

# SPONSORSHIP OPPORTUNITIES

See highlights from the  
2015 Insurance Times Awards



Insurance  
Times

awards

2016

1 DECEMBER 16 | INTERCONTINENTAL LONDON – THE O2

► **The Insurance Times Awards 2015** was bigger and better than ever before. An audience of almost 1,400 directors and their teams came together to recognise and celebrate excellence in our industry. And, with the event taking place so close to Christmas, it was the biggest party in UKGI.

Comedian David Walliams hosted the evening and provided plenty of laughs. The post-event survey showed that 81% of guests would be 'likely' or 'very likely' to attend the 2016 Awards and 76% rated Walliams 'good' or 'excellent'.



**@ukgeneralgroup**

#ITAwards2015 we've just won training excellence and impact!

**@BrokingMartin**

#ITAwards2015 AXA's Amanda Blanc wins CEO's CEO for the second time in three years!

**@CarolGeldard**

#itawards2015 Personal lines insurer of the year. Chuffed to bits

**@Home\_and\_Legacy**

Congratulations to all the winners last night at the #ITAwards, particularly @RKH\_insurance who won Excellence in HNW Broking #itawards2015

**@1stsure**

Thrilled with our claim initiative award #MidwayInsuranceServices @1stSure Thank you #ITAwards2015

The standard of entries in 2015 was incredibly high. Our judging is a completely independent process – it takes a lot to impress the experienced industry people who make the decisions. What's more it is completely free of charge to enter. In 2015 we also recognised apprentices for the first time with two special awards – Apprentice of the Year and Apprenticeship Scheme of the Year. Last year we received 108 entries from over 80 companies.

Planning for the 2016 Awards started even before the 2015 event ended. We are delighted to announce that we are moving to a new venue and that the 2016 event will be taking place at the InterContinental O2. This is a brand new venue and we are one of the first companies to book, which will allow us to grow the event even further. A number of last year's sponsors have already signed up for 2016, with many having been involved in the Insurance Times Awards for a number of years. They benefit from association with excellence in the industry, attendance on the night, and influencing the largest audience of UK general insurance professionals (with pre-event, at event, and post-event branding opportunities). The awards were launched in February when we first sent a 'save the date' announcement for 1 December at our new venue. Sponsors benefit from branding from then until the end of the year, a campaign that includes print and digital branding opportunities and, of course, prominent branding on the night itself.

I hope you can join them and I look forward to seeing you at the 2016 Awards.

Dan King  
Publisher, Insurance Times







**Really well done – you and the team pulled off a cracking event!**

Tracie Nemeth, Aviva

The awards recognise the greatest achievements in UK general insurance over the previous 12 months and double up as a mass celebration before the Christmas period.

