

THE ^{UK} SPONSORSHIP Awards

The 2016 Awards for the most
effective use of sponsorship

THE UK SPONSORSHIP AWARDS GALA DINNER

The London Marriott Hotel Grosvenor Square
March 22nd 2016

SPONSORED BY

ESA european
sponsorship
association

ICON
Bringing brands to life



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INSIGHT

SPONSORIUM
ignite your art · deliver with science

Specialist
SPEAKERS
the speaker bureau

ARTS & CULTURAL SPONSORSHIP

Supported by Business In The Community



Alexander McQueen; Savage Beauty, in partnership with Swarovski
Entered by the Victoria and Albert Museum

AXA PPP Health Tech & You
Entered by The Design Museum

Magna Carta 800: British Library and Linklaters
Entered by The British Library

Ray-Ban #Campaign4Change
Entered by Fuse Sport + Entertainment

Samsung and the Royal Shakespeare Company - RE:Shakespeare
Entered by Samsung and the RSC

The Fever Venue Partnership – Almeida Theatre and The May Fair Hotel
Entered by the Almeida Theatre

ENTERTAINMENT & EVENT SPONSORSHIP

City Hack - Desperados
Entered by LiquidThread SMG

Nissan UEFA Champions League: Berlin 2015 Final
Entered by Fuse Sport + Entertainment

SSE Energising Entertainment (SSE's title sponsorship of the SSE Hydro and SSE Arena)
Entered by Material_UK

Tennent's Lager - At The Heart Of T In The Park
Entered by Material_UK

Wear the Rose Live - O2
Entered by M&C Saatchi Sport & Entertainment

CHARITY & CORPORATE COMMUNITY ENGAGEMENT SPONSORSHIP

Sponsored by Sponsorium



Bisto's Spare Chair Sunday, delivered through Paddy McGuinness's Sunday Dinner
Entered by The Story Lab & Carat

Johnnie Walker - Join the Pack
Entered by JMI Motorsport

M&S and Macmillan World's Biggest Coffee Morning Partnership 2015
Entered by Macmillan Cancer Support

O2 & War Child: Passport Back To The Bars
Entered by FRUKT

EDUCATION & LEARNING SPONSORSHIP

BUCS Deloitte Leadership Academy
Entered by BUCS

Magners, Celtic FC and Celtic FC Foundation: Magners Goals for Charity
Entered by Material_UK

McDonald's Teacher Education Programme
Entered by EdComs and McDonald's

Samsung and the Royal Shakespeare Company - RE:Shakespeare
Entered by Samsung and the RSC

SUSTAINABILITY SPONSORSHIP

DHL Formula E Sponsorship
Entered by Bright Partnerships

11th Hour Racing's sponsorship of Land Rover BAR
Entered by 11th Hour Racing/Land Rover BAR

Nissan UEFA Champions League: Electrifying Berlin
Entered by Fuse Sport + Entertainment

TV SPONSORSHIP - Larger Budget

Supported by Thinkbox



Aunt Bessie's I'm a Celebrity sponsorship
Entered by The Story Lab and Vizeum

Helluva Tour - Foster's
Entered by LiquidThread SMG

Serving up excitement with Domino's and Hollyoaks
Entered by Arena Media

SSE - Sounds of Victory
Entered by Fuse Sport + Entertainment and OMD

Stella Artois Cinematique
Entered by The Story Lab and Vizeum

TV SPONSORSHIP - Medium to Smaller Budget

Supported by Thinkbox



Camelot Gogglebox Partnership
Entered by The Story Lab and Vizeum

Casillero Del Diablo Sponsors Legendary Movies on Sky Movies
Entered by SPP Media

Lambrini TV Sponsorship
Entered by Discovery Communications

One Day Acuvue Define contact lenses sponsors 'Eye Catching' content on E!
Entered by MEC Access

