



Your Sponsorship invitation...

The National CSR Awards programme celebrates business excellence and innovation across the whole scope of CSR, including community, sustainability, staff welfare and best practice. There are several awards in the UK and Europe that focus on individual areas, but not until now one that encompasses the whole of CSR under one umbrella.

On 6 March 2015, the inaugural Awards will be combined with a full day of activities including a low carbon emission vehicle display and a selection of local CSR initiatives which will be showcased to a National audience of sponsors, high profile judges, local businesses and National award entry guests.

The initiative will attract attention nationally via the media, local authorities, LEPs, social media platforms and high-profile supporters.

The Awards will attract and promote companies that deliver the highest level of CSR initiatives in business within the UK and we are seeking sponsor organisations with equally focused CSR policies.

Sponsorship opportunities available include Headline sponsor, Award Category sponsors and opportunities at the Awards ceremony itself.

Brand exposure is our key aim for our sponsors. This is not limited to the event itself; there will be broad coverage and repeated brand exposure from the day you join us – on the website, in promotional materials, through social media platforms and in Awards advertising.

Each package can be adjusted to suit your company's requirements. Whatever your aim and whoever you want to reach, we will work with you to make the most of your opportunities, and all benefits can be tailored to meet your particular requirements.

We hope you will be as excited about the National CSR Awards as we are and we look forward to working with you!

1. | Headline Sponsor

The return on investment for this package can include:

- Industry exclusivity – no other sponsor of the Awards will be from your business sector.
- Highly visible branding throughout the National CSR Awards website.
- Dedicated sponsor webpage highlighting your CSR policies and key achievements with direct links to your own website(s).
- Company name tagged to National CSR Awards – this will be carried through all online and printed materials including all press coverage.
- Dedicated press release announcing the sponsorship agreement.
- Regular mentions on social media platforms (Facebook and Twitter) including sharing and re-tweeting of your own messages.
- Highly visible branding on all signage, tickets, invitations, all onscreen presentations, event programme, on each Award plaque and on certificates to those shortlisted, as well as name checks throughout the Awards ceremony itself.
- Double page advertorial in the event programme.
- Free tickets to the Awards ceremony – seated with or near the judges in attendance.
- Opportunity to be a guest speaker at the Awards ceremony.
- A catered private suite for your guests adjoining the CSR Showcase exhibition.
- Exhibition space to showcase an aspect of your CSR.
- Branding throughout the post event which will be a showcase of all shortlisted candidates.
- Opportunity to launch a project or initiative.
- Photo opportunities with Foreign Secretary and other distinguished guests.

The Company branding will remain throughout the website and on all marketing materials associated with that year's winners until promotions for the following year commence.



2. | Category Sponsor

There will be seven category sponsorship opportunities available on a first-come first-served basis, therefore we encourage early commitment. The Award will be announced in association with your company and will be presented on stage by your representative at the Award ceremony.

The return on investment for this package can include:

- Branding on the National CSR Awards website within the categories section as well as your logo on the Home page.
- Logo and 100 words about your organization on the Sponsors page.
- Company name tagged to the Award category - this will be carried through all online and printed materials including all press coverage whenever the category award is mentioned individually.
- Mentions on social media platforms (Facebook and Twitter) including sharing and re-tweeting of your own messages.
- Company name on the plaque on the Award and on certificates to those shortlisted.
- Presentation to the winner at the ceremony.
- Free tickets to the Awards ceremony.
- Mention in dedicated sponsors pages of the event programme and within onscreen category presentations.
- Company logo within the chosen award category which will be a showcase of all shortlisted candidates.

The 7 categories to choose from are:

- Excellence in CSR Award
- Environmental Leadership Award
- Best Community Development Project Award
- Best Education Project Award
- Innovation Award for Workplace Practices
- Best Carbon Footprinting & Offsetting Award
- Outstanding Individual Leadership Award



3. | Event Programme advertising

There will be an opportunity to advertise in the A5 event programme for the Awards ceremony.

Half Page **£175**

Full Page **£295**

Other opportunities to promote your services may be available nearer the time. If you have any suggestions as to how you would like to get involved, please let us know.

Web: www.nationalcsrawards.co.uk

Email: apply@nationalcsrawards.co.uk

Phone: 01932 355900

Follow us [@twitter.com/NationalCSR](https://twitter.com/NationalCSR) & facebook.com/nationalcsrawards





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