



## London Knowledge Transfer Awards 2008 Sponsorship

### Background

London has a world leading knowledge base, comprising education establishments and research organisations, together with the structure to transfer that knowledge. The benefits of using this resource and access to it require greater promotion to the business community.

This document, the Sponsorship Proposal, aims to identify the sponsorship opportunities for 2008.

### 2008 Awards

The London Knowledge Transfer Awards 2008 aim to promote and celebrate successful partnerships between London's Business Community and the London Knowledge base, as a way of increasing awareness of this activity and celebrating successful collaborations between the knowledge base and businesses. It is planned to launch the Awards on 4<sup>th</sup> September.

**Categories.** It is proposed to have six individual categories and one overall top achievement award where the winner is drawn from the best of the individual categories:

### **The Knowledge Transfer Collaboration of 2008**

The following categories are planned for 2008:

- **Knowledge Base Collaboration Award:** The Knowledge Base Collaboration Award acknowledges successful working partnerships between London based businesses and the Knowledge Base. The award will focus on partner relationships of businesses working with London based education and research establishments, which bring positive benefits to both parties. Businesses will have less than 50 employees and the collaboration must have been completed less than 24 months ago. Successful partnerships can be in any area of business and the award will be presented as a joint award. The companies must not be HE spinouts.
- **Collaborative Innovation Excellence:** This Award is designed to acknowledge how collaboration has brought about the successful application of innovation within business. The implementation of creative management methods, new technology, innovative products and IT can give an organisation a clear competitive edge and lead to business success. This award is looking for the London based organisation, which has worked with the Knowledge Base to develop an opportunity to deliver a new service or product, or employ an

innovative approach within its operation. The award will be presented as a joint award.

- **The Not-for-Profit Award:** The Not-for-Profit Award, whilst recognising the vital role-played by the voluntary community sector within London, is looking for the charitable / community organisation that has most benefited from Knowledge Transfer. The award is looking for a close relationship with the London Knowledge Base and, as a result, the most innovative and proactive use of information. Entrants must demonstrate that they are essentially a not-for-profit organisation benefiting the local community; charity, social or community service.
- **The Knowledge Transfer Champion:** The Knowledge Transfer Champion Award is to acknowledge a successful individual working in the business development, KT or TT department of an HEI, FE or other research organisation who has demonstrated outstanding achievements and business acumen in their field. The category offers the opportunity for individuals of all levels to highlight their skills and abilities as a facilitator of Knowledge Transfer to the business community. The three finalists will be selected by a public vote on the awards' website and then interviewed by a judging panel to select the winner.
- **Innovative Student Placement Award:** An award to identify and celebrate entrepreneurs, under the age of 25. The judges are looking for candidates who have undertaken a student placement in a London based company during which they really made an impact to the companies' capability for innovation. This could have been through problem solving, adapting existing products for new markets or developing new ones. Entrants must demonstrate that they were key to the project implementation and that it has had a positive impact on the company.
- **Commercial Deal of the Year:** An award to recognise the commercialisation potential of Higher Education Institutions. This could be a spinout company, licensing or any other KT and TT commercial deal. This can include student companies where the university still has a connection. This could be through generating income, attracting private company / VC funding, or offering other wider benefits. The Commercial Deal of the Year will look at how the idea has matured into a business and assess its prospects for the future.

*Category names and descriptions are subject to change.*

**Timings.** Key dates for the diary are:

- 4<sup>th</sup> September Press Launch
- 31<sup>st</sup> October Closing date for entries
- 10<sup>th</sup> – 14<sup>th</sup> November Sifting of entries
- 17<sup>th</sup> November Announcement of Finalists
- 17<sup>th</sup> – 25<sup>th</sup> November Field Judging
- 28<sup>th</sup> November Ratification Lunch
- 11<sup>th</sup> December Awards Evening

**Sponsorship Packages.** The following sponsorship packages are proposed this year:

- One overall Awards Sponsorship package – Business of the Year Award
- Six awards category sponsors

