Art of Menswear was the first major V&A exhibition to celebrate the power, artistry and diversity of masculine attire and appearance. The show enabled both the V&A and Gucci to engage effectively with the youth audience via social platforms such as TikTok and Instagram.

LEXUS & SKY ARTS - THE BIG DESIGN CHALLENGE

ENTERED BY: MSIX&PARTNERS

This partnership saw the co-creation of Sky Arts' first ever ad-funded programme – a five-part talent led competitive design format, with the winner having the opportunity to exhibit their work at the V&A. This AFP was the tent pole moment in a multi-touchpoint 18-month channel partnership with Sky Arts.

MORGAN STANLEY, SOMERSET HOUSE & THE COURTAULD

ENTERED BY: MORGAN STANLEY

This innovative partnership was built collaboratively, enabling the two arts organisations to broaden their audiences, while modernising the sponsor's brand. Under the banner of 'Ideas, Insights and Diverse Perspectives', the programme engaged clients, employees, young people and underserved communities.

WINNER

MORGAN STANLEY, SOMERSET HOUSE & THE COURTAULD

ENTERED BY: MORGAN STANLEY

Driven by brand-reach and impact metrics, the partnership delivered both a commercial return on investment and contributed to real social change. As an added benefit, it helped build employee engagement and transferred new skills. Participation by the Black Business Incubator had a key impact in widening the bank's network of relationships.



HIGHLY COMMENDED

FASHIONING MASCULINITIES: THE ART OF MENSWEAR IN PARTNERSHIP WITH GUCCI

ENTERED BY: THE V&A

SHORTLIST

BST HYDE PARK IS EPIC #WITHAMEX

ENTERED BY: AEG GROUP

This partnership was created to support Amex's new strategic direction: engaging a younger Gen Z and Millennial audience to drive brand consideration amongst Card members and prospects. Amex engaged with 200k onsite fans and reached 1bn+ more to drive substantial value across the business.

DHL FAST-TRACK

ENTERED BY: DHL, BRIGHT PARTNERSHIPS & GLOBE, UNIVERSAL MUSIC UK

DHL FAST-TRACK was developed to connect studios, artists, and fans, taking them from a local to a global audience. Artists from Europe, the US and Asia created a global campaign with a diverse range of genres and activations.

2022 MERCURY PRIZE WITH FREE NOW

ENTERED BY: BIG GROUP

This alliance used live music to reach new audiences and increase brand awareness. By linking its 'Move to The Music' campaign with title sponsorship of the 2022 Mercury Prize, FREE NOW achieved high levels of engagement on social media; supporting its work by partnering with Music Venue Trust.

THE NEWT IN SOMERSET & RHS CHELSEA FLOWER SHOW

ENTERED BY: GRAND CENTRAL CREATIVE

The aim of this alliance was to introduce The Newt in Somerset to a targeted, affluent audience. This was a first-time sponsorship for The Newt and the first-time a luxury hospitality brand had become headline sponsor of the Flower Show. Across the event, the brand succeeded in showcasing its expertise in gardening, hospitality and British food.

HAPPY PLACE & NOBODY'S CHILD

ENTERED BY: YMU ENTERTAINMENT

This activity was an extension of the brand's partnership with Fearnie Cotton's celebrated Happy Place brand. It involved a sponsored area and retail pop up at the Happy Place festival 2022. The Festival was a great success for the brand and a valuable extension to the main campaign.

ENDLESS MUSIC MOMENTS & VOXI

ENTERED BY: BAUER MEDIA

Sponsored by Voxi and entered by Bauer Media, this alliance was about driving brand awareness among Voxi's target youth audience via Bauer's Kiss brand. Working across radio, social and festivals, the partners launched 'Endless Music Moments'. Across multiple activations, KISS ensured VOXI connected with audiences across the year; in person, on air and across socials.

WINNER

DHL FAST-TRACK

ENTERED BY: DHL, BRIGHT PARTNERSHIPS & GLOBE, UNIVERSAL MUSIC UK

DHL FAST-TRACK had a significant impact on the brand's image, with the majority of people surveyed saying that it came out of the partnership looking more fun, cool, global and inclusive. With a strong showing across social and traditional media, the majority agreed that DHL have formed credible and authentic connections within the music industry.



HIGHLY COMMENDED

THE NEWT IN SOMERSET & RHS CHELSEA FLOWER SHOW

ENTERED BY: GRAND CENTRAL CREATIVE

SHORTLIST

'IT ALL STARTS WITH A CHANCE' – BARCLAYS

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This campaign creates opportunities so that everyone, from every background, can play football – learning life skills along the way. Key goals included levelling the gender play-gap and supporting under-represented communities.

CADBURY: GIVE A DOUBT

ENTERED BY: MKTG SPORTS & ENTERTAINMENT

This partnership was based around a troubling insight – that 2.8m young people are so affected by doubt they've lost hope for the future. Working with the Prince's Trust, Cadbury utilised the power of football to explain that doubts are more easily overcome by sharing them.

QUORN & LIVERPOOL FOOTBALL CLUB 'DOUBLE THE DONATIONS'

ENTERED BY: LIVERPOOL FOOTBALL CLUB

The community-focused partnership set out to encourage fans ahead of the Merseyside derby to bring a food donation for local food banks. Quorn then committed to doubling the total donations made by fans. In total 16 tonnes of food was donated and Quorn saw a healthy uplift in brand consideration.

SEVERN TRENT - OFFICIAL NATURE & CARBON NEUTRAL PARTNER OF THE BIRMINGHAM 2022 COMMONWEALTH GAMES

ENTERED BY: SEVERN TRENT

The goal of this partnership was to create and leave a social and environmental legacy, that will benefit people for generations to come. Severn Trent set out to achieve this objective by planting 2,022 acres of forest and 72 Tiny Forests in urban areas. This work attracted widespread media exposure and positive sentiment.

TACKLE HIV WITH VIIV HEALTHCARE

ENTERED BY: BEAT MEDIA GROUP

Tackle HIV is a public education campaign founded by former Welsh rugby star Gareth Thomas CBE, in partnership with Viiv Healthcare. Throughout 2022, Tackle HIV undertook awareness-raising activities to ensure critical conversations about HIV were had in places they wouldn't usually take place.

XYLEM & MANCHESTER CITY – WATER HEROES ACADEMY

ENTERED BY: SPORTFIVE

Water Heroes Academy is a global programme designed to tackle the crisis head on, by empowering young leaders to solve water challenges through football. In 10 water-challenged cities, the initiative delivered vital education on water, sanitation and hygiene, combined with a co-created global campaign.

WINNER

'IT ALL STARTS WITH A CHANCE' – BARCLAYS

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

'It all starts with a chance' delivered strong brand results when measured against Barclays' original objectives. High levels of engagement across all media platforms shifted the needle for the brand in terms how it is perceived in grassroots sport. All told, 90,000 girls joined the biggest football session ever in the UK – hosted with the FA.



SHORTLIST

D&AD SHIFT WITH GOOGLE

ENTERED BY: D&AD

This innovative partnership is a free community-led night school for new creators. Working to provide access and resources to underrepresented talent (especially BIPOC and those that face economic barriers to a creative career), Shift brings creators together with industry experts from top brands and agencies.

KODANSHA & LIVERPOOL FOOTBALL CLUB WORLD BOOK DAY 2022

ENTERED BY: LIVERPOOL FOOTBALL CLUB

This campaign supports Kodansha's goal to engage with young people all around the world and encourage them to read, write, and be creative. Each year, the Club runs an event at Anfield for World Book Day, and in 2022 Kodansha were the driving force behind the most impactful edition yet.

MECCANO CO-LAB STEM CLUBS

ENTERED BY: SUPER.

This partnership positioned Meccano as an important tool in helping children (aged 7 to 11) learn and understand STEM. At its core, SUPER. created an engagement and content strategy that involved 700 primary schools across England. The programme delivered strong educational value while boosting awareness of Meccano significantly among the target demo.

SKY, ADOBE & WE ARE FUTURES: THE EDIT

ENTERED BY: WE ARE FUTURES

This ground-breaking programme was designed to inspire the next generation of media talent and bridge the digital divide. Students created reports around topics that mattered to them, and brought them to life through Adobe's creative tools and Sky's footage with the best films celebrated on Sky platforms.

WINNER

D&AD SHIFT WITH GOOGLE

ENTERED BY: D&AD

Active across five continents and six cities, D&AD Shift has helped launch new creative careers. In 2022, 73% of Shifters went on to launch a career in design and advertising – making the business far more representative of the communities it serves. As title sponsor, Google provides teachers, mentors and strategic guidance – placing it at the heart of the programme.



BEST USE OF SPONSORSHIP TO ENCOURAGE ENVIRONMENTAL GOALS

SHORTLIST

OVO ENERGY & AEG EUROPE

ENTERED BY: AEG GROUP

This partnership combines OVO Energy proven environmental credentials with AEG Europe's expertise in venue and event management. Based around OVO's title sponsorship of the Wembley Arena, the partners co-created a strategic plan that culminated in achieving Greener Arena certification by A Greener Festival. This achievement was then promoted across social platforms through partnerships with high-profile talent.

SEVERN TRENT - OFFICIAL NATURE & CARBON NEUTRAL PARTNER OF THE BIRMINGHAM 2022 COMMONWEALTH GAMES

ENTERED BY: SEVERN TRENT

The goal of this partnership was to create and leave a social and environmental legacy, that will benefit people for generations to come. Severn Trent set out to achieve this objective by planting 2,022 acres of forest and 72 Tiny Forests in urban areas. This work attracted widespread media exposure and positive sentiment.

XYLEM & MANCHESTER CITY - WATER HEROES ACADEMY

ENTERED BY: SPORTFIVE

Water Heroes Academy is a global programme designed to tackle the crisis head on, by empowering young leaders to solve water challenges through football. In 10 water-challenged cities, the initiative delivered vital education on water, sanitation and hygiene, combined with a co-created global campaign.

