

**DON'T HIDE IN  
THE CROWD,  
SPONSOR!**

**Category Sponsorship  
Opportunities 2022**



# Hello again. Long time, no see!

Become one of our sponsors as the largest pharma industry awards event welcomes back **1,000 guests in-person** for the first time since 2020

Sponsorships are available on a first-come, first-served basis, so get in touch and secure your ideal package today!

Contact **Alexandra Hankinson** on **01403 264 898** or **[alexandra@pmsociety.org.uk](mailto:alexandra@pmsociety.org.uk)** to discuss your sponsorship.



We are bringing the industry together for a **four-day online event** culminating in a **live awards ceremony** at the Grosvenor House Hotel in London on 11<sup>th</sup> March 2022.

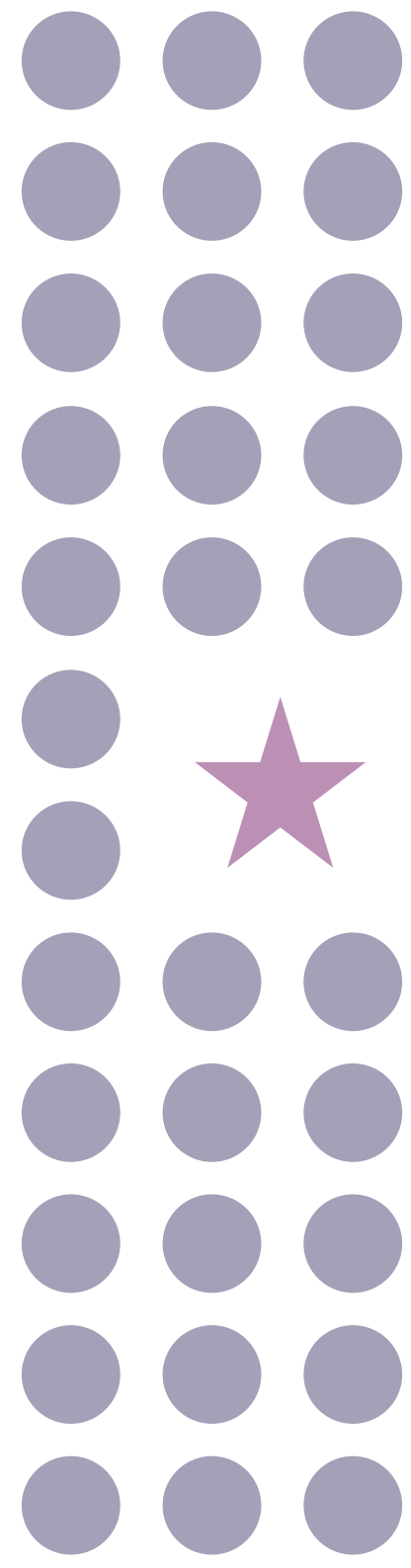
New for 2022, our **PM Society Awards app** will display our industry's most creative and innovative work in a virtual exhibition, and host an exciting **virtual networking event** where guests can meet each other in one-to-one chats.

Our wide-ranging sponsorship opportunities give you the chance to **align your company with the best** of the best in healthcare communications.

## Why should I sponsor?

As a PM Society Awards sponsor, you can:

- **Promote your company** to thousands of app users and ceremony attendees
- Work with us before, during and after the event to **raise your brand awareness** through our marketing campaign
- **Enjoy months of publicity**, from the moment you get involved to the ceremony in March 2022 and beyond
- **Take advantage of valuable networking opportunities** in our virtual event
- **Play an important role in the industry's largest awards** and continue to support the PM Society as your not-for-profit organisation





## Award Category Sponsorships (from £6750 + VAT)

PRICES FROZEN AT 2019 LEVEL

Sponsor an award category and mark your company's name permanently in the history books! Enjoy a bundle of great benefits before, during and after the event.

### Before the ceremony

- Your company logo will appear on all promotional material and publicity emails promoting the Awards
- Your company logo will appear on dedicated PM Society Award's website with a link to your website
- Your company logo and link will be promoted on social media platforms

