

About the National Business Awards

The National Business Awards, in partnership with Orange, is the UK's leading independent business awards programme, and flagship accolade of UBM. Recognising exceptional British organisations of all sizes across all sectors – public and private from SMEs to the FTSE 100 – it boasts strong support from business leaders, government figureheads, media and a select family of award partners including Orange (headline partner), 3i, Coutts, Grant Thornton, BlackBerry, Santander Corporate Banking, ICAEW, Huawei. The Awards programme encompasses a year-long calendar of business activity including thought leadership initiatives, bespoke events, year-round PR activity culminating in an annual awards ceremony at the Grosvenor House Hotel, London.

Winners and finalists have included Lord Wolfson, CEO, Harvard Engineering, Ovo Energy, Rackspace, British Heart Foundation, Tesco, Naked Wines, InterfaceFLOR, Unruly Media, Paul Lindley CEO, Ella's Kitchen, The Chemistry Group, Econsultancy, Naked Wines, ShortList Media, Bibby Line Group, Renishaw, Johnson Matthey, Ruby Gregor Smith, CEO, MITIE and many more.

For more information please visit www.nationalbusinessawards.co.uk



"It's been great being here at the National Business Awards, this is a celebration of British business success, a real date in the diary that I wanted to keep. It's all about celebrating companies that are growing and innovating, there are small companies, large companies ... There is no doubt in my mind that the entrepreneurial spirit that these companies represent can build a bright future for our economy"

George Osborne
Chancellor of the Exchequer, addressing The National Business Awards 2011 attendees



Sponsorship opportunities

Align with the showcase of UK business success, through bespoke sponsorship and partnership opportunities tailored to meet your specific corporate and brand objectives.

Sponsorship can be crafted at a variety of levels including:

- National award category sponsorship**
 offering exclusive sponsorship of a selected category and benefits across the campaign. The Awards team can also work closely with you to develop a bespoke award category which best fits your business objectives and values
- National award official partner**
 offering sector exclusive partnership around the annual Awards programme and/or specifically the Awards ceremony e.g. official car, official beverage etc
- Bespoke activity**
 including PR and campaign week of activity surrounding your key messages and the sponsorship, webinars, business events, round white papers, and filmed case studies

** The Awards encourage working with sponsors for a minimum 2 year term to maximise the opportunities surrounding the sponsorship

"It has been a tough couple of years for business but despite that we have seen real innovation enabling new ways of achieving success. The National Business Awards are a great way to highlight that success and ensure customers and employees recognise the strength of the finalists and winning organisations"

Martin Stiven
Vice President of Business, Everything Everywhere

Fast Facts

- 12 month, annual, UK-wide, programme
- 40% increase in entries YOY
- 150% ROI for sponsors
- 100 business leaders involved in the rigorous judging process
- 1,100 key decision makers attending the awards ceremony and regional thought-leadership events
- 1.25m employees represented by companies entering in 2010
- £78bn combined turnover of companies entering in 2010
- 49,000 subscribers to NBA monthly e-newsletter
- 25% increase in press coverage YOY (combined reach of 180 million)
- Thought Leadership programme including webinars, round tables, case studies, business polls and bespoke events

Headline partner



Category partners



AWARD CATEGORY SPONSORSHIP

Sponsorship of one of the National Business Awards' prestigious award categories offers a number of exclusive benefits across the campaign from February to December.

Current sponsored and available award categories include:

Nomination only categories

- The Orange Leader of the Year
- The Coutts & Co FTSE Business of the Year
- The 3i International Growth Business of the Year

Open to enter categories

- The Santander Small to Medium sized Business of the Year
- The Orange Innovation Award
- The ICAEW Sustainability Award
- The BlackBerry Growth Strategy of the Year
- The Croner Employer of the Year
- The Huawei Customer Experience Award

Opportunities exist to sponsor the following categories:

Open to enter categories

- The Entrepreneur of the Year
- The E-commerce Strategy of the Year
- The Small Online Business of the Year
- The Transformational Change of the Year
- The Start-up Business of the Year
- The Business Enabler of the Year

Nomination categories

- Non Executive Director of the Year

The Awards can also work with organisations to develop a new award category to fulfill specific corporate and brand objectives. For example, awards around international trade, start up business of the year and professional development.

WHY SPONSOR?