WINNER

XYLEM & MANCHESTER CITY - WATER HEROES ACADEMY

ENTERED BY: SPORTFIVE

Xylem Water Heroes Academy delivered strong results against social and commercial metrics, and significant year-on-year campaign growth. Participants came away with greater understanding of the issues involved, while Xylem's brand saw boosts in terms of awareness and positive impression.



BEST USE OF SPONSORSHIP TO ENCOURAGE DIVERSITY, EQUALITY & INCLUSION

SHORTLIST

'FUN FOOTBALL' & MCDONALD'S

ENTERED BY: RED CONSULTANCY

Fun Football is the largest grassroots children's participation programme in the UK. To celebrate the Women's UEFA Euro tournament, a 'Girls = Goals' campaign was created to increase girls' participation and recruit 100 new female coaches.

'WEAR THE ROSE' & O2

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This partnership is about closing rugby's gender gap. It aims to bring the England women's team out of the shadow of the men's, connecting them to fans and supercharging support. In a World Cup year, the partnership increased awareness of the 'Red Roses' by 14%, improving O2's position in terms of attractiveness and consideration.

'SEE THE PERSON' & RNIB

ENTERED BY: WAVEMAKER UK AND CHANNEL 4

The campaign tackled a lack of understanding about the needs of those with sight loss, because often the biggest barrier blind and partially sighted people face in their lives is the perceptions and behaviour of the general public. To drive change, RNIB partnered with Channel 4 and Gogglebox.

#FEELTHECONNECTION HAPTIC SUITS & VODAFONE

ENTERED BY: FUSE

This partnership sought to address the fact that festivals can be exclusionary experiences for the deaf and hard-of-hearing. Vodafone worked with a technology partner to develop 5G enabled haptic suits translating music and crowd energy into a series of vibrations, making live entertainment accessible and inclusive.

'MORE THAN MOVEMENT' WITH VOLTAROL

ENTERED BY: SPARK FOUNDRY AND PUBLICIS MEDIA CONTENT

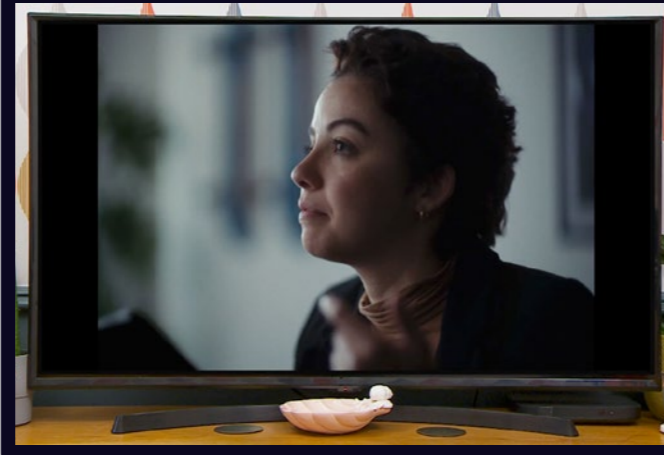
This industry-first content collaboration set out to champion LGBTQ+ inclusivity in sports, while delivering brand reappraisal for Voltarol. By creating content that authentically highlighted the need for support of LGBTQ+ spaces in sport, the brand smashed its objectives.

WINNER

'SEE THE PERSON' & RNIB

ENTERED BY: WAVEMAKER UK AND CHANNEL 4

Through See The Person, RNIB reached its Changemaker audience during peak time on a Friday. As a result, it saw increased public interest and positive sentiment across various channels. Average weekly homepage sessions on the RNIB website increasing by 96%, while helpline calls increased 10%.



TV SPONSORSHIP

PARTNERED BY THINKBOX



SHORTLIST

COLGATE SPONSORS MARRIED AT FIRST SIGHT

ENTERED BY: CHANNEL 4 AND WAVEMAKER UK

The campaign goal was to drive awareness and perception of Colgate Max White Ultra among buyers aged 18 to 35. A 360-campaign around the MAFS brand married up broadcast and social sponsorship, product placement and activation of a MAFS UK brand licence. A substantial marketing campaign accompanied the series and featured Colgate.

THE VOICE OF CHOICE CAMPAIGN - GO.COMPARE

ENTERED BY: DRUM OMG & HEARTS & SCIENCE

The brand decided to use sponsorship to alert consumers to a recent name change. Brand mascots Wynne Evans and Gio Compario were linked to talent show The Voice to tell a richer and more culturally engaging story than could be achieved via TV ads. The brand acquired the license to activate the IP in idents on broadcast and across social and digital channels.

'PROJECTIONS' - HYUNDAI SPONSORS NETWORK FILM ON 4

ENTERED BY: INNOCEAN UK AND HAVAS MEDIA UK

The goal here was to use the power of a significant sponsorship property, aligned with strong creative execution, to give Hyundai a fundamental communications platform that could generate reach and frequency with UK audiences. The campaign set out to position Hyundai as a leader in Global Mobility, with a market-leading electrified car range.

LEXUS & SKY ARTS - THE BIG DESIGN CHALLENGE

ENTERED BY: MSIX&PARTNERS

This partnership saw the co-creation of Sky Arts' first ever ad-funded programme - a five-part talent led competitive design format, with the winner having the opportunity to exhibit their work at the V&A. This AFP was the tent pole moment in a multi-touchpoint 18-month channel partnership with Sky Arts.

LIDL & SUNDAY BRUNCH ON CHANNEL 4

ENTERED BY: CHANNEL 4

The campaign was about helping the brand build a deeper connection with customers, proving allyship to the nation and cementing its Big on Quality, Lidl on Price tagline. Aired on a key day for inspiring weekly shoppers, the sponsorship delivered Lidl's objectives of building affinity and improving perceptions of the brand.

'SEE THE PERSON' & RNIB

ENTERED BY: WAVEMAKER UK AND CHANNEL 4

This campaign tackled a lack of understanding about the needs of those with sight loss, because often the biggest barrier blind and partially sighted people face in their lives is the perceptions and behaviour of the general public. To drive change, RNIB partnered with Channel 4 and Gogglebox.

'MORE THAN MOVEMENT' WITH VOLTAROL

ENTERED BY: SPARK FOUNDRY AND PUBLICIS MEDIA CONTENT

This industry-first content collaboration between Gay Times, Channel 4 and Spark set out to champion LGBTQ+ inclusivity in sports, while delivering brand reappraisal for Voltarol. By creating content that highlighted the need for LGBTQ+ spaces in sport, the brand smashed objectives.

WINNER

THE VOICE OF CHOICE CAMPAIGN - GO.COMPARE

ENTERED BY: DRUM OMG & HEARTS & SCIENCE

Go.Compare's sponsorship of The Voice resulted in significant uplifts against all of its KPIs, delivering on primary and secondary objectives. The sponsorship was a perfect match for the audience and the creative resonated with viewers, driving 73% awareness and 57% ident recognition.



PRINT, RADIO & FILM SPONSORSHIP

SHORTLIST

'IT'S HIGH TIME' - CLARINS AND HELLO!

ENTERED BY: SPARK FOUNDRY AND SPP MEDIA

This partnership saw Clarins & HELLO! move the menopause conversation from the margins to the centre through a 4-month multi-platform talent led partnership. The alliance commenced in June 2022 and culminated in October 2022 to coincide with World Menopause Awareness Day.

DC LEAGUE OF SUPER PETS

ENTERED BY: WARNER BROS. DISCOVERY

The objective of this partnership was to deliver the biggest Warner Bros. Discovery campaign for a WB animated title to date. A multi-platform and multi-market partnership, it proved to be a highly-effective strategy - building awareness and reach among kids and families for this innovative new DC franchises.

BAUER MEDIA: THE HOME OF DISNEY+

ENTERED BY: BAUER MEDIA

This long-running partnership was about helping streaming platform Disney+ stand out from its rivals. Key pillars of the campaign included: promoting Disney+'s range of content through Bauer's radio and publishing brands; celebrating the platform's biggest content drops, and utilising social channels. As a result, Bauer helped Disney+ increase subscriptions and retention.

TYLER ON KISS AFTERNOONS WITH KFC

ENTERED BY: BAUER MEDIA

This dynamic partnership with KISS FM is about increasing KFC visits and driving purchase. In 2022, KFC and KISS created a bespoke programme that encompassed a wide array of sponsorship activities, impactful editorial integrations and authentic social content. Working together to leverage the year's key cultural moments, the partnership delivered strongly against all KPIs.

KIA INDEPENDENT CINEMA PARTNERSHIP

ENTERED BY: INNOCEAN UK & HAVAS MEDIA UK

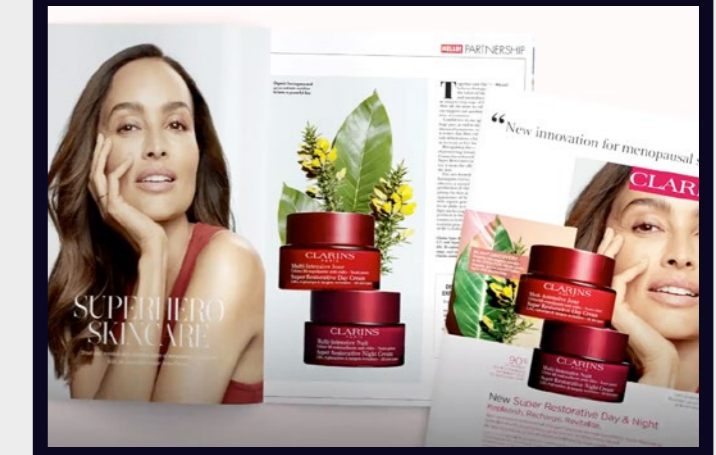
The campaign set out to use independent cinema to communicate Kia's new brand direction. The goal was to give Kia ownership of a premium property and a platform to appeal to a new audience of affluent modern individuals. Overall, the sponsorship has had a positive impact on both Brand and Product measures.