Sega - Football Manager
Entered by Sky Media

The Royal Bank taking on Scotland's Scammers
Entered by ZenithOptimedia

PRINT & RADIO SPONSORSHIP

Kellogg's Buy A Box Give A Bowl
Entered by The Story Lab and Carat

Priority Tickets partnership - O2 and Global Radio
Entered by O2 and Forward

SuperSubs – recruiting for the Royal Navy in real-time
Entered by MEC Access

The Christian O'Connell Breakfast Show with Wickes
Entered by Absolute Radio and The Story Lab

DIGITAL ACTIVATION OVER £200,000

#wimbledonwatch - Evian
Entered by MEC Access

AIG's Haka 360° Experience
Entered by Octagon

Canon Rugby World Cup & 'Unique Perspectives'
Entered by Bright Partnerships

Casio G_SHOCK: The Indestructibles
Entered by The Story Lab and Vizeum

Samsung School Of Rugby - Digital Activation
Entered by Samsung

Very.co.uk - The Official Fashion Partner of The X Factor 2015
Entered by The Story Lab and Vizeum

DIGITAL ACTIVATION UNDER £200,000

#HatsOffToTom - MasterCard
Entered by Octagon

#MyFirstLFCGame - Garuda Indonesia
Entered by Liverpool Football Club

#scrumtogether | Dove Men+Care Rugby World Cup 2015 Digital Activation
Entered by Essentially Group

#WeDealInReal - Land Rover
Entered by Fast Track

Barclays Spirit of The Games Heroes
Entered by Havas Sports & Entertainment Cake

Marriott Hotels #ReuniteMeWith
Entered by MEC Access

SPORTS SPONSORSHIP OVER £1 MILLION

Supported by Sport England and UK Sport



#wimbledonwatch - evian
Entered by MEC Access

DHL Formula E Sponsorship
Entered by Bright Partnerships

MasterCard RWC - Turning the World Oval #44daysofcrazy
Entered by Octagon

Nissan UEFA Champions League 2014/2015
Entered by Fuse Sport + Entertainment

O2 "Wear The Rose"
Entered by M&C Saatchi Sport & Entertainment and VCCP

Samsung School Of Rugby
Entered by Samsung

SPORTS SPONSORSHIP UNDER £1 MILLION

Supported by Sport England and UK Sport



Always A Better Way In Cricket - Toyota
Entered by ZenithOptimedia

Caledonia Best: The Best of Scottish Rugby
Entered by Material_UK

Dove Men+Care's sponsorship of Rugby World Cup 2015
Entered by Essentially Group

FeelWimbledon - Jaguar
Entered by CAA Sports Consulting

Hardys - Official Wine of England Cricket
Entered by Essentially Group

Marriott Hotels #ReuniteMeWith
Entered by MEC Access

GRASS ROOTS SPORTS SPONSORSHIP

Supported by Sport + Recreation Alliance



O2 Touch Tour
Entered by M&C Saatchi Sport & Entertainment

QBE Coaching Club
Entered by Generate

SSE NextGen
Entered by Material_UK

Tennis On The Road, presented by The Royal Bank of Scotland
Entered by IMG

The FA Mars Just Play Programme
Entered by Octagon

Volvo Sailing Academies
Entered by Into the Blue

EMPOWERING WOMEN THROUGH SPORT

Supported by Women in Sport



SSE Women's FA Cup
Entered by Synergy Sponsorship

Team SCA - Ocean Racing Team 2014-15
Entered by SCA

BUSINESS TO BUSINESS SPONSORSHIP

AIG, Proud Sponsors of New Zealand Rugby
Entered by Octagon

Accenture: Official Technology Partner to RBS 6 Nations
Entered by Accenture

Lloyd's Register Energy - David Florence, Change Champion
Entered by Lloyd's Register Energy

DHL Cirque Du Soleil
Entered by Bright Partnerships

Vodafone UK Enterprise and Ready Business Britain
Entered by MEC Access

BRAND SPONSORSHIP

Aunt Bessie's I'm a Celebrity sponsorship
Entered by The Story Lab and Vizeum

Casio G_SHOCK: The Indestructibles
Entered by The Story Lab and Vizeum

Lucozade Sport - Strictly For The Home Nations Only
Entered by Fast Track

Mixing Up Your Summer with McDonald's McFlurry and MTV
Entered by Sky Media and OMD UK

