



11 JUNE 2020

SPONSORSHIP BROCHURE





Harpal Kumar, winner of the Daniel Phelan award for outstanding achievement with Cathy Phelan Watkins, owner and director of Civil Society Media.

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THE PAVILION
TOWER OF LONDON

The Charity Awards is a year-round awards programme that celebrates and shares how great ideas are fulfilled through excellence in leadership and management. Now entering its 21st year the Charity Awards continues to recognise those charities that are innovative, exemplify best practice, and deliver sustainable benefit to communities and society in general.

The 12 month campaign culminates in a gala presentation dinner and awards ceremony attended by more than 500 of the most influential members of the charity sector.

The Pavilion, Tower of London



The awards have been designed so that any charity – regardless of their size, location or cause - can enter their project and be in with a chance of winning.

THE APPLICATION PROCESS

The application process requires charities to extensively evaluate their impact.

The Hallmarks of Excellence are used to assess the range of attributes a charity must be able to demonstrate if it is to win an award, they include:

OUTCOMES AND
EFFECTIVENESS

VALUE FOR
MONEY

INNOVATION

SUSTAINABILITY

REPLICABILITY
AND SCALABILITY

BEST PRACTICE

“There’s a guide for each Hallmark with examples and in-depth analysis about what you should be doing to achieve them. I would recommend anyone working for a charity reads and answers these challenges – from directors and trustees to HR and fundraising. It’s really illuminating. So even if you’re not lucky enough to be shortlisted, I guarantee you’ll find the process of entering fantastically worthwhile”

- Chloe Rickard, communications manager, Cool Earth.

Healthcare and medical research winners: Bone Cancer Research Trust



THE JUDGING PROCESS

“Being a part of these awards is one of the highlights of my year. It lifts my spirits, often brings a tear to my eye but, most of all, energises me to do more to help others.”

- Su Sayer, founder president of learning disability charity United Response and one of our longest serving judges



Our two day judging process is undertaken by a panel of today's most influential charity leaders.

Our handpicked panel of experts bring over 200 years of experience to the judging table.

The prestige and recognition of a Charity Award win is down to the rigorous application and judging process.

The judging process has been rigorously designed to ensure each entry is measured against its ability to demonstrate how it has delivered a sustainable impact for social change. All winners have shown an organisational commitment to first-class leadership, sound planning and excellent control systems and measurement processes.

Networking reception at the Pavilion, Tower of London



THE AWARDS CEREMONY



The 2020 awards will be held at The Pavilion on 11 June, within the stunning grounds of the Tower of London. Guests are greeted by a drinks reception upon arrival, followed by a three-course meal and then an evening of awards and celebration begins...

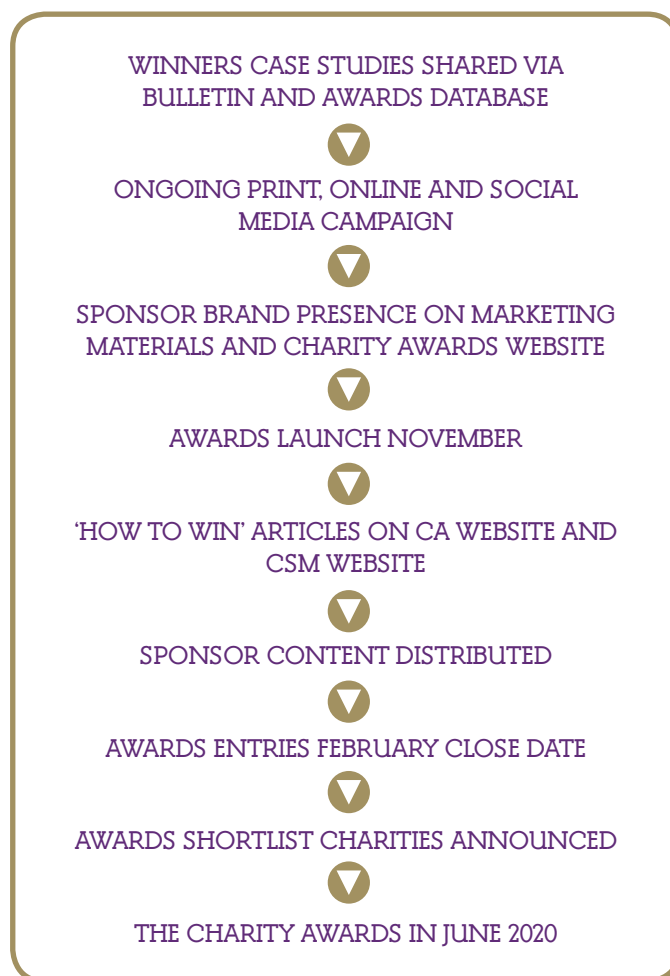
The Charity Award's guest list is an impressive collection of VIPs – chief executives, executive directors, chairs and trustees of the most recognised, high-profile charities. Other attendees include leaders of the sector's main membership bodies, Parliamentarians and an exclusive selection of celebrity hosts and honoured guests.

