



## Digital Awards Sponsorship 2020

While lockdown is easing, it has become clear that there is no guarantee that we will be able to hold a face to face awards ceremony in London in September 2020 of 500+ people.

The PM Society has therefore made the decision to hold the Digital Awards ceremony in September 2020 as an online event. But it won't be just a single online awards ceremony; The team has worked hard to develop an exciting new format for the awards which will maximise the number of attendees, their likely level of engagement and the value to Sponsors.

### Digital Awards 2020

A four-part online event including an awards ceremony over two consecutive days and two webinars, featuring presentations of winning work & a discussion & Q&A with a panel of our judges.

Online event	Dates
Digital Awards Part 1	Wednesday 16th September @ 4pm (45 minutes – 1hour)
Digital Awards Part 2	Thursday 17th September @ 4pm (45 minutes – 1hour)
Winners' Webinar 1	Thursday 1st October 4 – 5:30pm
Winners' Webinar 2	Tuesday 6th October 4 – 5:30pm
Digital Awards online brochure with details of all sponsors, finalists and winners	Online from Friday 18th September

## Digital Awards Parts 1 & 2

This will be a high-quality online event retaining high production values and put together by our longstanding production company H2. H2 are already very experienced in taking award ceremonies online in 2020 since lockdown in March.

The two-part awards show will contain the following elements:

- Usual high-end graphics/music
- Opening welcome video
- Professional voice over (Alan Dedicoat is already booked)
- Sponsor Adverts – at the start of each category a short video (approximately 20 seconds) from the sponsor company (video advert or equivalent)
- Sponsor Representatives on Camera – two pieces of video will be pre-recorded – one of the sponsor announcing the category itself, the second of the sponsor opening the gold envelopes and announcing the winner. This will be filmed by our production company via a zoom platform or similar.
- Judges video clips of why entries won (as in normal show)
- Some images and/or video of winners celebrating
- Sponsors - logos used in relevant places through the show\*
- Social media wall or equivalent for live posting of messages and photos throughout the show

\*Although category sponsors will feature in either part 1 or part 2 of the awards ceremony (depending on which category they have sponsored) their logos will be used across both events.

## Winners' Webinars 1 & 2

Each year we get feedback that people want to know more about the winning work. We have successfully run events in the past that feature digital projects being presented to an audience with Q&A (the PM Society Digital Works and Digital Showcase events). We propose these webinars as part of the Digital Awards 2020 online events.

The two webinars will each run for 90 minutes, feature 3 – 4 presentations of 15 minutes each and include live Q&A and panel discussion with some of the judges. The event will be open only to those who have pre-registered.

Following the award ceremonies we will work with some of the winning agencies to develop their 15-minute presentation. Ideally, they will present with a client and give lots of information about their winning projects.

A panel of 4/5 relevant judges will chat live about why these projects won and will take questions from the live 'chat' feed on Zoom.

### Sponsors

All sponsors will get coverage at both of these webinars. We may be able to use the sponsor video adverts in the run up to the webinar starting, as well as logos at points throughout.

## Digital Awards 2020 Category Sponsorship - what you get

### Coverage Pre-September

- Twitter & LinkedIn social post announcing sponsorship with link to your website
- Logo on Digital Awards website with link to your website
- Logo on e-shot template, seen by approximately 3,000 recipients
- Sponsor logos on e-invitation to event – subject to deadline (to go to all 3,000 contacts on database)
- Sponsors will be featured on any electronic programme that is produced.

### During Digital Awards Part 1 or Part 2 (depending on which category you sponsor):

- Sponsor logo loop before show begins
- 20 second sponsor company video / advert to run before category finalists announced
- Sponsor company representative to say a few words announcing the category and sponsor opening the gold envelope and announcing winner\*
- Winners & sponsors loop to be played at the end of the show

\*this will be pre-recorded – you will be sent a gold envelope for each finalist in the category and you will be filmed opening each one (so you won't know the winner either!)

**During the 'other' of the two ceremonies** (if you have sponsored a category featured in the first ceremony, you will still have coverage during the second awards ceremony)

- All sponsors logo loop before show begins
- Winners & sponsors loop to be played at the end of the show

### During the Winners' Webinars

- All sponsors logos at start and end of both Winners Webinar.

### Digital Awards online brochure:

- Company logo to feature in the Digital Awards online brochure
- Double page colour advertisement to feature in the Digital Awards online awards results brochure available to view through to launch of 2021 Awards (H297mm x W420mm)

**Price - £3,000 + VAT**

## EFFECTIVENESS CATEGORIES


Brand promotion  
HCP education, training & support  
~~Healthcare charities & patient associations~~  
~~Patient programmes~~  
Congress, meetings & events  
~~Integrated channel~~  
~~Market Access~~ — **NEW!**  
Global to Local — **NEW!**  
~~Still Working!~~ — **NEW!**

## CRAFT CATEGORIES

Film  
Animation  
~~Innovation: Best use of new or emerging technology~~  
~~Innovation: Creativity~~

## PEOPLE CATEGORIES

Digital Project or Account Manager  
Agency Digital Team  
Lockdown engagement — **NEW!**  
~~Pharma Digital Partner~~





## Cost of sponsorship

The PM Society is a not for profit organisation and sponsorship is a key part of our revenue stream to enable the Society to function, pay its staff and put on events at low cost or free of charge throughout the year. This year will be very hard for the PM Society, thus we are hoping that you will continue to support us if you can.

We know that sponsors value the live element of the Digital Awards, where they can entertain clients and take advantage of networking opportunities.

The cost for the online Digital Awards 2020 sponsorship package is **£3,000 + VAT**. Given the nature of the 4 connected live events, we feel there will be significant coverage for you, and potentially a larger audience over these 4 event opportunities than the single live event.