O2 "Wear The Rose"
Entered by M&C Saatchi Sport & Entertainment and VCCP

Samsung School Of Rugby
Entered by Samsung

FIRST TIME SPONSOR AWARD

Casio BABY-G & Vice / i-D with Hannah Diamond
Entered by The Story Lab and Vizeum

FairFX and Sky Sports F1
Entered by Sky Media

IAG Cargo, Logistics Partnership with the British Museum for "The BP exhibition Indigenous Australia: enduring civilisation".
Entered by The British Museum

Partners in Performance - MERCEDES AMG PETRONAS Formula One Team and TUMI Inc.
Entered by MERCEDES AMG PETRONAS Formula One Team

Trivento - Proud Sponsors of Premiership Rugby
Entered by Grand Central Creative

SPONSORSHIP CONTINUITY

Bank of Scotland Great Scottish Run
Entered by Material_UK

Deloitte Ride Across Britain
Entered by Threshold Sports

Johnnie Walker Join the Pact - Eight Year Campaign with the McLaren Formula 1 team
Entered by JMI Motorsport

Miele at Grand Designs Live by Media 10 Ltd
Entered by Media 10 Ltd

Tennent's Lager - At The Heart Of T In The Park
Entered by Material_UK

O2 Academy venue sponsorship
Entered by FRUKT

ESA INTERNATIONAL SPONSORSHIP AWARD

Sponsored by the European Sponsorship Association



#WeDealInReal - Land Rover
Entered by Fast Track

DHL Delivering Rugby To The World
Entered by Bright Partnerships

Johnnie Walker - Join the Pact
Entered by JMI Motorsport

MasterCard RWC - Turning the World Oval #44daysofcrazy
Entered by Octagon

Microsoft Lumia Music
The Story Lab & Dentsu Aegis Network Sport & Entertainment.

Nissan & UEFA Champions League
Entered by Fuse Sport + Entertainment

BEST USE OF RESEARCH AND EVALUATION IN A SPONSORSHIP CAMPAIGN

Sponsored by SMG Insight



Partner benefits of association with London Fashion Week
Entered by Dentsu Aegis Network Sport & Entertainment

FairFX AND SKY SPORTS F1
Entered by Sky Media

Casillero Del Diablo Sponsors Legendary Movies on Sky Movies
Entered by SPP Media

Trivento - Proud Sponsors of Premiership Rugby
Entered by Grand Central Creative

BEST USE OF PUBLIC RELATIONS IN A SPONSORSHIP CAMPAIGN

Supported by the Public Relations Consultants Association



Barclays Premier League Trophy Presentation
Entered by Havas Sports & Entertainment Cake

Betfair - Switching Saddles
Entered by Pitch

O2 'Wear The Rose'
Entered by Hope&Glory

Tennent's Lager - At The Heart Of T In The Park
Entered by Material_UK

Under Armour Powers Andy Murray To The Next Level
Entered by PrettyGreen

Samsung and Jack Whitehall
Entered by Samsung

SPECIAL AWARD FOR EFFECTIVE USE OF A SMALLER BUDGET

Casillero del Diablo 'Devil's Match'
Event

Entered by Brand In Action

DHL Harlequins Sponsored Game
Entered by Brand Brewery

M&S and Macmillan World's Biggest
Coffee Morning Partnership 2015
Entered by Macmillan Cancer Support

The Fever Venue Partnership – Almeida
Theatre and The May Fair Hotel
Entered by the Almeida Theatre

SPONSORSHIP INNOVATION OF THE YEAR

AIG's Haka 360° Experience,
Entered by Octagon

Betfair - Switching Saddles
Entered by Pitch

Canterbury - 'Committed To The Rose'
Entered by Synergy Sponsorship

Camelot Gogglebox Partnership
Entered by The Story Lab and Vizeum

FeelWimbledon - Jaguar
Entered by CAA Sports Consulting

Fitness First & Team GB
Entered by Dentsu Aegis Network Sport
& Entertainment

The Fever Venue Partnership – Almeida
Theatre and The May Fair Hotel
Entered by the Almeida Theatre