WINNER

'IT'S HIGH TIME' - CLARINS AND HELLO!

ENTERED BY: SPARK FOUNDRY AND SPP MEDIA

This campaign delivered on every media metric and enhanced the perception of Clarins as experts in the menopausal space. More than 50,000 women took action to visit Clarins' site to find out how their products could help them. Clarins also created a more knowledgeable community, with those reached by the partnership more likely to feel empowered and confident when talking about menopause.



HIGHLY COMMENDED

TYLER ON KISS AFTERNOONS WITH KFC

ENTERED BY: BAUER MEDIA

BEST USE OF TECHNOLOGICAL INNOVATION

SHORTLIST

THE POWER METER WITH AUDI & SKY SPORTS

ENTERED BY: SKY MEDIA & PHD

The partnership set out to demonstrate Audi's commitment to technology. As the first ever Official Innovation Partner of Sky Sports, Audi developed the Power Meter – an innovation that enhanced live coverage of cricket's The Hundred alongside an ecosystem of brand stories that shifted perceptions for Audi.

OPENING UP TENNIS WITH THE LTA & DELOITTE

ENTERED BY: DELOITTE

This partnership has seen the leading consultancy work with the LTA on a major digital transformation project, using technology to help bring an organisation with over 100 years of history to new people and new places. Deloitte has helped introduce online booking systems, digital portals, training programmes and much more to help the LTA in its mission to make tennis more relevant, accessible, welcoming and enjoyable for everyone.

ELTON JOHN X VODAFONE PRESENTS #FEELTHECONNECTION IN AR

ENTERED BY: FUJSE

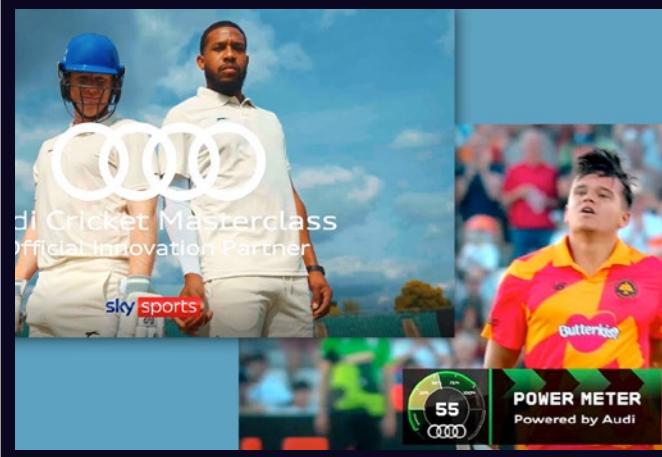
The campaign was about celebrating the return to live music and paying tribute to NHS and frontline workers. Using innovative AR tech, Vodafone partnered with American Express presents BST Hyde Park, to create a time-synced 3D AR experience for fans to view during Elton John's performance of 'I'm Still Standing'.

WINNER

THE POWER METER WITH AUDI & SKY SPORTS

ENTERED BY: SKY MEDIA & PHD

Using state of the art cameras, this tech-powered campaign demonstrated Audi's innovation leadership, while also driving brand consideration. With The Power Meter at its heart, a 360-degree activation told Audi's story in a new way, increasing perceptions of the brand as an EV leader.



BRANDED CONTENT

SHORTLIST

DISCOVERY+ & BAUER MEDIA: REALITY BITES

ENTERED BY: MSIX&PARTNERS

This partnership was designed to drive popularity and awareness of the streamer's new TV releases, 90 Day Fiancé UK and Beauty and the Geek UK. The key mechanic was a YouTube show that discussed storylines and interviewed contributors.

MUNYA'S DEEP ISSUE MASSAGE & HARRY'S

ENTERED BY: YMU ENTERTAINMENT

This collaboration saw YMU Entertainment and comedian Munya Chawawa team up with the popular shaving brand to produce Deep Issue Massage. A five-part series, the show celebrates the 'ups' and dissects the 'downs' of prominent male figures – putting a spotlight on the irritations, annoyances and anxieties.

HEINZ & C4 'FLEX KITCHEN'

ENTERED BY: DENTSU CREATIVE

Flex Kitchen was about helping the iconic food brand re-inforce its credentials in the fast-growing vegan/plant-based sector. A social-first series, the show saw comedians 'flexing' favourite dishes into plant-based friendly dishes for quirky diner groups. It was launched and promoted via All4, social, TV, and digital.

'THE SPILLWAY' & RANGE ROVER

ENTERED BY: SKY MEDIA, DENTSU CREATIVE & DENTSU X

The Spillway was a branded content production which saw driver Jess Hawkins ascend Europe's biggest dam, The Kárahnjúkar Spillway, in the new Range Rover Sport. Created to be event TV, Sky Sports gave The Spillway a Super Sunday debut as editorial content alongside 2022's North London derby.

'SEE THE PERSON' & RNIB

ENTERED BY: WAVEMAKER UK AND CHANNEL 4

This campaign tackled a lack of understanding about the needs of those with sight loss, because often the biggest barrier blind and partially sighted people face in their lives is the perceptions and behaviour of the general public. To drive change, RNIB partnered with Channel 4 and Gogglebox.

'CONNECTWITH' - CHELSEA FOOTBALL CLUB & THREE

ENTERED BY: THREE & MISCHIEF PR

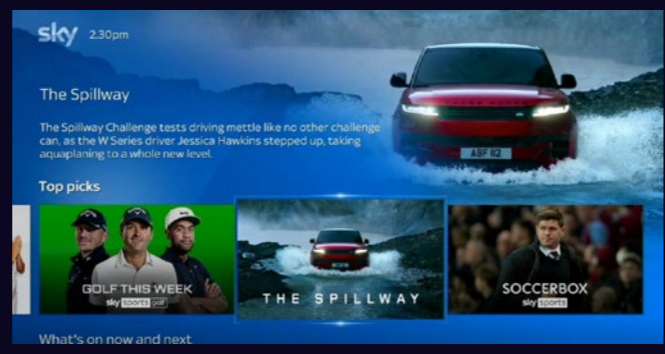
ConnectWith is a long-form content series designed to bring fans closer to the club they love and increase awareness of the sponsorship. The series has delivered five high-quality pieces of content focusing on players' passion-points rather than their role on the pitch. This has helped make Chelsea and Three one of the most recognised partnerships in the Premier League.

WINNER

'THE SPILLWAY' & RANGE ROVER

ENTERED BY: SKY MEDIA, DENTSU CREATIVE & DENTSU X

With an unparalleled multimedia plan, voice-activated trailers and Sky On Demand tile, Jess not only survived her adventure, but drove brand fame and a huge uplift in sales for the car. The client said they were "delighted with the results and engagement levels achieved through this partnership."



HIGHLY COMMENDED

'SEE THE PERSON' & RNIB

SPONSORED BY: RNIB

ENTERED BY: WAVEMAKER UK AND CHANNEL 4

CELEBRITY & INFLUENCER ENDORSEMENT

SHORTLIST

'TIME FOR A CHECK IN' - BENENDEN HEALTH

ENTERED BY: CHANNEL 4

The Time For A Check-in campaign encourages people to talk more openly about health: from bunions to brain fog, menopause to mental health. Featuring an array of C4 talent including AJ Odudu, Davina McCall & Roman Kemp this creative campaign quickly bolstered sales with the brand's core audience.

CHASE BANK & COMMONWEALTH GAMES 2022

ENTERED BY: ESSENCEMEDIACOM SPORT & ENTERTAINMENT

This game-changing partnership with Birmingham 2022 was a perfect launchpad to amplify the bank's integration into the UK market. At its heart was the Rewards Squad – a team of culturally relevant talent to drive further association between Chase and the Games, as well as trust and salience amongst the target audience of UK adults.

MUNYA'S DEEP ISSUE MASSAGE & HARRY'S

ENTERED BY: YMU ENTERTAINMENT

This collaboration saw YMU Entertainment and comedian Munya Chawawa team up with the popular shaving brand to produce Deep Issue Massage. A five-part series, the show celebrates the 'ups' and dissects the 'downs' of prominent male figures – putting a spotlight on the irritations, annoyances and anxieties.

HEINEKEN DEADLINE DAY

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This partnership was not about building awareness – but creating meaningful fan engagement. This brand objective led it to Twitch, and a partnership with Fabrizio Romano – creating the Heineken Deadline Day show. The 12-hour Twitch live show amassed three million streams.

'PE WITH JOE' ON TOUR WITH MINI BIG LOVE

ENTERED BY: WASSERMAN

The campaign saw The Body Coach, aka Joe Wicks, take 'PE with Joe' on the road with MINI for the second year running. Visiting seven locations over two weeks, Wicks raises funds for charity, brought fitness to over 5,700 participants and showcased the capabilities of the MINI Clubman as a family car.

DIRTY LAUNDRY WITH GEMMA COLLINS & SURF

ENTERED BY: MINDSHARE UK

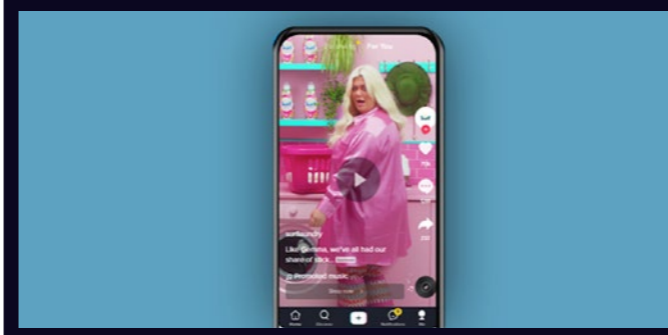
This partnership saw the brand set out to demonstrate a more enjoyable approach to laundry than other brands. To emphasise Surf's playful nature while also driving differentiation within the category, the company created an uplifting campaign around brand ambassador Gemma Collins.