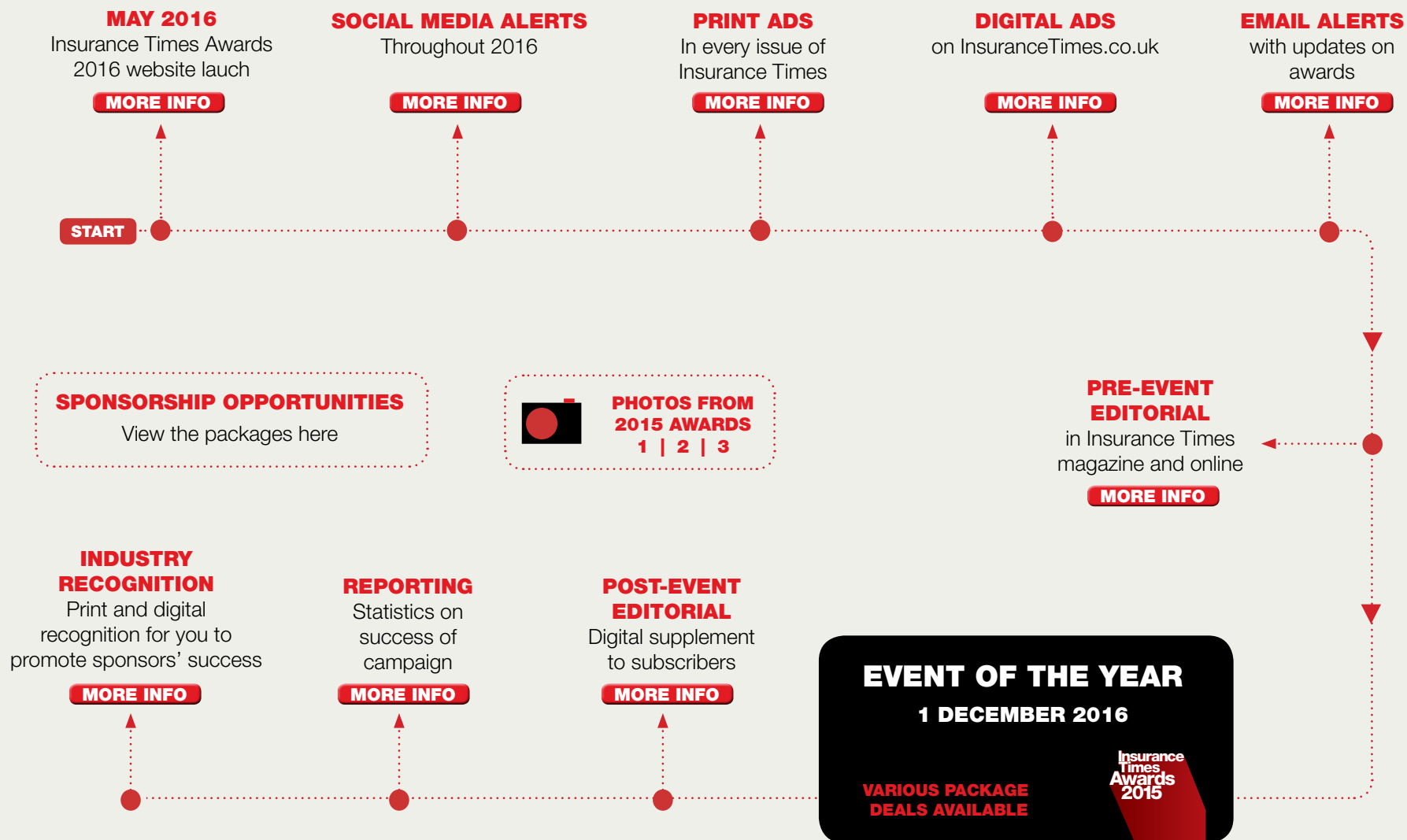
The awards are presented by Insurance Times, the leading media brand in the sector, and the ceremony is attended by more than 1,400 of the most accomplished insurance professionals in the country.

**A very enjoyable night, well organised and smoothly run. A great reflection on Insurance Times, good entertainment and a great opportunity to network etc, after the event. I received very positive feedback from all my guests who thoroughly enjoyed the evening.**