BEST USE OF CELEBRITY ENDORSEMENT IN SPONSORSHIP

Betfair - Switching Saddles
Entered by Pitch

Jenson Button for Johnnie Walker - Joy
Will Take You Further
Entered by JMI Motorsport

Lexus NX: Striking Angles
Entered by Creative Artists Agency, Chi
+ Partners and Platinum Rye

Nico Rosberg, Global Citizen and
ambassador of TUMI, Inc.
Entered by MERCEDES AMG PETRONAS
Formula One Team

Samsung and Jack Whitehall
Entered by Samsung

Best Rugby Union Sponsorship - Nominated by the Industry, Voted by the Public

AIG
Heineken
Land Rover
O2

RUGBY WORLD CUP 2015 - CELEBRATING THE BEST SPONSORSHIPS ACROSS THE TOURNAMENT

#WeDealInReal - Land Rover
Entered by Fast Track

AIG, proud sponsors of New Zealand
Rugby
Entered by Octagon

DHL Delivering Rugby To The World
Entered by Bright Partnerships

Lucozade Sport - Strictly For The Home
Nations Only
Entered by Fast Track

O2 "Wear The Rose"
Entered by M&C Saatchi Sport &
Entertainment and VCCP

Samsung School Of Rugby
Entered by Samsung

SPONSORSHIP CONSULTANCY OF THE YEAR

Sponsored by Icon



SPONSORSHIP CONSULTANCY OF THE YEAR - LARGE

Essentially Group
Fuse Sport + Entertainment
MEC Access
Octagon

SPONSORSHIP CONSULTANCY OF THE YEAR - MEDIUM TO SMALL

brandRapport (now CAA Sports
Consulting)
Bright Partnerships
Material_UK
National Schools Partnership

THE BARRIE GILL AWARD FOR MOST PROMISING YOUNG SPONSORSHIP EXECUTIVE

Sponsored by the European Sponsorship
Association



Launched in memory of a pillar of
our profession, Barrie Gill, this Award
recognises the rising stars in the industry.

The winner (aged under 27) will be
someone who has taken his or her
role beyond the expected. For full
details on the ESA CPD programme
including the ESA Diploma, please visit
www.sponsorship.org

EVENING'S events

Hosted by Viv Groskop,
writer, broadcaster and comedian

Awards presentations to category winners

The Barrie Gill Award For Most Promising Young
Sponsorship Executive

Award for Outstanding Contribution to the
Sponsorship Industry

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

Pay bar in Whitehall Suite

menu

Lemon and pea risotto, mascarpone,
'H Forman & Sons' hot smoked salmon,
spring onion salsa

English lamb cutlet, slow braised shoulder, rosemary,
celeriac and maris piper rosti, chantanay
carrot puree, mint jus

Tiptree lemon curd posset,
buttery shortbread, raspberries

Fresh filter coffee or tea and petits fours

(Special dietary requirements as pre-ordered)

AWARDS SPONSORS



ESA

ESA is the professional association of the sponsorship industry with members throughout Europe. It exists to inspire, educate and raise standards within the sponsorship and wider industry. The Association believes in the power of sponsorship to inspire more engaging marketing. ESA runs a part-time online sponsorship Diploma and an arts sponsorship Certificate, organises education events, provides access to best practice material and is working to develop the next generation of marketers.



Bringing brands to life

ICON

ICON creates and delivers award-winning brand and live experiences around the world. We are trusted by both regional companies and global brands in sport and retail and across the business and public sectors. We not only brand venues, but often dress host cities for events such as the Olympic and Paralympic Games, the FIFA World Cup, the UEFA Champions League, the Ryder Cup and Formula E. For all sectors, we produce world class, digital print graphics – in any size, on any material, for any purpose. We transform spaces and create spectacular visual events for clients to connect directly with customers, generating that vital social media interaction and content. We provide an outstanding, tailored, end-to-end service to help our clients generate revenue, raise awareness and create lasting impressions with their customers. We bring brands to life.