WINNER

DIRTY LAUNDRY WITH GEMMA COLLINS & SURF

ENTERED BY: MINDSHARE UK

Surf's cheeky tone of voice has set the brand apart from its key competitors in the detergent category, growing the brand's penetration and driving positive movements in all core metrics. Affinity scores for the brand have increased, and Surf's brand power is now at the highest level since 2018.



HIGHLY COMMENDED

HEINEKEN DEADLINE DAY

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

SPORTS SPONSORSHIP

PARTNERED BY SPORT ENGLAND



SHORTLIST

AMERICAN EXPRESS SHIRT BUY BACK & BRIGHTON & HOVE ALBION FOOTBALL CLUB

ENTERED BY: HOPE & GLORY PR

As a long-term sponsor of Brighton & Hove Albion FC, American Express sought a way to celebrate 10 seasons of support. Entered by Hope & Glory PR, the American Express Shirt Buy-Back campaign gave fans the chance to get a new season shirt for free in return for a shirt from the previous 10 seasons. The story reached over 30 million people and resulted in an 18% increase in brand consideration amongst non-Cardmembers.

'IT ALL STARTS WITH A CHANCE' – BARCLAYS

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This campaign creates opportunities so that everyone, from every background, can play football – learning life skills along the way. Key goals included levelling the gender play-gap and supporting under-represented communities.

CHASE BANK & COMMONWEALTH GAMES 2022

ENTERED BY: ESSENCEMEDIACOM SPORT & ENTERTAINMENT

This game-changing partnership with Birmingham 2022 was a perfect launchpad to amplify the bank's integration into the UK market. At its heart was the Rewards Squad – a team of culturally relevant talent to drive further association between Chase and the Games, as well as trust and salience amongst the target audience of UK adults.

'A STAY ON THE GREEN BY HILTON' HILTON

ENTERED BY: RIGHT FORMULA

A Stay on the Green had three main goals. Firstly, to promote global brand campaign 'Hilton For The Stay'. Secondly, to highlight Hilton's exceptional service and hospitality. Thirdly, to increase awareness of Hilton's partnership with DP World Tour and showcase exclusive experiences for Hilton Honors Members.

'WEAR THE ROSE' & O2

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This partnership is about closing rugby's gender gap. It aims to bring the England women's team out of the shadow of the men's, connecting them to fans and supercharging support. Key objectives were to: increase the profile of the Red Roses, recruit new fans and improve brand attractiveness scores amongst millennials and GenZ.

VODAFONE BUSINESS & RUGBY LEAGUE WORLD CUP

ENTERED BY: RIGHT FORMULA

The sponsorship sought to highlight the brand's commitment to connecting people while championing inclusion. The partnership exceeded brand expectations, helping to build greater brand awareness, reward customers, partners, and employees, and engage with local communities.

WINNER

'WEAR THE ROSE' & O2

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

In a World Cup year, the partnership increased awareness of the 'Red Roses' by 14%, improving O2's position in terms of attractiveness and consideration. In terms of fan recruitment, the campaign drove a 57% increase in followers on social media for Red Roses players and 333% increase in engagement. This converted into robust ticket sales for England vs France.



WOMEN'S SPORTS SPONSORSHIP

PARTNERED BY WOMEN IN SPORT



SHORTLIST

'CHEERS TO ALL FANS' – HEINEKEN ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This campaign heralded a new era for Heineken, building on its relationship with UEFA. The addition of UWCL/WEURO to the brand's sponsorship portfolio birthed a new ambition – to become the most inclusive sponsor in football. This led to a pioneering campaign – Cheers to all Fans.

HEINEKEN'S WOMEN'S EUROS ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This partnership challenged gender bias, gave female talent the stage, and made the Women's Euro Finals more accessible by giving Gen-Z fans a space to enjoy the game from the sustainable Heineken Greener bar. With 2/3 women in football having experienced gender discrimination, these activities sought to address an uneven playing field.

'WHERE GREATNESS IS MADE' – NATIONWIDE BUILDING SOCIETY AND ENGLAND FOOTBALL ENTERED BY: HATCH AND WAVEMAKER UK

'Where Greatness is Made' set out to recognise inspirational former players, history makers and trailblazers of the women's game to inspire the future generation of grassroots footballers ahead of Women's EURO 2022. Nationwide wanted to leave a lasting legacy on English football and engage with countrywide grassroots players/clubs.

'WEAR THE ROSE' & O2 ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This partnership is about closing rugby's gender gap. It aims to bring the England women's team out of the shadow of the men's, connecting them to fans and supercharging support. Key objectives were to: increase the profile of the Red Roses, recruit new fans and improve brand attractiveness scores amongst millennials and GenZ.

SOUTHAMPTON FOOTBALL CLUB & STARLING BANK ENTERED BY: SOUTHAMPTON FOOTBALL CLUB

The campaign supports the club's mission to encourage more fans to support the women's game, and to empower positive change. Following its sponsorship of UEFA Women's EURO 2022, Starling's brand goals aligned perfectly with the club. All Southampton FC Women's games are played at St Mary's. The team are now full-time professionals.

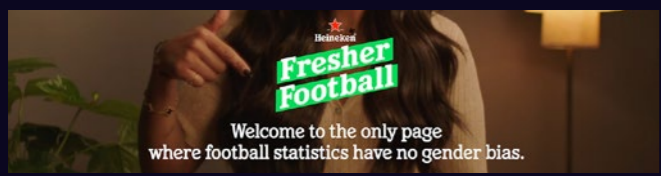
SKY SPORTS & VISA: 'WHEN MORE OF US PLAY, ALL OF US WIN' ENTERED BY: SKY MEDIA, STARCOM & PUBLICIS MEDIA CONTENT

This partnership supported the brand's long-term investment in the game. Harnessing Sky Sports' passion and expertise, Visa built a multi-platform sponsorship embedding key messaging in authentic, talent-led content. Visa massively amplified the women's game during a 'national moment', drove reappraisal amongst millions of viewers and made key reputation and brand metrics gains.

WINNER

'CHEERS TO ALL FANS' – HEINEKEN ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

Heineken backed its commitment to tackling gender imbalance in football by removing the bias from statistics, and bringing equality to SEO. The result was extensive media coverage, improved perceptions among women and Gen Z, and more inclusive positioning among brands. Cheers To All The Fans will now be extended across 2023 and beyond.



HIGHLY COMMENDED

'WHERE GREATNESS IS MADE' – NATIONWIDE BUILDING SOCIETY AND ENGLAND FOOTBALL ENTERED BY: HATCH AND WAVEMAKER UK

GRASS ROOTS SPORTS SPONSORSHIP

PARTNERED BY THE SPORT AND RECREATION ALLIANCE



SHORTLIST

'IT ALL STARTS WITH A CHANCE' – BARCLAYS ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This campaign creates opportunities so that everyone, from every background, can play football – learning life skills along the way. Key goals included levelling the gender play-gap and supporting under-represented communities.

'BUILDING A PARTNERSHIP WITH PURPOSE' – SKATEBOARD GB & HABITO ENTERED BY: SKATEBOARD GB

This alliance sought to engage with diverse audiences and communities through a purpose-led partnership. Together, the partners developed 'grassroots skatespaces' supporting urban regeneration and providing community facilities.

SCOTTISH RUGBY SCHOOLS WEEK & SALTIRE ENERGY ENTERED BY: GLOBAL SPORTS MEDIA

Scottish Rugby Schools Week has several objectives including to: grow the Scottish state school and youth game, improve the physical and mental health of young people, and increase female participation. In total, it engaged 86,050 pupils from 906 schools in just year one, with an even gender split.

READING FOOTBALL CLUB & SELECT CAR LEASING ENTERED BY: SELECT CAR LEASING

This campaign used a series of sponsorship opportunities to improve the lives of underprivileged grassroots young footballers. The brand's mission was to enhance visibility, while staying true to SCL's commitment to the local community.

THE 2021 RUGBY LEAGUE WORLD CUP & VODAFONE ENTERED BY: DENTSU CREATIVE

The 2021 Rugby League World Cup sponsorship contained a strong commitment to both inclusion and grass roots. To capitalise on this sense of unity, Vodafone launched 'Pride of your League' to champion grass roots sport and increase awareness of Vodafone products and services. The campaign centred around the 'Rewarding our Club Community Heroes' competition.

WINNER

'BUILDING A PARTNERSHIP WITH PURPOSE' – SKATEBOARD GB & HABITO ENTERED BY: SKATEBOARD GB

The impact of the Grassroots Skatespaces projects was wide reaching and inspiring. The programme transformed derelict wasteland and unused dangerous sites into welcoming hubs for skateboarders and wider local communities. In the process, Habito was able to generate authentic positive brand affinity with its target Gen Z and millennial audiences.



HIGHLY COMMENDED

'IT ALL STARTS WITH A CHANCE' – BARCLAYS SPONSORED BY: BARCLAYS ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

FOOTBALL SPONSORSHIP

PARTNERED BY SPORTBUSINESS



SHORTLIST

'THE FIFA WORLD CUP IS YOURS TO TAKE' – BUDWEISER ENTERED BY: OCTAGON

The 360° 'Yours to Take' campaign involved activation across media, TVC, content series, trade expansions, packaging, merchandising and experiential. From taking over a 300-room hotel and opening a Qatar night club, to creating the first ever music video shot during the FIFA World Cup, the campaign reasserted Budweiser's strong connection with football fans.

