

## IBP JOURNALISM AWARDS 2015

### Each sponsor receives the following benefits:

- Announcement of sponsorship support to entire membership data base, including email and twitter and other social media.
- Online publicity campaign (commencing in June 2015) to over 300 named journalists. Previous year's entrants targeted in each category.
- Branding on IBP Journalism Awards sponsors website page/Awards Bulletins (through to January 2016 inclusive).
- Listing and logo on all entry material (June to November inclusive).
- Use of IBP Awards logo on sponsors stationery and email header.
- IBP website link to sponsor's website.
- Listing and logo on material circulated to all magazines/newspapers (in July and August).
- Listing and logo on online dinner application forms.
- Mention in external pre and post promotion and publicity.
- A table for ten people at the Awards dinner to include three nominated journalists in each category plus a category judge, together with six guests of your choice. Total ten people.
- Three course dinner with wine/water.
- Logo on table, menu, presentation stage set and evening Awards Bulletin.
- Senior executive from sponsorship organisation to present cheque.
- Mention in category introduction on the night.
- Listing and logo on on-line Awards Bulletin and evening Awards presentation video.
- Networking opportunities with journalists and guests at the pre-dinner reception.
- Post Awards drinks reception
- Mention of sponsor in category winner's publication. (NB: while this is more of less beyond the control of the Awards organisers, individual press releases are prepared, for each category, to include the sponsor and are sent to the news editor to reach publication the morning following the Awards dinner).
- Photographs of the winner with sponsor sent electronically to publications and sponsors for the next morning.
- Inclusion on the IBP website Awards news section throughout 2015/16, after which news links are transferred to the archive section. See [www.ibp.org.uk](http://www.ibp.org.uk) Click Awards and Archive Awards section of the menu to access previous years Awards Bulletin and events.

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The 2015 Awards Presentation Dinner will take place on Thursday 19th November at the Four Seasons Hotel, Park Lane, London. The Awards will be presented by a leading industry (media/property or construction) figure. The Awards section of the evening will be hosted by Peter Murray, chairman, London Festival of Architecture. Please note the programme is still in development.

The sponsorship package costs for each category is £4950.00 [held at last year's rate] plus VAT plus the sponsor's presentation cheque for £500\* (VAT not applicable) to the winning journalist in their category.

Exclusive sponsorship package offers and payment structure can be negotiated with interest parties.

Examples of the printed marketing material and branding opportunities can be sent on request. Last years Awards Bulletin and recorded highlights of the speakers and Awards can be seen on the ibp website: [www.ibp.org.uk](http://www.ibp.org.uk)

\* Not applicable to team categories: Magazine and Digital Service.

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