

# NORTHERN

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# Contact Centre Awards

# 2022

# Sponsorship Opportunities



AWARDS 2022

The ultimate reward and recognition experience for all



# Headline sponsor

Cost: £15,000+VAT

## This package includes:

- Branding on all Northern Contact Centre Awards collateral and providing marketing collateral for internal marketing – footnote artwork and Awards Sponsor logo
- Included in Launch video with key messages from key personnel which will be filmed in sponsor offices to include office shots as agreed/ appropriate
- Awards Webinars leading up to event – Key personnel attend the session on ‘how to ensure a great entry’ – offering and supporting all entries – suggestions on how and why key to get involved – logos added to webinar promotion
- Virtual Poster Campaign – Posters will be circulated to all Centre Directors/ Managers to share on their intranet and other platforms – Teams etc. which will carry Headline sponsor branding
- Full Social Campaign – planned by month in advance to cross promote across all channels to include ‘clever messages’ story lines and key topical messages - linking how reward and recognition of the awards programme helps with people engagement, attracting and retaining quality staff and the overall benefit to the centre
  - Use of video clips – 30 second clips throughout build up to event
  - Info graphics with key stats and topical messages
- ‘Stories’ of success – engage with finalists and winners
- TikTok campaign - inclusion in promotional teaser video clips
- Monthly Mailer with Awards update – piece from key personnel with brand endorsement
- Data supplied to sponsor to enable a ‘Congratulations’ campaign to all finalists and winners
- Judging of categories as sponsor request. Dates are Tue 11, Wed 12, Thu 13, Fri 14 Oct 2022.
- A video production for promotion of sponsor, filmed for use in Awards Night presentation by professional videographer
- The promotional video filmed for use by sponsor following awards as above
- Welcome message plus image in the Awards Dinner brochure
- Full page A5 advert in the Awards Dinner brochure together with a full page company profile
- Presentation of Awards to selected categories
- Table of 10 VIP guests on the night
- Post-awards virtual cheese and wine with Contact Centre winners





# Support sponsor

Cost: £6,000+VAT

## This package includes:

- Branding on Northern Contact Centre Awards 2022 collateral from the launch date to the Awards night, ensuring the Support Sponsors brand enjoys maximum exposure leading up to and including on the night.
- Branding on 2022 Awards Pack distributed to all participating organisations including virtual posters and stickers
- Five VIP guests to attend the Awards Dinner.
- Branding on screen at the Awards Dinner and in the Dinner Programme
- A full A5 page advertisement in the Awards Dinner programme together with a company profile.
- Be part of the Judging panel for the virtual judging of finalists. Judging sessions will take place virtually with individual and team judging on Tue 11, Wed 12, Thu 13, Fri 14 Oct 2022.
- Presentation of Award trophies on stage to selected categories.
- PR opportunities – we encourage you to engage with our PR activity which will include our own mailer and website announcements as well as Contact Centre Helper. We welcome a ‘consultative session’ agree and implement all activity including ‘handles’ and ‘tags’ to maximise all opportunities.
- Full Social Campaign – planned by month in advance to promote across all channels. This can include short video clips as well as having your branding included on the general awards activities as support sponsor.
- Partake in the Awards TikTok campaign - inclusion in promotional teaser video.





# Industry Support Sponsor Package

Cost: £3,000+VAT

## This package includes:

- Branding on Northern Contact Centre Awards pages on the Call North West website and on all printed collateral.
- Branding as industry support sponsor on screen and on printed programme at the Awards Dinner to ensure the brand enjoys maximum exposure of this showcase event.
- Two VIP guests to attend the Awards Dinner at the Midland Hotel on Friday, 11 November 2022.
- Branding on Awards Pack distributed to all participating organisations including virtual posters and stickers.
- Be part of the Judging panel for the judging of finalists. Judging sessions will take place virtually with individual and team judging on Tue 11, Wed 12, Thu 13, Fri 14 Oct 2022..
- Presentation of two category trophies at the Awards Dinner.
- Company video produced for the Awards Dinner which will be provided to you for use following the event.
- A company profile in the Awards Dinner programme.



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**All sponsorship packages can be tailored to meet your marketing and business objectives and budget.**

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**If you would like more details, please contact:**

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