CADBURY FC ENTERED BY: MKTG SPORTS & ENTERTAINMENT

Cadbury FC is a partnership portfolio, spanning 20 football clubs and 13 ambassadors. The core of the initiative is money-can't-buy opportunities for football fans through their favourite clubs and players, such as matchday tickets, chances to play on their team's pitch and meeting legends. Give a Doubt was the sponsorship's key theme in 2022.

EE FOOTBALL ENTERED BY: CAKE GROUP

This entry centres on EE's partnership with football's Home Nations. Throughout the partnership, EE set out to supercharge overlooked areas of the game: para & disability, women's and grassroots. Every campaign was designed to impact on the audience it was intended for; be that agency (?), belonging, education or inclusion.

'CHEERS TO ALL FANS' – HEINEKEN ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This campaign heralded a new era for Heineken, building on its relationship with UEFA. The addition of UWCL/WEURO to the brand's sponsorship portfolio birthed a new ambition – to become the most inclusive sponsor in football. This led to a pioneering campaign – Cheers to all Fans.

THE BIG BITCOIN GIVEAWAY & SPORTSBET.IO ENTERED BY: SOUTHAMPTON FOOTBALL CLUB

This partnership was extended in 2021 and given a fan-first approach. The two organisations embarked on 'The Big Bitcoin Giveaway': a ground-breaking, two-part campaign designed to give fans new and unique engagement opportunities centred around the theme of bitcoin and tech.

THE PEOPLE'S WATCHMAKER – CHRISTOPHER WARD ENTERED BY: EVERTON FOOTBALL CLUB

The People's Watchmaker is a campaign focused on increasing brand awareness, which in turn can act as a catalyst to drive global growth plans. The partnership offered money can't buy experiences to everyday fans, and worked authentically with club Charity Everton in the Community.

WINNER

EE FOOTBALL ENTERED BY: CAKE GROUP

EE took over the Home Nations sponsorship in 2022 and has had an immediate impact on the property. Those aware of the sponsorship think EE has, "positively impacted women's football", and "is a national champion of football, helping to better connect it from grassroots to elite". The partnership has significantly boosted brand consideration into the bargain.



ESPORTS OR GAMING SPONSORSHIP

SHORTLIST

CIRCLE K & POKEMON GO ENTERED BY: PLAY – ESSENCEMEDIACOM

This was a first of its kind gaming partnership for the brand, which wanted to boost footfall in its stores and increase consideration among consumers. With over 131m game actions and 1.3m voucher redemptions leading to footfall in store, and 53m people visiting Circle K stores, the partnership with Pokémon Go was a resounding success.

DHL & ESL ENTERED BY: DHL, BRIGHT PARTNERSHIPS & ADRIVO

This partnership with esports' ESL really hit its stride in 2022. As live events returned, the twin objectives were to achieve Direct Brand Engagement and attract IT talent to DHL. ESL is an ecosystem housing multiple games, each with its own demographic/language. To drive engagement, DHL created three unique campaigns for the biggest ESL gaming strands.

EXCEL ESPORTS AND EE ENTERED BY: EXCEL ESPORTS & EE

This partnership positioned EE as a leading network provider within gaming and esports and played a critical role in a new era for the British organisation. EXCEL ESPORTS' goals resonated with EE's desire to enhance the lives of gamers through connectivity, carving out a role no EE competitor had capitalised on before.

LEGO DOTS & THE SIMS ENTERED BY: VENATUS

This campaign sought to raise awareness of LEGO DOTS as a tool for self-expression and creativity amongst tween girls. To overcome the obstacles of COVID and being unable to showcase the physical product, it was vital to demonstrate LEGO DOTS in an interactive way that also appeared cool to the target audience.

LUCOZADE ENERGY & XBOX & HALO INFINITE ENTERED BY: PLAY – ESSENCEMEDIACOM

This partnership was about reasserting the brand's relevance through culture, by aligning with the fastest growing entertainment vertical – gaming. The strategy was to make Lucozade the star of one of Xbox's biggest games, building a partnership with gaming franchise Halo Infinite.

WINNER

LEGO DOTS & THE SIMS ENTERED BY: VENATUS

All of the post-campaign results confirm that the decision to go with an in-game sponsorship was an outstanding success. The campaign had a measurable impact on the awareness of LEGO DOTS, successfully producing off-the-charts 'cool' ratings from the key demographic. Importantly, the strategy and campaign achieved all of this success in a kid-safe format.



HIGHLY COMMENDED

CIRCLE K & POKEMON GO ENTERED BY: PLAY – ESSENCEMEDIACOM

SHORTLIST

THE GALLAGHER LEADERS TRUST

ENTERED BY: PITCH

This title partnership with Premiership Rugby was about providing business leaders in large corporations and SMEs with an emotional reason to engage with Gallagher. Gallagher's passion for supporting decision-makers was brought to life as an integrated campaign – comprised of mentoring, a ground-breaking content series and support for the grassroots game.

SAGE - OFFICIAL INSIGHTS PARTNER OF THE HUNDRED

ENTERED BY: SAGE & CSM SPORT + ENTERTAINMENT

This collaboration with cricket's The Hundred set out to increase brand awareness and brand understanding, and to create branded experiences that engaged key audiences. By showcasing key decision-making moments, Sage told its brand story through a 360-degree activation campaign.

VODAFONE BUSINESS & RUGBY LEAGUE WORLD CUP

ENTERED BY: RIGHT FORMULA

This alliance sought to highlight the brand's commitment to connecting people while championing inclusion. The partnership exceeded brand expectations, helping to build greater brand awareness, reward customers, partners, and employees, and engage with local communities.

'DRIVING A CHANGING WORLD' - WORKDAY & F1

ENTERED BY: MKTG SPORTS & ENTERTAINMENT

This partnership with F1 was designed to help Workday sustain awareness and grow the brand. Through an insight led process, Workday selected sponsorship as the route to supercharge the brand's marketing push and identified that F1 was a partnership platform that could address Workday's challenges.

WINNER

'DRIVING A CHANGING WORLD' - WORKDAY & F1

ENTERED BY: MKTG SPORTS & ENTERTAINMENT

By bringing its Formula One partnership to life through multiple marketing channels Workday delivered its most successful European marketing campaign to date. The ground-breaking partnership resonated with a highly engaged C-Suite fanbase and employees, achieving robust revenue growth.



SPONSORED BY SPONSORIUM



SHORTLIST

BST HYDE PARK IS EPIC #WITHAMEX

ENTERED BY: AEG GROUP

This partnership was created to support Amex's new strategic direction: engaging a younger Gen Z and Millennial audience to drive brand consideration amongst card members and prospects. Amex engaged with 200k onsite fans and reached 1bn+ more, drive substantial value across the business.

COLGATE SPONSORS MARRIED AT FIRST SIGHT

ENTERED BY: CHANNEL 4 AND WAVEMAKER UK

The campaign goal was to drive awareness and perception of Colgate Max White Ultra among buyers aged 18 to 35. A 360-campaign around the MAFS brand married up broadcast and social sponsorship, product placement and activation of a MAFS UK brand licence. A substantial marketing campaign accompanied the series and featured Colgate.

DP WORLD & EUROPEAN TOUR GROUP

ENTERED BY: 160 OVER 90

2022 saw a landmark evolution of the brand's partnership with the European Tour Group. With DP World installed as new title partner, the Tour provided a platform to reinforce the brand, enable business, leave a legacy, and unite DP World's people. DP World focused on three key areas: elevating the Tour, growing golf globally, and driving positive community impact.

EE FOOTBALL

SPONSORED BY: EE

ENTERED BY: CAKE GROUP

This entry centres on EE's partnership with football's Home Nations. Throughout the partnership, EE set out to supercharge overlooked areas of the game: para & disability, women's and grassroots. Every campaign was designed to impact on the audience it was intended for; be that agency, belonging, education or inclusion.

THE VOICE OF CHOICE CAMPAIGN - GO.COMPARE

SPONSORED BY: GO.COMPARE

ENTERED BY: DRUM OMG & HEARTS & SCIENCE

The brand decided to use sponsorship to alert consumers to a recent name change. Brand mascots Wynne Evans and Gio Compario were linked to talent show The Voice to tell a richer and more culturally engaging story than could be achieved via TV ads. The brand acquired the license to activate the IP in idents on broadcast and across social and digital channels.

'CHEERS TO ALL FANS' - HEINEKEN

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This campaign heralded a new era for Heineken, building on its relationship with UEFA. The addition of UWCL/WEURO to the brand's sponsorship portfolio birthed a new ambition – to become the most inclusive sponsor in football. This led to a pioneering campaign – Cheers to all Fans.

LUCOZADE ENERGY & XBOX & HALO INFINITE

ENTERED BY: PLAY - ESSENCEMEDIACOM

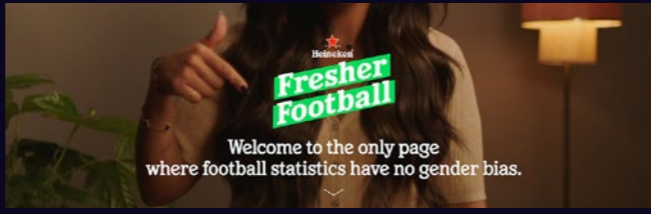
This partnership was about reasserting the brand's relevance through culture, by aligning with the fastest growing entertainment vertical – gaming. The strategy was to make Lucozade the star of one of Xbox's biggest games, building a partnership with gaming franchise Halo Infinite.

WINNER

'CHEERS TO ALL FANS' - HEINEKEN

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This campaign had a huge impact on perceptions of the Heineken brand, positioning it at the centre of the cultural shift that occurred in global football during 2022. Fifty percent of people surveyed by UEFA perceived Heineken as more inclusive due to its high-profile association with the Women's European Championships in 2022.