Ceremony tables and dining at the Pavilion



CHARITY AWARDS – A 12 MONTH CAMPAIGN

The 12-month Charity Awards campaign is a sharing and learning platform for best practice and development within the charity sector. For our sponsors, we provide year-long brand and product exposure, thought leadership opportunities and networking potential with our extensive database of charities nationwide.



“These awards reflect well on the companies identified, provide a body of learning, and contribute to improving accountability, transparency and good governance.”

- Rodney Buse, chair, Getting on Board



'ON THE NIGHT' SPONSOR FEATURES

Our Charity Awards sponsors are provided with a tailored VIP experience at the gala presentation, and honoured for all aspects of their involvement in the event.

"WHAT'S INCLUDED
AT THE EVENT..."



PRESENT IN CONJUNCTION
WITH ONE OF OUR
CELEBRITY GUESTS



HOST A TABLE



YOUR PERSONALISED
SPONSOR MEETING
POINT

“I think there is definitely a sense that by sponsoring the Charity Awards, CAF is doing something genuinely useful for the sector.”

– John Low, chief executive, Charities Aid Foundation



POST- AWARDS SPONSOR FEATURES

Each shortlisted charity within your category will be provided with up to £1,000 worth of training and business support resources. This will be presented to them as a gift from your organisation.

“WHAT’S INCLUDED
AFTER THE EVENT...”



BOOK OF THE CHARITY
AWARDS EVENT



A WRITE UP SUMMARY
OF THE CHARITY
AWARDS



MEDIA COVERAGE
AND PUBLICITY



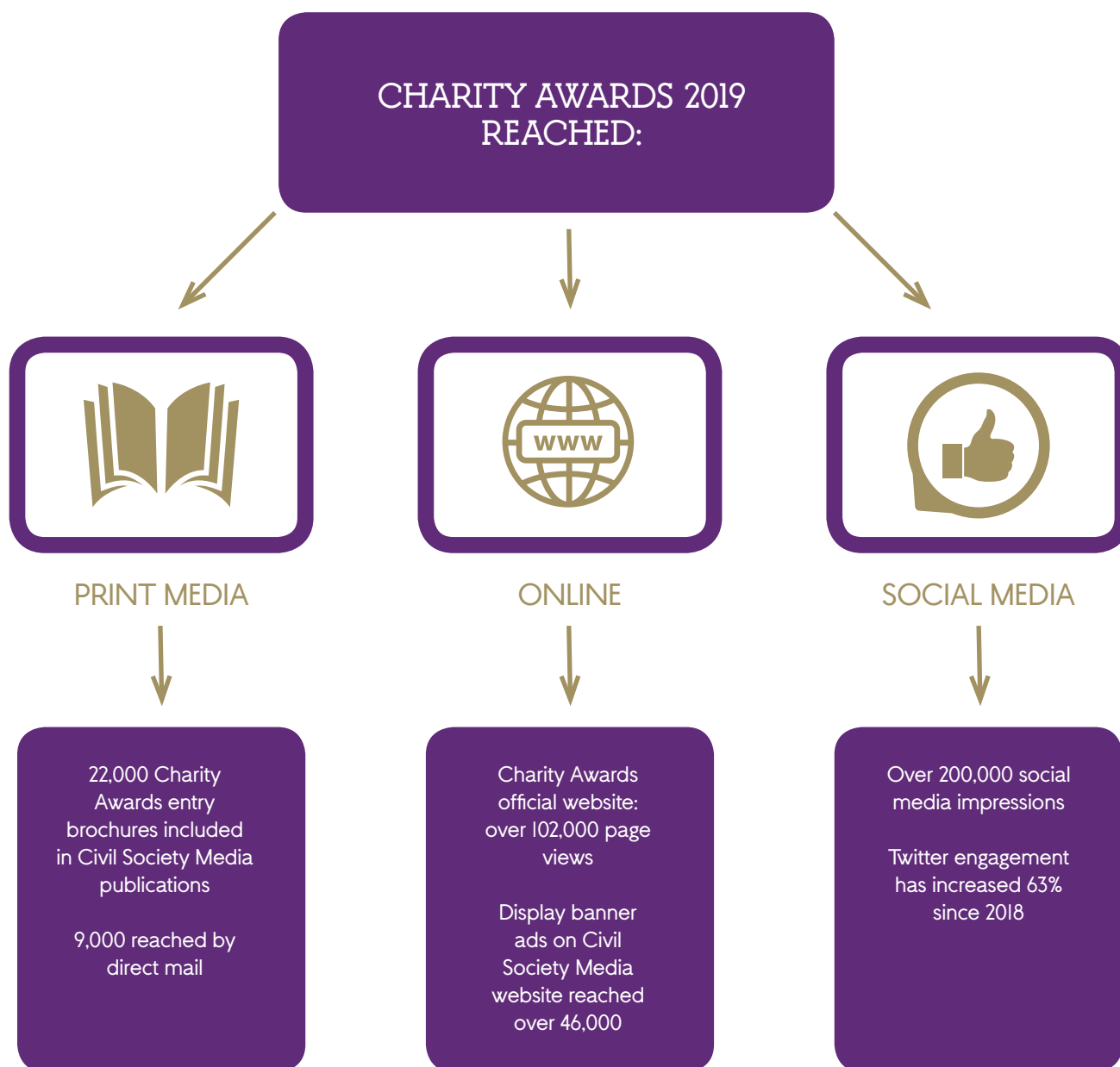
PRIZES DISTRIBUTED
TO SHORTLISTED AND
WINNING CHARITIES