For more information, please contact Andrew Hodson on +44 (0) 7931 382262 or Andrew.hodson@icon-world.com



Inkerman

Inkerman is a distinctive British brand specialising in a range of beautifully designed corporate and personal gifts and offering a bespoke service producing gifts, trophies and awards to your requirements. Inkerman is the designer and sponsor of the 2016 UK Sponsorship Awards.



SMG INSIGHT

SMG Insight / YouGov provides a fresh approach to sports and sponsorship research and consultancy, bringing together YouGov's in-depth knowledge of consumer insights and relationship with brands with SMG's understanding of sponsorship and rights ownership. A new generation sports research company, enabling world-leading sports governing bodies, sponsors and sports investors to meet their strategic and business objectives.



SPONSORIUM

Sponsorium offers PerformMind™ as a software-as-a-service product you access through the Cloud. PerformMind™ is the most effective, robust sponsorship and community investment evaluation solution in the market.

Contact Mark Cornish for more information mark@sponsor.com



SPECIALIST SPEAKERS

Specialist Speakers, the speaker bureau, is highly delighted once again to support the UK Sponsorship Awards. This year we present Viv Groskop, writer, broadcaster and comedian, as host for this evening. She writes on arts, TV and culture for the Guardian and Observer as well as for The Times, Telegraph, Independent and Financial Times and is Red magazine's literary editor. Viv is also the Artistic Director of The Independent Bath Literature Festival.

For any speaker, host or presenter call us on 0203 002 4125 – we are at www.specialistspeakers.com

AWARDS SUPPORTERS

ACTIVATIVE

Activative is a sponsorship activation intelligence and insights company that helps clients – rights owners, brands, agencies and professional services – stay at the forefront of this evolving landscape. Through consulting, monitoring and publishing, we focus on emerging strategies and tactics, original and innovative ideas, future facing media and new technologies across the sponsorship and partnership space – from sports, music, arts and culture, to education, ecology, cause and corporate social responsibility

ARTISTA

Artista's dedicated professional front of house team can assist your event whether it is a product launch, conference, major sporting event, private dinner or charity party. Our reputation has been built on supplying an intelligent team who do more than just 'look the part'. Please do not hesitate to pick up the phone (01488 648763), or visit our website www.artistaevents.com and read for yourself the testimonials from some of our regular clients: www.artistaevents.com/testimonials

BUSINESS IN THE COMMUNITY

At Business in the Community, the Arts & Culture programme sparks new partnerships between commerce and culture. We connect companies and individuals to cultural organisations and provide the expertise and insight for them to prosper together

INCORPORATED SOCIETY OF BRITISH ADVERTISERS

ISBA is the only body which solely represents the interests of responsible UK advertisers across the industry, government and EU. Our remit covers all marketing and media communications and we are a highly influential and respected organisation with over 450 brands in membership, protecting a media spend to the value of £10 billion. In addition and as part of membership, we support our members with exclusive services to help enhance marketing effectiveness and get the best value from their agency spend. ISBA is unique as we only allow advertisers into membership, hence our members receive impartial and objective guidance and advice.

CORPORATE CITIZENSHIP BRIEFING

Corporate Citizenship Briefing: News and analysis on responsible and sustainable business CCBriefing is probably the world's longest-running regular publication on responsible and sustainable business issues. Sign up at ccbriefing.com or follow us @CCCitizenship to receive daily news roundups, as well as insights.

SPORTCONNECT

ISportconnect is the largest global private network of sports business executives where membership is exclusive and follows a strict door policy. ISportconnect.com provides great opportunities for online business networking, news, market data & analysis, columns, discussions, listings of events and jobs. There are no introductory fees and no limits on communication. The online platform is complemented by exclusive and members only events

such as the Directors' Club, which consists of director-level sports business executives who have the opportunity to network face-to-face and discuss relevant topics with a panel of experts.

THE PUBLIC RELATIONS CONSULTANTS ASSOCIATION

The Public Relations Consultants Association is the voice of public relations consultancies in the UK and represents over 70 per cent of fee income for UK public relations consultancies. All members have to pass the independently-audited Consultancy Management Standard, a quality mark of sound business, professional management and strong creative capacity. For more information please visit www.prca.org.uk

THE SPORT & RECREATION ALLIANCE

The Sport and Recreation Alliance (formerly the CCPR) is the umbrella organisation for 320 national governing and representative bodies of sport and recreation. Its members, who range from The FA to the Ramblers, represent 150,000 clubs and around 8 million regular participants across the UK.