Terry Pegg, HCC Service



# MARKETING CAMPAIGN FOR THE AWARDS



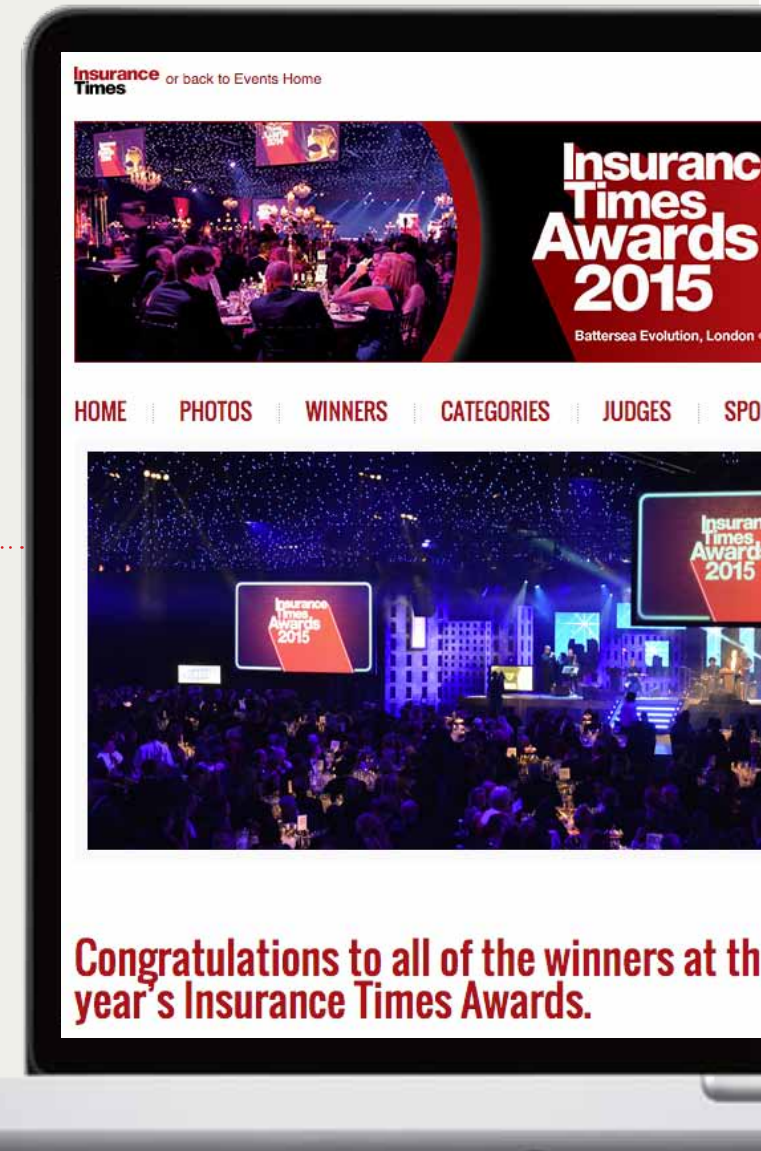
Dedicated 2015 event website (with sponsors logos featured on every page) was visited by **10,719 unique users.**



Your logo on all pages



Sponsor profile and weblink





**Insurance Times** has more than **20,000 followers on Twitter**, engaging with our audience to provide breaking news as it happens and timely analysis that helps shape the market.

As the premier event in UKGI, the **Insurance Times Awards** provides us with the platform to celebrate the achievements of the industry.

Our **@instimesnews** Twitter handle and **#ITAward2016** hashtags allows us to spread this message further, with our winners and sponsors announced live to our ever-growing Twitter audience throughout the night.



Full page colour advertisements in **Insurance Times** (including all sponsors logos) running until December.

The **Insurance Times** magazine is circulated to **4,000** Insurance professionals with a total estimated readership of **23,000** (ABC July 14 – June 15).

FOR ENQUIRIES PLEASE CONTACT:

**Lauren Wilson**, Event Manager:

**T:** +44 (0)20 7780 7681 • **E:** lauren.wilson@ins

SPONSORED BY:

**accenture**  
High performance. Delivered.



**AVIVA**



*& home  
legacy*



START SPREADING THE NEWS...

