

# DON'T HIDE IN THE CROWD, SPONSOR!

Category Sponsorship Opportunities 2022





# Hello again, long time, no see!

**2022 brings the 13th PM Society Digital Awards** where we recognise and celebrate the best in digital creativity, innovation, and effectiveness from across the healthcare industry.

Sponsorships are available on a first-come, first-served basis,  
**so get in touch and secure yours today!**

**Alex** can be contacted on **01403 264 898** or  
**[alexandra@pmsociety.org.uk](mailto:alexandra@pmsociety.org.uk)** to discuss your sponsorship.





## We are back live

at **The Brewery in London** for the first time since 2019 to bring the industry together for an exciting awards ceremony on **Thursday, 15 September 2022**.

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

# Why should you 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 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 September 2022 and beyond
- Take advantage of **valuable networking opportunities**
- **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

£6,500 + VAT

**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 the **dedicated PM Society Digital Awards webpage** with a link to your website
- Your company logo and link will be **promoted on social media platforms**

# Cont...

## At the 13th PM Society Digital Awards ceremony

- Sponsored **drinks table** at the pre-awards reception
- Your **company logo will appear on a sponsor loop** at the Awards ceremony
- Your 20 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 £3,450 +VAT) 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 20 second promo video** will feature in our results brochure



# Awards Categories

The Awards recognise excellent in the following categories



## Effectiveness categories:

£6500 + VAT

Brand promotion

HCP education, training & support

Digital - Healthcare charities, patient associations & the NHS

Patient programmes

Meetings & events

Building Digital Communities

Multichannel or Omnichannel Campaign

External Communications (Pharma or Agency)

Internal Communications

Market Access and HEOR

Innovation Effectiveness

Evolving Campaigns for Success  
(previously Long-Term Campaigns)

## Craft categories:

£6500 + VAT

Film

Animation

Innovation

## People categories:

£6500 + VAT

Digital Project or Account Manager

Agency Digital Team

Pharma Digital Partner

## Other Event Sponsorships

Award category sponsorships aren't the only way to promote your company at the PM Society Digital Awards ceremony.

Engage with all attendees by sponsoring the popular photo booth!



## Programme sponsor:

£4000 + VAT

Company logo to feature on PM Society Awards page with link to company website

Company logo to feature on the front cover of the programme  
(printed and distributed to all guests at the event)

Full page advert in programme

Two tickets to attend the award ceremony

## Guest List sponsor:

£4000 + VAT

Company logo to feature on PM Society Awards page  
with link to company website

Company logo to feature on the front cover of the guest list  
(printed and distributed to all guests at the event)

Full page advert in guest list

Two tickets to attend the award ceremony

## Photobooth sponsorship:

£3250 + VAT

Your company logo will be displayed on the front of the photo booth stand

Your company logo will appear on the dedicated PM Society  
Awards website with a link to your company website

Your company logo will feature on photographs

Two tickets to attend the award ceremony

## Bespoke Sponsorship Opportunities

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

To discuss individual packages and bespoke sponsorship options,  
please contact **Alex Hankinson** on: **01403 264 898**  
**[alexandra@pmsociety.org.uk](mailto:alexandra@pmsociety.org.uk)**

**SEE YOU SOON**

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

