

SPONSORSHIP PACK



THE BRITISH
INSURANCE
AWARDS
2014

the definitive mark of achievement



THE BRITISH INSURANCE AWARDS 2014

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POST

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ABOUT THE AWARDS



The *British Insurance Awards* are the one awards that those working in the insurance profession want to win, and want to be associated with, and as such they offer unrivalled branding and sponsorship opportunities. The *British Insurance Awards* are not just about one night – they represent a year long programme, including months of profile through advertising and editorial coverage as well as through our network of websites and, of course, at the glittering ceremony itself.

The 2013 event had 334 entries which represented the entire UK market. The 2013 shortlist can be found here - www.insuranceawards.com/static/shortlist-2013 and this represents the wide variety of 2,000 guests who attended on the night.

Every year the individual categories – aimed at either individuals or companies – recognise and reward achievement across the insurance industry, in the areas that matter to the market – from marketing through to distribution and corporate and social responsibility.

The *BIA* are judged by a specially selected panel of independent judges, made up of market experts and practitioners, analysts, consultants and industry commentators, all expertly chaired by a market specialist. Each of entries every year are read, discussed and debated at length to ensure no stone is left unturned in the quest to ensure the right finalists and winners are chosen.

Post's flagship event of the year, supported by its sister title *Insurance Age*, culminates in the spectacular awards ceremony at the Royal Albert Hall in July where 2,000 of the industry's movers and shakers gather to celebrate top class performance and innovation, reward achievement, and recognise and promote professionalism and high standards. Success at the Awards has become the benchmark by which the industry judges itself.

HERE ARE JUST SOME OF THE MANY TESTIMONIALS RECEIVED FROM THE 2013 SPONSORS AND WINNERS

"I just wanted to say what a fantastic night we had, and not just because we won. It's the first time I've been to BIA and it was far and away the best fun and the most well run awards do I've ever been to."

LOUISE ZUCCHI, HEAD OF MEDIA RELATIONS UK AND IRELAND, ZURICH

"You and your team did a fantastic job. I don't think there was any one thing that was not excellent! Human League – inspired choice and Jimmy Carr proved you can repeat a success. Well done!"

ALASDAIR STEWART, MARKETING AND COMMUNICATIONS DIRECTOR, AXA INSURANCE - COMMERCIAL LINES AND PERSONAL INTERMEDIARY

[>> View the 2013 table plan](#)



The British Insurance Awards 2012 - Winner of the Best Awards Experience category at the Conference Awards 2013.

2014 AWARD SPONSORSHIP PACKAGE



2014 AWARD SPONSORSHIP PACKAGE

- Sponsorship of one award category
- Editorial coverage pre- and post-event in *Post* and *Insurance Age*
- Your company logo will be included on all marketing associated with the awards
 - Print, ebook, app and online advertising in *Post* and *Insurance Age*, postonline.co.uk, insuranceage.co.uk
 - Direct email campaigns to drive entries
 - Official website - insuranceawards.com
- Full Page advert in the ceremony programme, which is given to over 2,000 guests at the ceremony
- Branding on Finalists announcement, broadcast on postonline.co.uk in May 2014, when all finalists will be announced by Jonathan Swift - www.insuranceawards.com/static/shortlist-video - personalised email sent to all finalists after the broadcast from the sponsor complete with embedded video of the announcement
- Company logo on the finalists and winners certificates
- Your company name engraved on the firework trophy
- Your award will be announced in association with your company and will be presented on stage by one of your senior executives at the ceremony
- Champagne reception in a hospitality suite at the Royal Albert Hall for all guests before the ceremony
- Two tables (20 places) at the awards ceremony in prime positions including a three course gala dinner
- Outstanding programme of entertainment on the night including live music and celebrity speaker
- Company logo prominently displayed on banners and on high impact AV screens at the Royal Albert Hall
- A full page colour advertisement within a *Post* edition following the event detailing all the winners
- Company logo on display inside the main entrance to the Royal Albert Hall
- Company logo on the programme and A-Z table plan

Cost: £29,750 + VAT

There are also other bespoke opportunities available as add on or as secondary sponsorships. Please get in touch with your account manager for further details, alternatively contact:

Katy Weaver
Sales Manager
Telephone: 020 7316 9423
Email: katy.weaver@incisivemedia.com

DATES FOR THE DIARY



2ND SEPTEMBER 2013

Deadline for 2013 sponsors to renew sponsorship for the 2013 awards. Companies interested in sponsorship should notify their account manager or Katy Weaver on 020 7316 9423 as soon as possible.

DECEMBER 2013 – MARCH 2014

Extensive campaign in *Post*, postonline.co.uk, *Insurance Age* and insuranceage.co.uk promoting awareness of the awards and inviting companies to enter the awards.