SHORTLIST

CHASE BANK & COMMONWEALTH GAMES 2022

ENTERED BY: ESSENCEMEDIACOM SPORT & ENTERTAINMENT

This game-changing partnership with Birmingham 2022 was a perfect launchpad to amplify the bank's integration into the UK market. At its heart was the Rewards Squad – a team of culturally relevant talent to drive further association between Chase and the Games, as well as trust and salience amongst the target audience of UK adults.

HURTIGRUTEN EXPEDITIONS WITH SKY MEDIA & THE MEDIA PEOPLE

This sponsorship was designed to help Hurtigruten bounce back from Covid-19 and step-change brand awareness. Working with Sky Nature and National Geographic, Hurtigruten not only lifted the anchor on its business but helped overtake key competitors, with increased sales and bookings.

THE NEWT IN SOMERSET & RHS CHELSEA FLOWER SHOW

ENTERED BY: GRAND CENTRAL CREATIVE

The aim of this alliance was to introduce The Newt in Somerset to a targeted, affluent audience. This was a first-time sponsorship for The Newt and the first-time a luxury hospitality brand had become headline sponsor of the Flower Show. Across the event, the brand succeeded in showcasing its expertise in gardening, hospitality and British food.

SAGE - OFFICIAL INSIGHTS PARTNER OF THE HUNDRED

ENTERED BY: SAGE & CSM SPORT + ENTERTAINMENT

This partnership with cricket's The Hundred set out to increase brand awareness and brand understanding, and to create branded experiences that engaged key audiences. By showcasing key decision-making moments, Sage told its brand story through a 360-degree activation campaign.

VALSPAR PAINT & NFL 'BRING THE COLOUR'

ENTERED BY: CSM SPORT & ENTERTAINMENT

This campaign sought to inspire fans to not just follow the NFL, but live it, through the vibrancy and expression of Valspar colour. As a challenger brand, Valspar saw an opportunity to do something differently by creating a fun, inspiring and memorable campaign – enhancing the NFL fan experience and generating increased ROI in the process.

THE PEOPLE'S WATCHMAKER - CHRISTOPHER WARD

ENTERED BY: EVERTON FOOTBALL CLUB


The People's Watchmaker is a campaign focused on increasing brand awareness, which in turn can act as a catalyst to drive global growth plans. The partnership offered money can't buy experiences to everyday fans, and worked authentically with club Charity Everton in the Community.

WINNER

THE NEWT IN SOMERSET & RHS CHELSEA FLOWER SHOW

ENTERED BY: GRAND CENTRAL CREATIVE

This ground-breaking partnership outperformed against all of the brand's stated KPIs. Brand awareness went through the roof and website traffic increased significantly. Not only did The Newt do excellent business at the event, it won a new tranches of customers for its hotel, estate & online shop.



HIGHLY COMMENDED

SAGE - OFFICIAL INSIGHTS PARTNER OF THE HUNDRED

ENTERED BY: SAGE & CSM SPORT + ENTERTAINMENT

SHORTLIST

BAUER MEDIA: THE HOME OF DISNEY+

ENTERED BY: BAUER MEDIA

This long-running partnership was about helping streaming platform Disney+ stand out from its rivals. Key pillars of the campaign in 2022 included: promoting Disney+'s range of content through Bauer's radio and publishing brands; celebrating the platform's biggest content drops, and utilising social channels. As a result, Bauer helped Disney+ increase subscriptions and retention.

WICKES & BAUER MEDIA

ENTERED BY: BAUER MEDIA


This successful partnership has evolved over the years, taking the pandemic in its stride and finding new ways to engage with younger, female DIYers. Working with Dentsu Creative, this year's campaign had three objectives: to drive brand consideration, change perceptions and increase conversion.

WINNER

WICKES & BAUER MEDIA

ENTERED BY: BAUER MEDIA

2022 proved to be yet another fantastic year for the Bauer Media and Wickes partnership. Activity across radio, print and online continued to engage and resonate with audiences. The campaign over-delivered on all metrics, leading to brilliant results in terms of awareness and engagement. Wickes came out as top-of-mind DIY brand with Absolute Radio listeners.



INTERNATIONAL SPONSORSHIP

SHORTLIST

'THE FIFA WORLD CUP IS YOURS TO TAKE' – BUDWEISER

ENTERED BY: OCTAGON

The 360° 'Yours to Take' campaign involved activation across media, TVC, content series, trade expansions, packaging, merchandising and experiential. From taking over a 300-room hotel and opening a Qatar night club, to creating the first ever music video shot during the FIFA World Cup, the campaign reasserted Budweiser's strong connection with football fans.

DC LEAGUE OF SUPER PETS

ENTERED BY: WARNER BROS. DISCOVERY

The objective of this partnership was to deliver the biggest Warner Bros. Discovery campaign for a WB animated title to date. A multi-platform and multi-market partnership, it proved to be a highly-effective strategy – building awareness and reach among kids and families for this innovative new DC franchise.

DP WORLD & EUROPEAN TOUR GROUP

ENTERED BY: 160 OVER 90

2022 saw a landmark evolution of the brand's partnership with the European Tour Group. With DP World installed as new title partner, the Tour provided a platform to reinforce the brand, enable business, leave a legacy, and unite DP World's people. DP World focused on three key areas: elevating the Tour, growing golf globally, and driving positive community impact.

HEINEKEN & 'WHEN YOU DRIVE, NEVER DRINK' 2022 LAUNCH

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

The F1-based 'When You Drive, Never Drink' campaign is used to spotlight responsible consumption. Active since 2016, 2022's activation, 'The Night is Full of Great Drivers', addressed the common issue that consumers face when drinking alcohol – overconfidence at the wheel.

WINNER

HEINEKEN & 'WHEN YOU DRIVE, NEVER DRINK' 2022 LAUNCH

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

The aim of the campaign is simple – to encourage drivers to drink Heineken's 0% beer and drive themselves home, or enjoy a beer and find another way home. This message resonated widely, with huge audiences across traditional and social media. The chance to be driven home in a McLaren supercar proved an enticing incentive.



RESEARCH, MEASUREMENT & EVALUATION

SPONSORED BY YOUNGOV



SHORTLIST

THE POWER METER WITH AUDI & SKY SPORTS

ENTERED BY: SKY MEDIA & PHD

This partnership set out to demonstrate Audi's commitment to technology. As the first ever Official Innovation Partner of Sky Sports, Audi developed the Power Meter – an innovation that enhanced live coverage of cricket's The Hundred. A comprehensive research programme underlined the success of the partnership in delivering against key brand metrics.

'CHEERS TO ALL FANS' – HEINEKEN

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This campaign heralded a new era for Heineken, building on its relationship with UEFA. A wealth of detailed research demonstrated the impact of the new strategy in terms of media engagement and shifting brand perceptions.

HURTIGRUTEN EXPEDITIONS WITH SKY MEDIA & THE MEDIA PEOPLE

This sponsorship was designed to help Hurtigruten bounce back from Covid-19 and step-change brand awareness. Working with Sky Nature and National Geographic, Hurtigruten's commitment to sponsorship research proved how the brand had increased sales and bookings.

'PROJECTIONS' – HYUNDAI SPONSORS NETWORK FILM ON 4

ENTERED BY: INNOCEAN UK & HAVAS MEDIA UK

The goal here was to use the power of a significant sponsorship, aligned with strong creative execution, to give Hyundai a platform that could generate reach and frequency with UK audiences. A well-executed analysis of the campaign tackled key measurements including prompted and unprompted awareness, contextual analysis, sponsorship fit, consumer familiarity with brand/products, consumer perception and response.

TYLER ON KISS AFTERNOONS WITH KFC

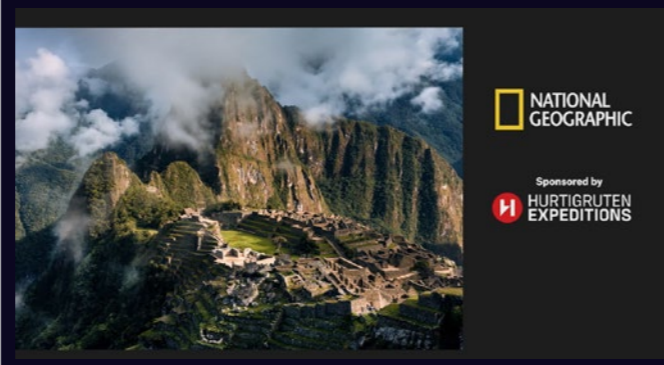
ENTERED BY: BAUER MEDIA

This dynamic partnership with Kiss FM is about increasing KFC visits and driving purchase. In 2022, KFC and KISS created a bespoke programme that encompassed a wide array of activities, impactful editorial integrations and authentic social content. Campaign research shows how the partnership delivered strongly against KPIs, including brand fit and purchase intent.

WINNER

HURTIGRUTEN EXPEDITIONS WITH SKY MEDIA & THE MEDIA PEOPLE

A multi-tiered research exercise combining quantitative and qualitative measurement revealed fantastic results across brand awareness, consideration, traffic and sales. With clear insights into the brand's target market, the insights showed how the cruise company is set up for strong post-Covid growth.



HIGHLY COMMENDED

THE POWER METER WITH AUDI & SKY SPORTS

ENTERED BY: SKY MEDIA & PHD

BEST USE OF PUBLIC RELATIONS

PARTNERED BY THE PRCA



SHORTLIST

AMERICAN EXPRESS SHIRT BUY BACK & BRIGHTON & HOVE ALBION FOOTBALL CLUB

ENTERED BY: HOPE & GLORY PR

As a long-term sponsor of Brighton & Hove Albion FC, American Express sought a way to celebrate 10 seasons of support. The American Express Shirt Buy-Back campaign gave fans the chance to get a new season shirt for free in return for a shirt from the previous 10 seasons. The story reached over 30 million people and resulted in an 18% increase in brand consideration amongst non-Cardmembers.