NEW FOR  
2022

### PM Society Awards App (including digital exhibition)

Your **company logo** will feature on category finalist page

You can share a 30 second **promotional video**

Enjoy access to the **guest list**

View the dinner **menu for the ceremony**

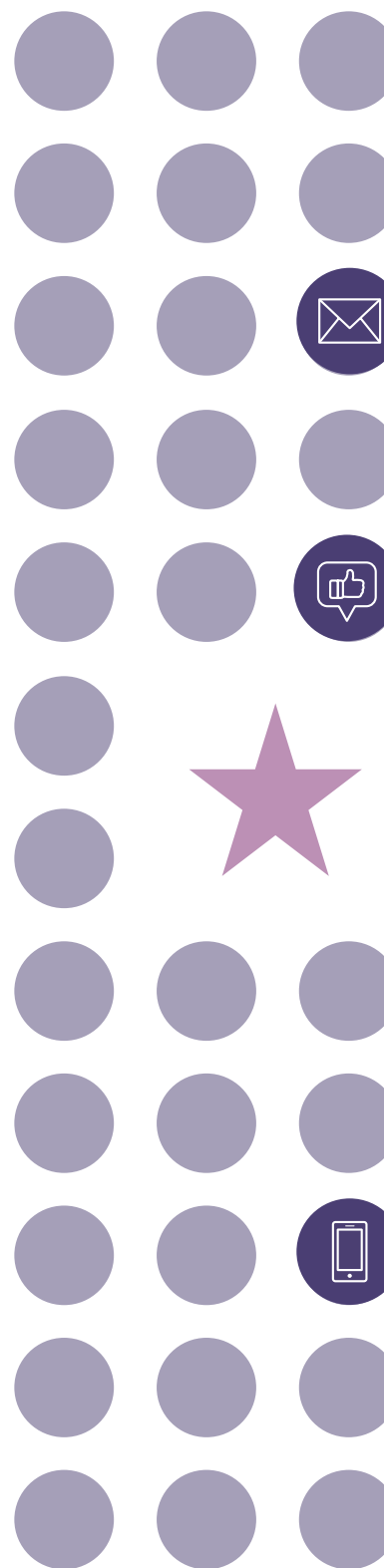
**Take part** in virtual networking (one-to-one chat)

## At the 36th PM Society Awards ceremony

- **Your company logo** will appear on a sponsor loop at the Awards ceremony
- **Your 30 second company** promotional video will be played while company representative walks on stage
- **Your company representative** will present the trophy to your category winner on-stage
- **Your photograph will be taken** with the winner and host
- **Secure one table for 10 people** at the awards ceremony (value £3600), plus a discount of 10% to additional tables purchased
- **Enjoy priority table positioning**

## After the ceremony

- **Receive a digital file** of your on-stage photo
- **Your 30 second promo video will feature in our online results brochure**, available to view through to launch of 2023 Awards



Emails to our database of **4,000 recipients**

Social media posts to our **6,500 followers**

**1,000 expected**  
app users

# Awards Categories

The Awards recognise excellence in the following categories:



## Craft award categories

£6750 + VAT

PRICES FROZEN AT 2019 LEVEL

Advertisement (Primary or secondary)

Brand Campaign

Charity or Patient Organisation including Pro-Bono

Internal Communications

Interactive Communications for HCPs

Meetings, Events & Exhibitions

Disease Awareness (Public/Patients)

Disease Awareness (HCPs)

Film & Animation Aimed at Public/Patients

Film & Animation Aimed at HCPs

Patient Support

Agency Internal Communication & Self Promotion

Best Use of Insight

Innovation



## Effectiveness award categories

£7250 + VAT

PRICES FROZEN AT 2019 LEVEL

Brand Campaign

HCP Education

Patient Communications

Internal Communications

## People categories

£6750 + VAT

Agency Champion

Pharma Marketing Pioneer

Diversity & Inclusion in Creative Communications

## Other Event Sponsorships

Award category sponsorships aren't the only way to promote your company at the PM Society Awards ceremony. Engage with all attendees by sponsoring the popular photo booth or the event's free Wi-Fi service.

### Photo Booth sponsorship £3250 + VAT

- Your **company logo** will be displayed on the **front of the photo booth** stand
- Your **company logo** will feature on **photographs**
- Your **company logo** will appear on the **dedicated PM Society Awards website** with a link to your company website
- You will **receive two tickets to attend the awards ceremony** (valued at £720)

### Wi-Fi sponsorship £3250 + VAT

- Your **company logo** will be displayed on **large screen** with Wi-Fi codes
- Your **company logo** will appear on the **dedicated PM Society Awards website** with a link to your company website
- You will **receive two tickets to attend the awards ceremony** (valued at £720)







# Bespoke Sponsorship Opportunities

Are you interested in something  
a little different? Is your ideal  
package unavailable?

There are other ways you can promote your brand  
with a sponsorship at the PM Society Awards 2022.

To discuss individual packages and bespoke  
sponsorship options, please contact

**Alexandra Hankinson** on:



**01403 264 898**

OR



**[alexandra@pmsociety.org.uk](mailto:alexandra@pmsociety.org.uk)**

Created by **Cuttsy and Cuttsy** pro bono for the PM Society,  
who are a not-for-profit organisation.





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