“Being involved with the Charity Award, both as a sponsor and a provider of bursaries to support the development of leadership within Civil Society, catapulted us into the very centre of the sector. .”

– Paul Winter, chief executive, the Leadership Trust Foundation



CHARITY AWARDS 2019 AUDIENCE REACH



THE PACKAGES

CATEGORY SPONSOR PACKAGE

IN ADVANCE

Branding & Marketing Campaign

- Billed as a category sponsor on all Civil Society Media (CSM) event marketing materials. This marketing includes opportunities to be seen by charities, policy-makers and government, commercial organisations and individuals. The campaign will span 12 months.
- Logo / credit on all Charity Awards marketing
- This includes any marketing in all three of our market-leading magazines – Charity Finance, Fundraising and Governance & Leadership
- Online at civilsociety.co.uk, charityawards.co.uk, Civil Society E-news
- Direct mailing to 9,000 charity professionals and 11,500 flyers
- Sponsor's page on Charity Awards website and use of 'Charity Awards 2019' logo for own promotional use
- Logo / credit on all Charity Awards emails to the CSM database of 13,000 enews subscribers
- Inclusion / credit in news releases produced in relation to the event (over 12 months)
- Announcement of the category sponsorship on Civil Society e-news (approx. 13,000)
- Mention in regular posts on all social media platforms (Facebooks, Instagram, LinkedIn and Twitter) plus exclusive posts which feature headline sponsors only (over 12 months)

Civilcociety.co.uk and Digital Campaign

- Ability to submit up to 1 expert insight article for publication on CivilSociety.co.uk and promoted by email and social media
- Leaderboard for 1 year
- 1 email list rental to the entire CSM list rental audience (13,000)

All of the above should be educational and linked to the hallmarks of excellence, ethos and values of the Charity Awards.

ON THE NIGHT

- Your logo on the show-reel during the gala presentation dinner
- Advert in welcome programme distributed at the event
- Credit / thank you in MC script on the evening at the event
- Pre organised numbered meeting point within the drinks reception

Branding & Marketing on the night

- Your logo on the show-reel during the gala presentation dinner
- Advert in welcome programme distributed at the event
- Credit / thank you in MC script on the evening at the event
- Pre organised numbered meeting point within the drinks reception

Presentation Benefits

- Presentation privileges - The opportunity to raise your profile and present an award to one of the category winners on the evening

AFTER THE EVENT

Branding & Marketing Campaign

- Prominent logo / credit in the Charity Awards round-up bulletin sent to our database the day after the event
- Inclusion / credit in news releases produced in relation to the event
- Solus email sent on sponsor's behalf to an exclusive list of charities who have registered their interest in the Charity Awards
- Recognition that your sponsorship has contributed to the winner's prize

THE PACKAGES

DINNER SPONSOR PACKAGE

IN ADVANCE

- Logo/credit on event microsite with link to homepage

BEFORE OR AFTER THE EVENT

- Ability to submit 1 expert insight article for publication on CivilSociety.co.uk and promoted by email and social media

ON THE NIGHT

- Complimentary house drinks throughout the evening
 - a. Drinks reception including cocktails
 - b. House wine, beer, soft drinks during dinner
 - c. House wine, beer, soft drinks during post-dinner networking reception
- Logo included in the book of the night
- Pre organised numbered meeting point within the drinks reception
- A table of ten on the evening



In addition to these standard packages, we can create bespoke packages tailored to your needs. These can include some or all of the benefits above combined with marketing options utilising various elements of the Civil Society Media portfolio. Please contact us to discuss your requirements.

CONTACT DETAILS

For further information please contact:

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Email: Yvette.Micallef@civilsociety.co.uk



“ In 2000 I started the Charity Awards to celebrate excellence and now over 15 years later they are needed more than ever to emphasise the vital part the sector has to play in ensuring a fair and more equal society. We should be proud of who we are and what we do. ”

- Daniel Phelan, Founder of Civil Society Media
and the Charity Awards