MARCH 2014

Closing date for entries – there will be several announcements in *Post* and *Insurance Age*, on their websites – postonline.co.uk, insuranceage.co.uk and also on insuranceawards.com and via *Post's* email bulletins

APRIL – JULY 2014

Extensive campaign in *Post*, inviting guests to book tables

MAY 2014

Finalists' to be announced via a live video broadcast on postonline.co.uk

9TH JULY 2014

Award ceremony at The Royal Albert Hall, London

MARKETING OF THE AWARDS

Promotional coverage of the Awards begins in December and runs until July through all our media – in print, online, Twitter and at our many events.

The exposure and profile sponsors receive allows you to benefit from high-profile branding to the entire insurance industry before, during and after the event and increases your credibility through association with the industry's leading Awards and publications.

Involvement with the Awards will give you access to over 54,000 readers/decision-makers of *Post*, *Insurance Age* and *Reinsurance* and more than 60,000 unique visitors who visit our websites each month.

Sponsors also gain valuable profile in our publications through awards-related editorial coverage and post-event write-ups.

The Awards branding is unique as it highlights the prestigious nature of the awards and the high standards. The marketing campaign differentiates the awards from any other industry event and maintains the *BIA's* independent stance.

The distinctive themes and creative's used help identify the awards and are a symbolic embodiment of what the awards are about.

THE 2013 BRANDING INCLUDED:

- The celebrated *BIA* logo
- Theme reflecting the idea of champions, including the prominent strapline 'A Night of Champions'
- New for 2013 – a new hallmark trophy
- *BIA* website with links from *postonline.co.uk* and links included to the sponsors' websites.

CAMPAIGNS TO PROMOTE & GENERATE ENTRIES

The advertising campaign for entries launched on the 16th January.

The campaign included:

- A dedicated awards website *insuranceawards.com*
- A coverwrap on *Post* magazine at the launch of the entries opening
- DPS print advertising in *Post* magazine
- A 4 page brochure inserted in to *Post* magazine
- A 4 page brochure mailed to 2012 + 2011 *BIA* entrants
- Editorial features to highlight the 2013 awards for entries, the shortlist announcement and table booking
- Online adverts running across *Post*, *Insurance Age*, *Insurance Insight*
- A digital ad in the app edition of *Post* to announce the shortlist
- A comprehensive HTML email campaign
- On-going twitter activity promoting the hashtag *#BIA2013*
- MP4 video created to announce the shortlist – hosted on both the dedicated *BIA* website and *postonline.co.uk*
- MP4 event highlights video created to capture scenes from the night and interviews





FURTHER BRANDING

THE AWARDS CEREMONY PROGRAMME

The A5 programme was distributed to 2,000 guests at the Royal Albert Hall.

Sponsors received a full-page colour advert along with their logo and entry criteria for each award, with a list of finalists on the opposite page.

A-Z TABLE PLAN & MENU

Distributed to over 2,000 guests at the Royal Albert Hall, carrying a full-page of all the sponsors' logos.

THE SUPPLEMENT

The 70-page perfect bound supplement was distributed in all copies of the 11th July issue of *Post*.

Each sponsor had a full page, colour advert and their logo displayed prominently on the winner's page next to their advertisement. The supplement covered the build-up to the awards including entries and the judging process, along with the winners' details and coverage of the awards ceremony.

THE AWARDS CEREMONY

Hosted by TV personality and comedian Jimmy Carr.

Entertainment was provided from the Human League and ACM Gospel Choir.

Large screens dominated the back of the stage with the sponsors logos displayed during the announcement of the winner of their sponsored category and also the live feed of the host, presenters and winners collecting their award. A continuous loop of sponsors' logos was shown on entering the hall and during dinner.

All sponsors had two static banners displayed around the Royal Albert Hall bearing their logo along with a large light box displaying the sponsor logos in the main reception area.

A representative from each category sponsor went on stage to present the award to the winner.

Two tables of 10 were provided for category sponsors to entertain their clients and sponsors received the Silver package table option which included : ½ bottle of house wine per person, 5 bottles of mineral water, 3-course meal + coffee.

Each sponsor had their own champagne reception in a hospitality suite at the Royal Albert Hall for their guests before the ceremony.



THE *BRITISH* INSURANCE AWARDS SPONSOR LOGO



The *British Insurance Awards* logo is available for use by sponsors from the moment they decide to sponsor a category until September of the following year.

Sponsors have used the logos on their marketing materials including industry advertising, business cards, websites, corporate literature, stationery and promotional gifts, communications, recruitment drives and at events and conferences.

If you have any queries about using the *BIA* sponsor logo or would like ideas for using it during your sponsorship, then please contact Nikki Joyce. We also have available style guidelines for advice on how the logo should be used.

Nikki Joyce
Incisive Media
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