# THE BIGGEST AWARDS IN UKGI ARE BACK!

Battersea Evolution, London • 1 December

## Insurance Times Awards 2015

ENTER NOW [www.insurancetimes.co.uk/awards](http://www.insurancetimes.co.uk/awards)

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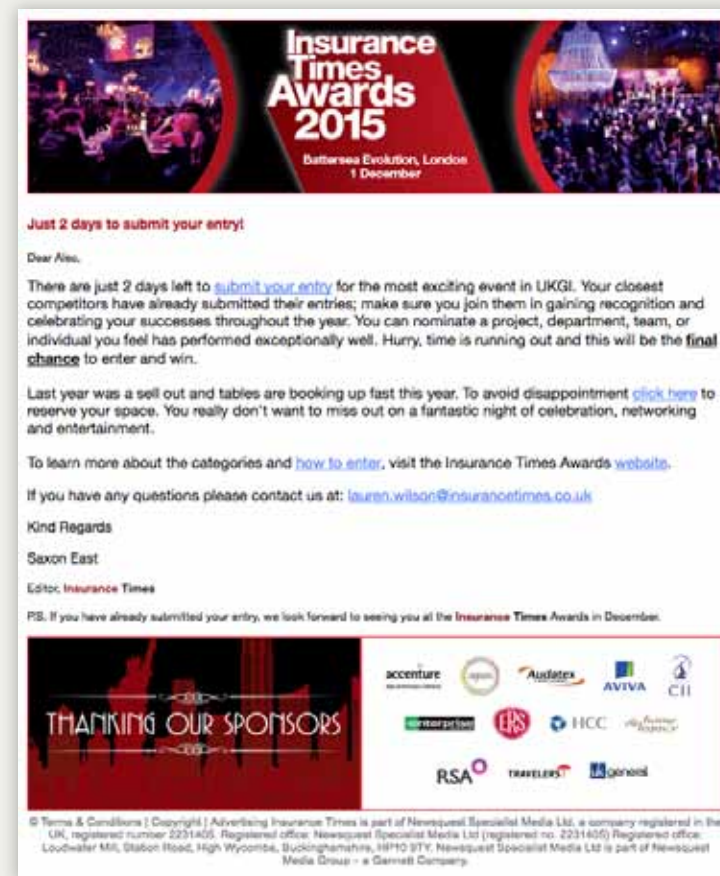
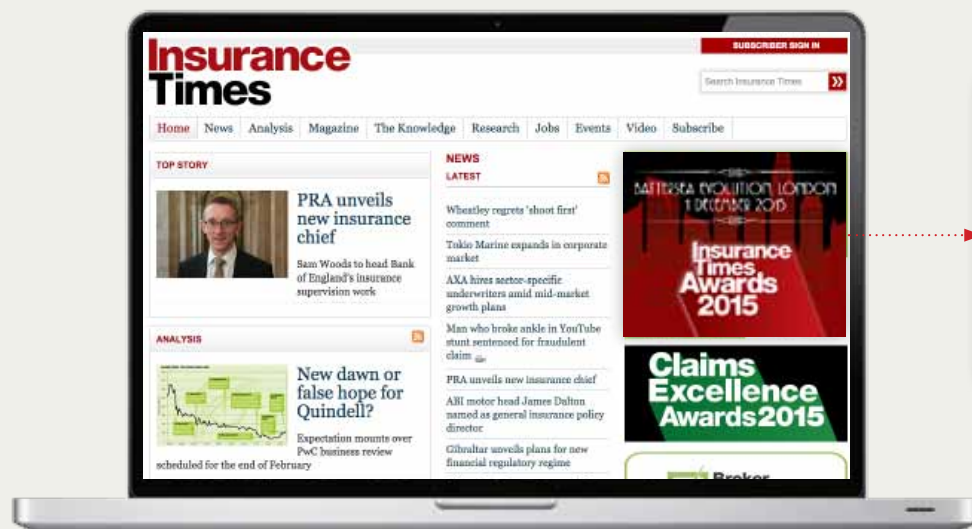
SPONSORED BY:



An online campaign on the **Insurance Times** website runs until December, highlighting key event deadlines.

This includes buttons and banners featuring all of the sponsors logos.

Dedicated email alerts are sent throughout the year.