'FUN FOOTBALL' & MCDONALD'S

ENTERED BY: RED CONSULTANCY

Fun Football is the largest grassroots children's participation programme in the UK. To celebrate the Women's UEFA Euro tournament, a 'Girls = Goals' campaign was created to increase girls' participation and recruit 100 new female coaches.

'PE WITH JOE' ON TOUR WITH MINI BIG LOVE

ENTERED BY: WASSERMAN

This partnership saw The Body Coach, aka Joe Wicks, take 'PE with Joe' on the road with MINI for the second year running. Visiting seven locations over two weeks, Wicks raises funds for charity, brought fitness to over 5,700 participants and showcased the capabilities of the MINI Clubman as a family car.

THREE'S 5GS WITH CHELSEA FOOTBALL CLUB

ENTERED BY: THREE & MISCHIEF PR

This ingenious campaign was designed to turn the installation of Three's 5G network at Stamford Bridge into a buzzworthy story. To create resonance with a broad audience, Three enlisted five Chelsea legends, all with 'G' in their name: Geremi, Gianfranco Zola, Eidur Gudjohnsen, Rob Green and William Gallas. In essence, Three's 5G was launched with five Gs.

TACKLE HIV WITH VIIV HEALTHCARE

ENTERED BY: BEAT MEDIA GROUP

Tackle HIV is a public education campaign founded by former Welsh rugby star Gareth Thomas CBE, in partnership with Viiv Healthcare. Successful across a number of measures, the campaign has helped normalise HIV testing and reduce stigma around the infection. From mass media coverage and bus tours to high-impact TED talks and ambassador engagement, the message engaged with multiple audiences.

VODAFONE HAPTIC SUITS

ENTERED BY: FUSE

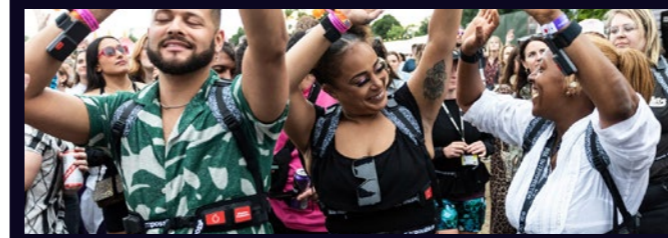
This partnership sought to address the fact that festivals can be exclusionary experiences for the deaf and hard-of-hearing. To build a powerful PR case, the brand worked with Mighty Hoopla, an inclusive UK festival. Vodafone signed a deal to become the festival's Official Technology Partner, providing a platform to tell an impactful story via the event's passionate community.

WINNER

VODAFONE HAPTIC SUITS

ENTERED BY: FUSE

Vodafone smashed its KPIs with this partnership. 179 pieces of coverage were generated with a reach of 313 million. There was also widespread engagement in social media. With 100% positive messaging, Vodafone is now exploring ways to extend this initiative across festivals.



HIGHLY COMMENDED

TACKLE HIV WITH VIIV HEALTHCARE

ENTERED BY: BEAT MEDIA GROUP

BEST USE OF A SMALLER BUDGET

SHORTLIST

KODANSHA & LIVERPOOL FOOTBALL CLUB WORLD BOOK DAY 2022

ENTERED BY: LIVERPOOL FOOTBALL CLUB

This partnership supports Kodansha's goal to engage with young people all around the world and encourage them to read, write, and be creative. Each year, the Club runs an event at Anfield for World Book Day, and in 2022 Kodansha were the driving force behind the most impactful edition yet.

MECCANO CO-LAB STEM CLUBS

ENTERED BY: SUPER.

This partnership positioned Meccano as an important tool in helping children (aged 7 to 11) learn and understand STEM. At its core, SUPER created an engagement and content strategy that involved 700 primary schools across England.

WINNER

MECCANO CO-LAB STEM CLUBS

ENTERED BY: SUPER.

Meccano's programme delivered strong educational value while boosting awareness of Meccano significantly among the target demographic. Achieving strong buy-in from teachers and pupils, the campaign demonstrated the power of play and games in delivering life changing education.



UKSA SPOTLIGHT AWARD - DRINKS SECTOR

SHORTLIST

'THE FIFA WORLD CUP IS YOURS TO TAKE' - BUDWEISER

ENTERED BY: OCTAGON

The 360° 'Yours to Take' campaign involved activation across media, TVC, content series, trade expansions, packaging, merchandising and experiential. From taking over a 300-room hotel and opening a Qatar night club, to creating the first ever music video shot during the FIFA World Cup, the campaign reasserted Budweiser's strong connection with football fans.

'CHEERS TO ALL FANS' - HEINEKEN

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This campaign heralded a new era for Heineken, building on its relationship with UEFA. The addition of UWCL/WEURO to the brand's sponsorship portfolio birthed a new ambition - to become the most inclusive sponsor in football. This led to a pioneering campaign - Cheers to all Fans.

THE HOUSE OF PERONI AT BST HYDE PARK

ENTERED BY: AEG GROUP

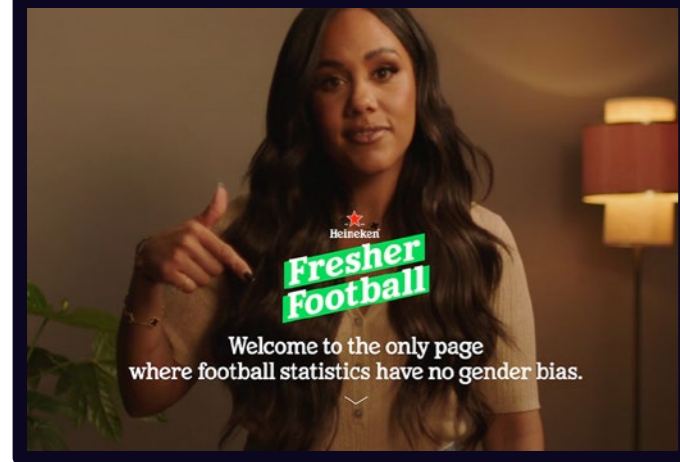
The partnership set out to broaden the iconic beer brand's position from a niche, tastemaker-led approach to a more mainstream play by activating at key events over the summer. BST Hyde Park was chosen because it fitted several criteria including premium brand fit, an ability to reach a broad cross section of the target audience as well as being a compelling commercial proposition.

WINNER

'CHEERS TO ALL FANS' - HEINEKEN

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

Cheers to all fans was created to sit across all of Heineken's football sponsorships. A global campaign, it set out to champion and celebrate female fans by showing that gender does not dictate someone's passion for the beautiful game. This powerful and timely message resonated strongly in Heineken's key markets.



20/20 VISION AWARD - CELEBRATION OF CRAFT & CREATIVITY

SHORTLIST

'IT'S HIGH TIME' - CLARINS AND HELLO!

SPONSORED BY: CLARINS

ENTERED BY: SPARK FOUNDRY AND SPP MEDIA

This partnership saw Clarins & HELLO! move the menopause conversation from the margins to the centre through a four month multi-platform talent led partnership. The alliance commenced in June 2022 and culminated in October 2022 to coincide with World Menopause Awareness Day.

THE VOICE OF CHOICE CAMPAIGN - GO.COMPARE

ENTERED BY: DRUM OMG & HEARTS & SCIENCE

The brand decided to use sponsorship to alert consumers to a recent name change. Brand mascots Wynne Evans and Gio Compario were linked to talent show The Voice to tell a richer and more culturally engaging story than could be achieved via TV ads. The brand acquired the license to activate the IP in idents on broadcast and across social and digital channels.

'A STAY ON THE GREEN BY HILTON' HILTON

ENTERED BY: RIGHT FORMULA

A Stay on the Green had three main goals. Firstly, to promote global brand campaign 'Hilton For The Stay'. Secondly, to highlight Hilton's exceptional service and hospitality. Thirdly, to increase awareness of Hilton's partnership with DP World Tour and showcase exclusive experiences for Hilton Honors Members.

'PROJECTIONS' - HYUNDAI SPONSORS NETWORK FILM ON 4

ENTERED BY: INNOCEAN UK & HAVAS MEDIA UK

The goal here was to use the power of a significant sponsorship property, aligned with strong creative execution, to give Hyundai a fundamental communications platform that could generate reach and frequency with UK audiences. The campaign set out to position Hyundai as a leader in Global Mobility, with a market-leading electrified car range.

WINNER

THE VOICE OF CHOICE CAMPAIGN - GO.COMPARE

ENTERED BY: DRUM OMG & HEARTS & SCIENCE

The Voice of Choice was a cleverly-constructed campaign that told a brand transformation story through the medium of hit talent show The Voice. Drawing on the show's iconic imagery, the brand and its partners created a bespoke set and produced a series of short films that were fully aligned with the tropes of the show. The result was a perfect example of how craft and creativity can deliver effectiveness.



SPONSORSHIP INNOVATION OF THE YEAR

SHORTLIST

DHL & ESL

ENTERED BY: BRIGHT PARTNERSHIPS & ADRIVO

'CHEERS TO ALL FANS' - HEINEKEN

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

CIRCLE K & POKEMON GO

ENTERED BY: PLAY - ESSENCEMEDIACOM

#FEELTHECONNECTION HAPTIC SUITS & VODAFONE

ENTERED BY: FUSE

THE NEWT IN SOMERSET & RHS CHELSEA FLOWER SHOW

ENTERED BY: GRAND CENTRAL CREATIVE

SAGE - OFFICIAL INSIGHTS PARTNER OF THE HUNDRED

ENTERED BY: SAGE & CSM SPORT + ENTERTAINMENT

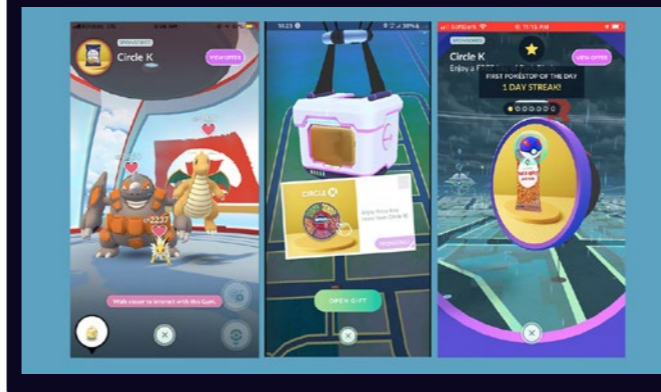
WINNER

CIRCLE K & POKEMON GO

SPONSORED BY: CIRCLE K

ENTERED BY: PLAY - ESSENCEMEDIACOM

This was a first of its kind gaming partnership for the brand, which wanted to boost footfall in its stores and increase consumer consideration. With 131m game actions and 1.3m voucher redemptions leading to footfall in store, and 53m people visiting Circle K stores, this innovative partnership with Pokémon Go was a resounding success.