Sponsorship of the National Business Awards has proven to provide over 150% return on investment through the high volume of press coverage, branding and new business opportunities which the Awards are so uniquely positioned to offer. Whether your company is already a leader within its sector or is seeking to enhance its position, sponsorship of the National Business Awards will place your company in a position of authority and enable you to build new business relationships, and strengthen those you already have. The National Business Awards offer organisations:

• STAND-OUT

Clear alignment of your brand with excellence, innovation and professionalism in the best of UK business, to reinforce your commitment to these principles and enhance positioning of your company as a first choice business

• LEADERSHIP

Join a select group of companies supporting & endorsing UK business success, a positive position that will lead to brand preference when businesses choose preferred partners & suppliers

• PROFILE

Benefit from the extensive range of marketing & PR carried out pre, during and post-event, all incorporating your brand credentials

• ENGAGEMENT

Direct access to the UK's established business leaders and emerging stars allows you to build relationships that lead to future commercial fruition

AWARD CATEGORY SPONSORSHIP – HIGHLIGHTS

A summary of the type of sponsorship benefits offered include:

1. Exclusivity and Brand Association

- Sector exclusivity with sponsor rights & status
- Naming rights of award category, e.g. The 'X' Small to Medium Sized Business of the Year
- Brand positioning as the category sponsor of your selected award across all marketing, promotions, and media activities for the National Business Awards, including printed material, advertising, telemarketing, events, press announcements, and online/digital activity
- Logo Licensing: To maximise the value of association, sponsors are entitled to use the logo and term 'official sponsors of the National Business Awards' for sales and marketing purposes

2. Public Relations

- Quarter page broadsheet editorial coverage in The Daily Telegraph National Business Awards press supplement
- Judging: Invitation for a Director level representative from your company to participate in the finalist Judging Week for your award category providing high level networking opportunity for Chief Executives to meet with finalists and fellow judge in London
- Press releases writing and distribution
- Acknowledgement in press releases. There are three key highlights of press release activity for the Awards – open to entries launch in February and sponsor announcements; judging and finalist announcements in August; and winner announcements in November
- Editorial opportunities across the year via the Awards and our partners

Awards Ceremony

- Opportunity for a senior representative from your company to present the winner with the award trophy at the prestigious Award ceremony attended by over 1,100 senior industry figures from business, media and government
 - Sponsor statement in the Finalists Brochures produced for the award ceremony gala dinner and distributed to guests and sponsors (distribution 1,100)
 - Data Access: Access to data from your selected award category finalists for business-to-business engagement opportunities which could include business/networking events hosted by your company, and marketing/PR activity such as case studies and interviews
- ### 3. Corporate identity and branding
- Logo acknowledgement as a category award sponsor on all National Business Awards marketing and promotional collateral from February to December each year
 - Major onsite presence for your company's branding at the Award ceremony at the Grosvenor House Hotel, London
- ### 4. Networking & Corporate Hospitality
- Corporate hospitality at the Award ceremony in November at the Grosvenor House Hotel, London to entertain key clients, stakeholders and finalists
 - The Awards can work with your company to facilitate introductions to sponsors of the Awards, where appropriate



Headline partner



Category partners



NATIONAL BUSINESS AWARDS DATA AND REACH

(Level of access dependant on sponsorship package)

ACCESS

Entrants

The National Business Awards attracts a significant and growing number of entries across the UK programme.

2010 breakdown by organisation size:

- 70% - SME
- 16% - Mid-Cap
- 10% - Large-Cap
- 4% - Public sector

SPONSOR BENEFIT

Bespoke marketing and promotional activity for category sponsors

Finalists

Over 150 finalists in the National Business Awards

A category sponsor gains access to data from the award category you sponsor (10 finalists).

ACCESS TO KEY DECISION MAKERS

Over 1,100 key decision makers attend the National Business Awards' ceremony and bespoke events. The annual award ceremony itself includes a gala dinner attended by 1,100 attendees, made up of key UK business leaders, VIP's and media. The segmented profile of attendees in 2011 was:

Category or major sponsors can gain access to names of attendees at events. We can also create bespoke promotional opportunities for sponsors at events, for example a competition with call to action

- CEO / Chairman 34%
- MD / C-level 23%
- Director 24%
- Manager 15%
- Media 4%



Co-branded marketing, promotions and competitions can be developed with sponsors and promoted through the Awards data as well as our media partners:

1. The National Business Awards has access to over 3m business contacts via UBM.
2. The Awards media partners for further promotions, co-branded competitions and editorial include:
 - The Daily Telegraph (Readership: 2,047,342)
 - The Scotsman (Readership: 133,800)
 - Sift Media (incl. businesszone.com)
 - New Statesman (Readership: 142,100 per wk)
 - Fresh Business Thinking (70,000 SME members)
 - Business Matters (32,000 SME members)
3. UBM – reached 200,000 business contacts with web editorial and advertising activity in 2011

SCHEDULE OF EVENTS

Awards Entries campaign launch	1st March
Entries open until	20th June
Finalists announcement	21st July
Judging Weeks	September/October
The Daily Telegraph Business Supplement issued	November
National Awards Ceremony and Gala Dinner	13 th November
Winners Announcement	13 th / 14th November

CONTACT

The Awards can develop a bespoke sponsorship package to suit your organisations marketing, business and financial objectives. To find out more about the Awards' extensive future programme and sponsorship opportunities, please contact:

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For more information visit
www.nationalbusinessawards.co.uk



Headline partner



Category partners