## Business of the Year - £10,000.00

- **Logo.** Logo on all printed material: flyer, entry pack, specific category entry form and evening programme
- **General Media Relations**
  - Editorial coverage
    - Launch
    - Finalist announcement
    - Winners & Awards Evening
- **Awards Advertising**
  - LBC
    - General: 8 week Advertising campaign (5 x 30 second spots per day for 94 days)
    - Website link to the Awards website with 100,000 clicks per week
    - Specific:
      - 5 day sponsor strap line added to the commercial
  - Evening Standard
    - Specific:
      - Minimum of one 10 x 8 advert designated to each sponsor
  - Innovation UK
    - General: Full Page in September 08 issue
  - Direct Mail of Flyers (600 businesses)
  - E-marketing (600 businesses) with website link
- **Awards Evening**
  - 20 tickets to the Gala Awards Ceremony
  - Back Page of the evening Programme
  - Logo on presentation screen at Awards Ceremony
  - Sponsor video (90 seconds) for evening and copy
- **Website link**
- **Direct Mail**
  - Direct Mail of sponsor information with “push for tickets” mail shot (August)
  - E-marketing with website link
  - 1 x Bespoke Direct Mail (content to be agreed)
  - 2 x Bespoke eshot (content to be agreed)

## Category Sponsor - £8000.00

- **Logo.** Logo on all printed material: flyer, entry pack, specific category entry form and evening programme
- **General Media Relations**
  - Editorial coverage
    - Launch
    - Finalist announcement
    - Winners & Awards Evening
- **Awards Advertising**
  - LBC
    - General:
      - 8 week Advertising campaign (5 x 30 second spots per day for 94 days)
    - Website link to the Awards website with 100,000 clicks per week
    - Specific:
      - 5 day sponsor strap line added to the commercial
  - Evening Standard
    - Minimum of one 10 x 8 advert designated to each sponsor
  - Innovation UK
    - General: Full Page in September 08 issue
  - Direct Mail of Flyers (600 businesses)
  - E-marketing (600 businesses) with website link
- **Awards Evening**
  - 10 tickets to the Gala Awards Ceremony
  - ¼ page advert in the Evening Programme
  - Logo on presentation screen at Awards Ceremony
  - Sponsor video (90 seconds) for evening and copy
- **Website link**
- **Direct Mail**
  - Direct Mail of sponsor information with “push for tickets” mail shot (December) (600 businesses)
  - E-marketing (600 businesses) with website link

## In Kind / Evening Sponsors

Winner Certificates	£ 195.00	Logo on the printed item – seen by the winners and sponsors
Photographer	£ 300.00	Sponsor details on the photographers shirt – seen by 350 guests
Promotional Bags	£ 500.00	Logo on printed item – seen by 350 guests
Table Plan	£ 425.00	Logo on the printed item – seen by 350 guests
Tickets	£ 500.00	Logo on the printed item - sent to 350 guests
Toast Master	£ 500.00	Announcement made by Toast Master
Place Cards	£ 650.00	Logo on the printed item – seen by 350 guests
Trophies	£ 800.00	Logo on the printed item – seen by the winners and sponsors
Evening Programme	£1500.00	Logo on the printed item – seen by 350 guests
Entertainment stage	£3150.00	Entertainment stage sponsorship, banners and panels
Reception Drinks	£4000.00	Tray Mats with sponsors logo and web address
Wine	£5000.00	Ice bucket wraps with sponsor's logo and web address
Host	£7500.00	Photo call with host, Video for web use (recorded on the night), Host seated at the sponsor's table during the meal

### All Evening Sponsors will automatically receive:

- An onscreen logo presence rotated through out the evening
- Inclusion of one promotional item or gift in the promotional bags
- Listing in the evening Programme
- Have a Website Profile at [www.londonktawards.co.uk](http://www.londonktawards.co.uk)
- Logo on the sponsor board for all photo calls and interviews