CHAMPIONS OF SPONSORSHIP 2023

DIVERSITY, EQUALITY & INCLUSION

AMANDA FONE, CO-FOUNDER OF NOTURNINGBACK2020, FOUNDER AND CEO OF F1 RECRUITMENT & F1 SEARCH

ADRIAN WALCOTT, CO-FOUNDER OF NOTURNINGBACK2020, FOUNDER & MD, BRANDS WITH VALUES

Amanda and Adrian have two clear goals. Firstly, for 20% of all marketing, communications & sports sponsorship marketing professionals to come from black, Asian, minority ethnic communities. Secondly, for this 20% to stay in our industry until they reach the very top jobs. Tireless promoters of the NoTurningBack2020 initiative, they have challenged the belief that marcoms is not a serious careers option for ethnically diverse people.

INNOVATION

ANDREW SELBY, HEAD OF PARTNERSHIPS, DELOITTE

Andrew Selby has been in his current role for more than four years, and is an ardent advocate of innovation in sponsorship. Deloitte's work on the LTA's digital transformation typifies the mindset that he has brought to his work. He is also an independent director of London Sport, applying his energies to making London the most active city in the world.

THE BARRIE GILL AWARD FOR MOST PROMISING YOUNG SPONSORSHIP EXECUTIVE

PARTNERED BY GLOBAL SPORTS



SHORTLIST

ANNA MITTLER

DIGITAL PARTNERSHIPS MANAGER AT AEG EUROPE.

Colleagues say that Anna has shown skill and determination in her role, always looking for opportunities to learn and grow. Whether it be creating a digital strategy, or identifying upsell opportunities, she invariably achieves results and impresses clients. Anna's current role involves leading the design and delivery of digital sponsorship rights across AEG's portfolio of festivals and events including; The O2's world class line up of brand partners; American Express presents British Summer Time Hyde Park and Luno presents All Points East.

BETH MCHUGH

SENIOR ACCOUNT MANAGER AT MATCHFIT.

Since she arrived at MatchFit in November 2021, Beth has far exceeded expectations - embracing the firm's values, and demonstrating a potential which earmarks her as a significant industry talent. Colleagues says Beth has an entrepreneurial edge which belies her years of experience in the industry. Last year, she worked tirelessly to bring M&S into MatchFit as a new client.

MEGAN SMITH

SALES MANAGER, EVERFI

Megan is a sales manager who joined the firm in 2019. Colleagues call her "a hugely talented and respected member of the team, bringing passion, creativity and positivity to every task". In her current role, Megan is responsible for identifying and securing partnerships with new brands and helping them to deliver maximum impact through education. Through outreach, she has created a pipeline worth over £1m, including global sporting brands and sponsors.

WINNER

MEGAN SMITH

SALES MANAGER, EVERFI

Resilience, determination, positivity and a desire to succeed - these have been the hallmarks of Megan's time at EVERFI. She brings an infectious enthusiasm to every brainstorm, pitch and meeting; and is capable of transforming ideas into action.

MEDIA

ABBY STANWORTH, HEAD OF PARTNERSHIPS, MSIX&PARTNERS

Abby Stanworth is a partnership specialist with 15 years' experience in the media industry. She's held numerous roles at organisations including ITV, Maxus, and now mSix. During her career, Abby has built vast expertise across the media space, from traditional to emerging media, and broadcast to digital. Her track-record of partnering with clients is built on the idea that partnerships should be conducive to real, long-lasting collaboration, not limited to media buying. Key credits include Toyota's 'Fantasy Road Trip' project, and 'The Big Design Challenge', a partnership between Sky Arts and Lexus.

SPORT

JON DUTTON, CHIEF EXECUTIVE, RUGBY LEAGUE WORLD CUP 2021

After years in the planning and a pandemic to contend with, the Rugby League World Cup 2021 proved to be a triumph for the sport. In addition to excellent broadcast audiences, the event was the most inclusive ever - doing a great job raising the profile of the women's game and wheelchair rugby. Partnerships with the likes of Cazoo, Britvic and Vodafone were testament to the efforts that Jon and his team put in

UK SPONSORSHIP AGENCY OF THE YEAR

SPONSORED BY CSM LIVE



SHORTLIST

- AEG GLOBAL PARTNERSHIPS
- BRIGHT PARTNERSHIPS
- ESSENCEMEDIACOM SPORT & ENTERTAINMENT
- HATCH
- M&C SAATCHI SPORT & ENTERTAINMENT
- MATCHFIT
- MKTG SPORTS + ENTERTAINMENT
- OCTAGON
- PUBLICIS SPORT & ENTERTAINMENT
- WE ARE FUTURES
- WEAREFEARLESS.

SPONSORSHIP AGENCY OF THE YEAR
- LARGE

M&C SAATCHI SPORT & ENTERTAINMENT

It was a storming year for M&C Saatchi Sport & Entertainment which saw revenues rise by 46% and profits increase by 117%. Not a single client was lost in 2022 –and 13 new ones were added. In terms of D&I, key initiatives included a women's sports exhibition, the creation of an 'inclusion alliance' and investment in training to tackle unconscious bias. One client said: "They live and breathe our brand. The relationship doesn't feel like 'client' and 'agency', they are an extension of our team and at the forefront of their game."



SPONSORSHIP AGENCY OF THE YEAR
- MEDIUM TO BOUTIQUE

WE ARE FUTURES

New business wins in a strong year included Hyundai, Lego and Scottish Water. With 10 million young people accessible via the company's network, the year saw the UK's largest ever arts sponsorship initiative with Sky Arts. Working with Hyundai, the agency also created The Great British School Trip, enabling 25000 young people to participate in great experiences.



SPONSORSHIP AGENCY OF THE YEAR
- INNOVATION

BRIGHT PARTNERSHIPS

From reimagining traditional sponsorship rights to introducing immersive new technologies, Bright continues to be one of the industry's innovation pacesetters. But this isn't innovation for the sake of it. By embracing new narratives and forging unconventional partnerships, the company has also seen fees, turnover and client numbers grow significantly.



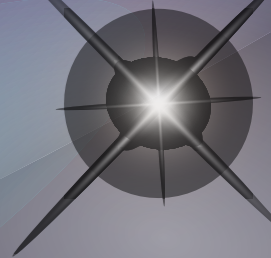
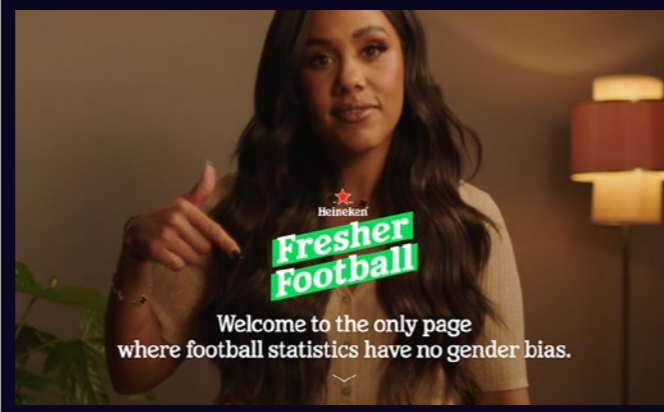
SPONSORSHIP OF THE YEAR

FINALISTS

- MORGAN STANLEY, SOMERSET HOUSE & THE COURTAULD
- DHL FAST-TRACK
- 'IT ALL STARTS WITH A CHANCE' – BARCLAYS
- D&AD SHIFT WITH GOOGLE
- XYLEM & MANCHESTER CITY – WATER HEROES ACADEMY
- 'SEE THE PERSON' & RNIB
- THE VOICE OF CHOICE CAMPAIGN – GO.COMPARE
- 'IT'S HIGH TIME' – CLARINS AND HELLO!
- THE POWER METER WITH AUDI & SKY SPORTS
- 'THE SPILLWAY' & RANGE ROVER
- DIRTY LAUNDRY WITH GEMMA COLLINS & SURF
- 'WEAR THE ROSE' & O2
- 'CHEERS TO ALL FANS' – HEINEKEN
- BUILDING A PARTNERSHIP WITH PURPOSE: SKATEBOARD GB & HABITO
- EE FOOTBALL
- LEGO DOTS & THE SIMS
- 'DRIVING A CHANGING WORLD' – WORKDAY & F1
- THE NEWT IN SOMERSET & RHS CHELSEA FLOWER SHOW
- WICKES & BAUER MEDIA
- HEINEKEN & 'WHEN YOU DRIVE, NEVER DRINK' 2022 LAUNCH
- HURTIGRUTEN EXPEDITIONS WITH SKY MEDIA & THE MEDIA PEOPLE
- VODAFONE HAPTIC SUITS
- MECCANO CO-LAB STEM CLUBS
- CIRCLE K & POKEMON GO

WINNER

'CHEERS TO ALL FANS' – HEINEKEN
ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT



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