SPORTBUSINESS GROUP

SportBusiness Group has been supporting sport business professionals for 20 years, with a reputation for high quality, integrity and global insight, our information services are relied upon by the industry year after year. We connect and engage with some of the most influential figures from sporting federations, governing bodies and key rights holders to leading sponsors, broadcasters and sport marketing companies. Our services are valued and trusted worldwide and include: SportBusiness International, Sports Sponsorship Insider and TV Sports Markets.

SPORT ENGLAND

Sport England is focused on helping people and communities across the country create a sporting habit for life. We will invest over £1 billion of National Lottery and Exchequer funding between 2012 and 2017 in organisations and projects that will: Create more opportunities for young people to play sport Nurture and develop talent Provide the right facilities in the right places Support local authorities and unlock local funding Ensure real opportunities for communities.

SPORTCAL

Sportcal is the most comprehensive provider of sports market intelligence. Based in Wimbledon Village, we have been at the forefront of the sports industry for 25 years with in-depth market news, data, analysis and insight. Our product suite consists of our Intelligence Centre, premium platforms Media: Sponsorship, Events and Bidding, as well as our Insight service combining News, Calendar, Directory and quarterly magazine Sportcal Insight. Sportcal also produces the annual 'Global Sports Impact Report' which analyses the impact of major world championships and multi-sport games each year on their host cities and nations.

SPORTPRO

SportsPro has served the global sports industry since 2008, providing high-level content on the commercial, political and organisational aspects of global professional sport, across a variety of platforms. Its acclaimed monthly Magazine, available in print and via a dedicated app, offers expert commentary and opinion, and is established as the industry leader for high-level profiles, features and in-depth interviews. Nothing else is as comprehensive.

THINKBOX

Thinkbox is the marketing body for commercial TV in the UK, in all its forms. It works with the marketing community with a single ambition: to help advertisers get the best out of today's TV. Its shareholders are Channel 4, ITV, Sky Media, Turner Media Innovations and UKTV, who together represent over 99% of commercial TV advertising revenue through their owned and partner TV channels. Associate Members are Discovery Networks Norway, Disney, London Live, RTL Group, TalkTalk, Think TV (Australia), TVB (Canada), TV Globo (Brazil), TV2 (Norway) and Virgin Media. Discovery Channel UK, UTV and STV also give direct financial support.

Thinkbox is here to help you get the best out of TV, and there are lots of ways we try to do that: from presentations and training, to events, research insights, press enquiries, publications and TV planning advice. See website for more detail. www.thinkbox.tv

THINK! SPONSORSHIP

Think!Sponsorship Ltd delivers sponsorship intelligence to the UK sponsorship marketplace. Our products and services are used by sponsors, sponsorship agencies and sponsorship seekers from across the sports, arts, charity, entertainment, broadcast, local council, music & media sectors.

UK SPORT

UK Sport is the strategic lead body for high performance sport in the UK. It invests Exchequer and National Lottery funds in Britain's best Olympic and Paralympic sports and athletes to maximise their chances of success on the world stage. To find out more about UK Sport please visit www.ukspor.gov.uk/

WOMEN IN SPORT

Women in Sport is a charity that aims to transform sport for the benefit of every woman and girl in the UK. We draw upon our unique insight and more than 30 years of experience to champion the right of every woman and girl to take part in, and benefit from, sport: from the field of play to the boardroom, from early years and throughout her life. By increasing the visibility of women's sport, in the media and in everyday life, we want to inspire people to play their part at every level and make sport normal for women and girls. www.womeninsport.org

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"the professional face for your event"

Arts
& Business



The Voice
of British
Advertisers

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SPORTCONNECT

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SPORTCAL
Sports Market Intelligence



SportsPro



Think!Sponsorship



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.

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SPONSORSHIP