## Category Sponsorship Benefits

Sponsors of an Awards Category will receive comprehensive benefits in the form of a Sponsorship Package. They will be fully involved in the development of the Awards Criteria and, as members of the Steering Group, be involved in the overall direction of the Awards. The contents of all the packages are listed below, however, as and when opportunities arise they will be explored with sponsors:

Content	Details	Remarks
<b>Marketing Material</b>		
Flyer	4pp A5 colour leaflet promoting the awards to include logo and category sponsored	10,000
Entry Pack	4pp A4 folder with logo and company name alongside category Individual category entry forms with company profile and logo	500
Awards Programme	20pp 210x210mm full colour awards programme, featuring logo and company profile alongside category sponsored	500
Electronic Logo	Logo on stage set screen throughout Awards evening	
Sponsor Video	Company profile video – 90secs	
Exhibition Stands	Featuring all category sponsor Company Logos	Displayed at LBH and stakeholder events
<b>Media Relations</b>		
	News Releases to be issued to coincide with the Awards Launch, Finalists, Winners and any other stories as they emerge. All media relations to carry sponsors details where appropriate	See distribution list and schedule below
<b>Advertising</b>		
Evening Standard	Weekly advert in the business section of Evening Standard	8 weeks
LBC	8 week Advertising campaign (5 x 30 second spots per day for 56 days)	
	Website link the Awards website News Feature Sponsorship: Sponsorship of business reports within our news bulletins at 1pm and 6pm on weekdays. 8 weeks	
Innovation UK	Full page advertisement in the September issue	
<b>Direct Mail</b>	Haverling Business Associations have agreed to enclose the Awards flyer in all direct mailings to their business lists	
<b>E-marketing</b>	Logo to appear in all e-marketing initiatives to the business community – approx 3,000 addressees on Haverling list	
<b>Website</b>	Sponsor name & logo on home page and throughout website	
	Profile area dedicated to sponsor with link to own website	

<b>Branding Toolkit</b>	Receipt of an Awards Tool Kit to assist sponsors to promote their association by permitting use of the Awards logo throughout the 12 month sponsorship period	Draft news Release E-shot template Awards logo Web banner for own website
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<b>Category Judging</b>		
Sifting Process	Representative to provide one judge to undertake initial sifting of entries to select finalists	Team of 2
Field Judging	Representative to act as field judge to assess finalists and select winner of category	Team of 2
Judges Lunch	Representative to attend judges lunch to ratify selection of winners	
Publicity	Judging committee photo and News Release	
<b>Awards Evening</b>		
Stage Design	Sponsor logo to appear on backdrop to stage throughout Awards	
Awards Programme	Company profile and logo on category page	
On Stage	Short sponsor video to introduce category Sponsor representative on stage with short interview Sponsor to hand award to winner Sponsor included in photo	
Hospitality	Category Sponsor – 10 tickets Overall Sponsor – 20 tickets	
<b>Post Award</b>		
AV	Copy of Awards video	

**Costs.** The cost for the sponsorship package will be:

- Overall Awards Sponsor (incl the Business of the Year Award): £10,000
- Awards category sponsors, each category: From £8,000

## Requirements from Sponsors

In order to achieve the best presentation on behalf of sponsors, the organisers require the following details by **1<sup>st</sup> August**:

- **Company Logos.** A copy of the artwork for company logos saved as:
  - JPEG for use on the website
  - EPS format for use on printed material ideally created in Quark or Photoshop
- **Strap lines.** The company Strap line and rules of use.
- **Branding rules.** Pantone colours and rules of usage of the logo and or any strap line
- **Company profile.** A descriptive profile of the company in 3 formats:
  - Short descriptive sentence
  - Short profile of no more than 100 words
  - Full profile of no more than 300 words
  - MD comment reflecting reason for sponsoring the Awards
- **Photograph.** A good quality image representing the company either as a colour print or 300dpi jpeg.
- **Website address**