Category Sponsorship Opportunities 2021

We would love you to sponsor the 12th PM Society Digital Awards!

2021 marks our **12th anniversary** celebrating the PM Society Digital Awards, where we recognise the best in digital creativity, innovation and effectiveness from across the healthcare industry.

Why sponsor?

- Be associated with the only annual Awards programme that highlights the best programmes, tools and campaigns across a broad range of digital activities.

- Work with us prior, during and post event to raise your brand awareness through our marketing campaign.

- Make the most of the networking opportunities on our new event platform with online video calling and 1-2-1 voice chats.

- Continue to support the PM Society as your not for profit organisation and give back to the industry.

Following on from the success of the PM Society Awards, we will use the same virtual event platform with enhanced features, such as, video calling.

The event platform will be available for access for an extended period, pre and post the Awards ceremony, to allow for extra sponsor exposure and attendee interaction.

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Glittering Awards winners' ceremony pre-recorded and broadcast around 4pm

- Sponsors will be pre-recorded introducing categories and opening envelopes
- All sponsors will have 20 second video ads alongside their category

Exhibition of work

- Available on the day of the awards as well as post awards, organised by category
- Attendees access finalists' work via sponsor page to increase sponsor exposure

Networking opportunities

- *NEW* Video chat function so you can talk face to face with your peers
- Chat function so that attendees can talk directly to sponsors
- After event guest list to continue your marketing activities

The Digital Awards, (normally held at The Brewery in London), has consistently attracted around 500 people from the pharmaceutical industry and supporting agencies. By hosting this as a virtual event, we will not be limited 500 attendees.
From previous experience from this year's PM Society Awards, we had over 900 attendees and are expecting similar numbers

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Digital Awards Categories

The Awards recognise excellence in the following categories:

Effectiveness Awards:

These categories are judged on creativity, innovation and quality of execution

Brand promotion	Corporate or external communications
HCP education, training & support	Internal communications
Healthcare charities & patient associations	Market access
Patient programmes	Innovation (Use of New Technology)
Meetings & events	Adaptation award (previously Global to Local)
Building digital communities *NEW*	Long term campaigns (previously Still Working)
Multichannel campaign	

Craft Awards:

These categories are judged on creativity & quality of execution as well as qualitative and quantitative results

- Film
- Animation
- Innovation

People Awards

- Digital project or account manager
- Agency digital team
- Pharma digital partner

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PM SOCIETY DIGITAL AWARDS 2021

"Like most people we were really disappointed when the live event was moved to virtual. However, the PM Society put on an excellent show, kept us informed throughout the process, and with all of the lead-up promotion PRECISIONeffect did not lose out on any exposure as lead sponsors. It delivered an amazing return due to the large audience turnout and engagement. Well done to all at the PM society for an excellent event and we look forward to sponsoring next year's event!"

**PRECISIONeffect,
PM Society Digital Awards 2020
and 2021 overall sponsor**

"M3 are proud to participate as sponsors year after year and support the PM Society to celebrate the very best in our industry. The process of sponsorship itself is so easy; the PM Society team are super-helpful and supportive, keeping you up-to-date and informed of upcoming deadlines, opportunities for exposure and overall making the experience very enjoyable - we look forward to being sponsors for many awards to come!"

**M3,
PM Society Digital Awards
category sponsors**

The earlier you confirm your sponsorship, the greater your brand exposure will be as we will announce your sponsorship immediately and ensure your brand continues to feature on all Awards communications as we move towards the event.

Emails to our database
of over **5,000 recipients**

Social media posts
to our **6,000 followers**

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Category Sponsorship (£4,000 + VAT) includes:

Pre-Awards

Company logo with link to company website to feature on all promotional communications:

- Emails to our database of over 5,000 recipients (22 pre-show emails were sent for the Digital Awards 2020)

Company logo with link to company website to feature on our dedicated Digital Awards section on our website:

- For the Digital Awards 2020, the dedicated page had over 5,000 unique views

Company logo to be promoted across social medial platforms:

- Specific post to announce your sponsorship
- Sponsors to be mentioned on numerous pre-event social media posts

Sponsor filming (pre-recorded):

- Company representative to be filmed introducing the category
- Company representative to be filmed announcing the winner

Event

Company logo to feature on main sponsor loop, played during countdown and throughout the show

20 second promotional company video to play before your category

Company logo to feature on category finalist page

Sponsor pre-recorded filming to feature during show

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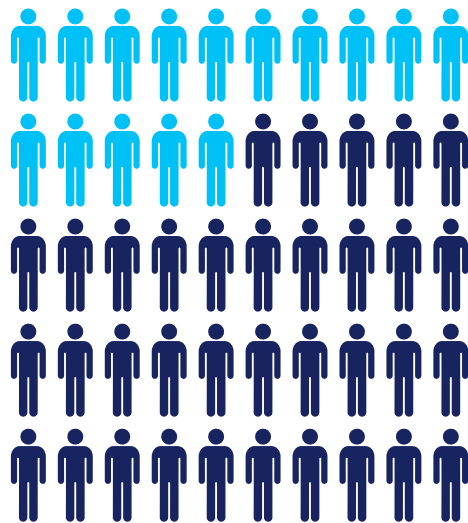
Post-Awards

Access to guest list

Company logo to feature in our Awards presentation

Sponsors to be mentioned on all post event social media posts

From the 2020 PM Society Awards:

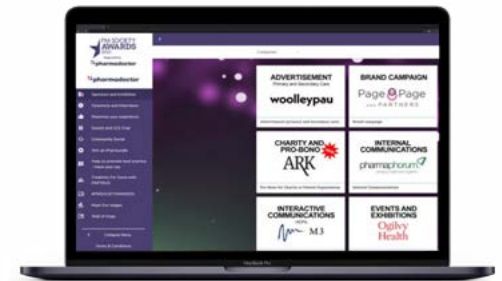**931 guests** attended the Awards event **30%** of the guests came from pharma.

Average visit time was **80 minutes**.

The virtual event platform

Company logo to feature on:

- Main sponsor and exhibition home page
- Rolling sponsor banner (top left)

NEW Platform sponsor page

- Company logo
- Branded banner *NEW*
- Option to add translucent image (top right) *NEW*
- 1-2-1 video chat *NEW*
- 20 second promotional company video
- Contact details
- Ability to attach documents

- Social media links
- 1-2-1 voice chat