



Sponsorship opportunities

We would love you to be a sponsor of the longest running healthcare awards!

2021 marks the 35th year celebrating the PM Society Awards where we recognise creativity, impact and innovation in creative communications across the healthcare industry.

In 2021 the awards will be held online using an exciting platform which will maximise the number of attendees, their level of engagement and the exposure for sponsors.

- Platform online for an extended period on the day of the awards
 - To allow for extra sponsor exposure & attendee interaction
 - Sponsor logos throughout platform
- Glittering awards show pre-recorded and broadcast around 4pm
 - Sponsors 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
 - Guest list
 - Chat function so that attendees can talk to each other
 - Chat function so that attendees can talk directly to sponsors

*these features were available at the PM Society Digital Awards in September 2020 and received excellent feedback from sponsors

The awards event (normally held at Grosvenor House in London) has consistently attracted around 1,000 people from the pharmaceutical industry and supporting agencies, easily the largest industry gathering in the year. We expect high levels of interest in our online event.

Once signed up as a sponsor you will receive regular updates on progress and more details about the platform.



2021 Categories

CRAFT CATEGORIES

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

Advertisement (primary & secondary care)
Brand Campaign
Charity & Pro-Bono
Internal Communications
Interactive Communications for HCPs
Events and Exhibitions
Disease Awareness (Public/Patients)
Disease Awareness (HCPs)
Film and Animation (Public/Patients)
Film and Animation (HCPs)
Patient Support
Best Use of Insight
Innovation Award
COVID Comms Award

EFFECTIVENESS CATEGORIES*

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

Brand Campaign
HCP education
Patient Communications
Internal Communications

*Effectiveness categories replace the Target categories of previous years

AGENCY CATEGORY

Creative Culture Award

"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!"

Quote from PRECISIONeffect, PM Society Digital Awards 2020 overall sponsor.

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

Pre-awards

Company logo with link to company website to feature on all promotional material

- Emails to our database of over 4,000 recipients.
(22 pre-show emails were sent for the Digital Awards)

Company logo with link to company website to feature on dedicated awards website

- For the 2020 PM Society Awards our dedicated page had over 5,000 unique views

Company logo to be promoted across social media platforms

- Specific post to announce your sponsorship
- Sponsors to be mentioned on numerous pre-show social posts (currently around 1,800 LinkedIn followers and 3,000 Twitter followers)

During pre-recorded show

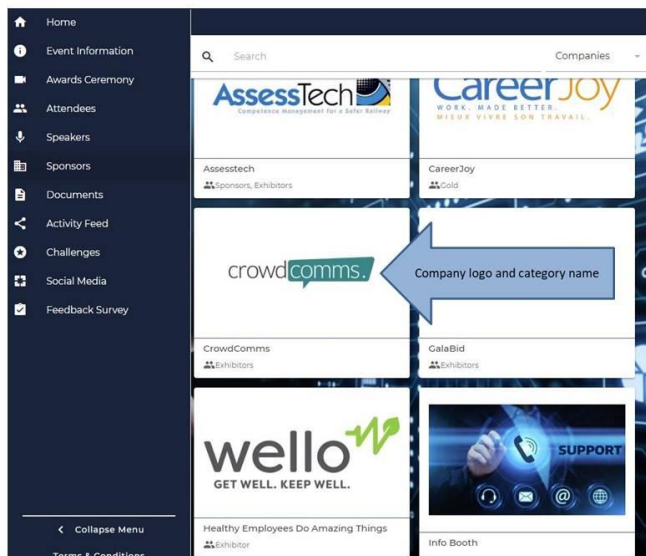
Company logo to feature on main sponsor loop, played at the beginning and end of the show

20 second promotional company video to play before your category

Sponsor filming (all pre-recorded)

- Representative filmed introducing the category
- Representative filmed announcing the winner

Platform exposure

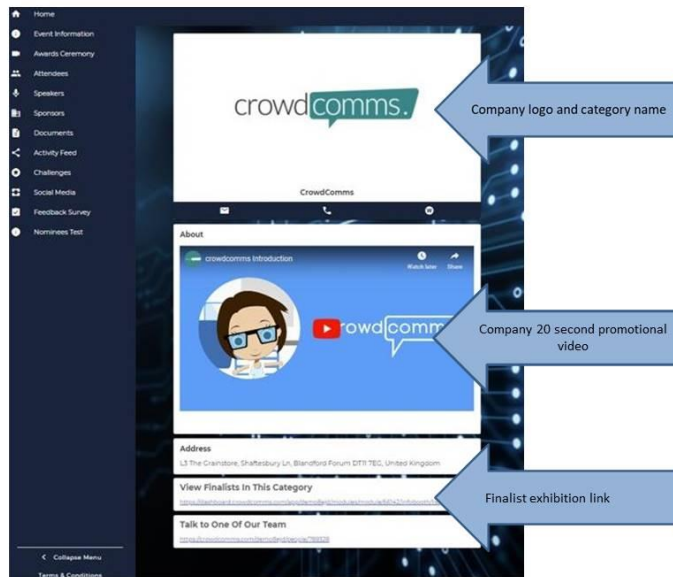


Example of how your company logo will look on the sponsor's main page with details of your category.

Attendees click here to view the exhibition.

Company logo will be displayed on a rolling banner at the top of the platform with direct link to category sponsor page

Category Sponsor Page



Your dedicated sponsor page will include:

- Company logo
- 20 second promotional video
- Contact details and link to website
- Attendees can chat 1-2-1 with a representative

Attendees will access the finalist exhibition via the sponsor's page only.

This will drive attendees to the sponsor's category page.

Post-awards

Company logo to feature in our awards online brochure

Double page colour advert to feature in online brochure (available through to the 2022 awards launch)

Access to guest list