**Pre-event coverage**  
is published regularly in  
Insurance Times

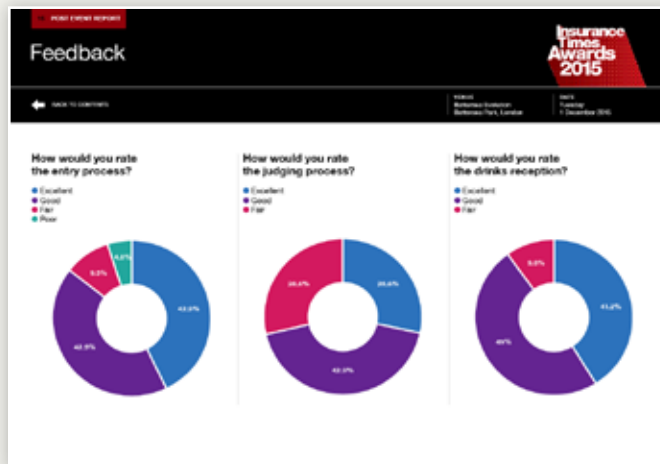


The **digital post-event magazine**  
focuses on winners and sponsors



This report is sent to sponsors after the event and delivers vital statistics on its success

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[illegible]

# Charity

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**David Walliams**  
 Actor, Comedian, Author

**Insurance Times Awards 2015**

**Best Charity**  
 2015

The chosen charity for this year's awards was Rainbow's Hospice for Children & Young People. The hospice covers the whole of the East Midlands providing care and support for the region's children and young people who need it the most.

Rainbow's was also the favoured charity of the evening's host, David Walliams. He first learnt about Rainbow's when there was a story on the news a couple of years ago about a mother who had donated the English channel. His name was Susan Taylor, she had been a supporter of Rainbow's for some time, and had been inspired by David's mission of the channel. Tragically she lost her last one year old son Francis. As a result, David became a supporter of the charity she had so sadly lost her to helping.

A total of £8,000 was raised on the night in donations.



## Industry recognition

All entrants and sponsors will be supplied with print and digital signatures from the awards to include on any third-party promotions to highlight their involvement.





## Sponsorship opportunities:

### HEADLINE SPONSORSHIP - £POA

Only one brand can be headline sponsor of the Insurance Times Awards. You'll enjoy exponential brand building and exposure to the UK GI market. Your brand will feature exclusively in key promotions and in editorial. The Awards night and all pre-event and post-event coverage will be awash with your logo as part of a prominent nine-month marketing programme.

### CATEGORY SPONSORSHIP - £30,000

Alignment with your category brings you within reach of key market sectors. A nine-month marketing programme ensures high brand visibility across editorial and advertising campaigns with prominent branding opportunities on the Awards night, including presenting the award for your sponsored category on stage and a dedicated networking area for you to meet guests.

### AMBIENT SPONSORSHIP - £POA

There are a number of exclusive ambient sponsorship opportunities enabling you to sponsor a wide range of different activities, including bars, the photobooth, the DJ, the band, or even the red carpet. You'll benefit from branding throughout the nine-month marketing programme as well as on the Awards night.



A typical sponsorship package would include the following elements:

#### PRE-EVENT

Branding as a sponsor with activity starting in May:

- On the official Awards website – this includes a logo, profile and hyperlink
- In all print advertisements promoting the Awards that appear in Insurance Times
- In other marketing collateral published before the event by Insurance Times

#### ON THE DAY

- Exclusive branding throughout the presentation of the sponsored category – no other company logos will be displayed on screen at this time
- Prominent branding throughout the evening, including company logo displayed on screen in rotation
- A senior executive presenting the award on stage to the winner
- Full page advertisement in the official awards programme
- 1 table of 10 seats, including three-course dinner and half bottle of wine per guest
- Dedicated networking area to meet guests during the evening

#### POST-EVENT

- Full page advertisement in the Awards commemorative e-edition
- Sponsor profile and logo to appear in the Awards commemorative e-edition
- Branding as a sponsor in marketing collateral published after the event by Insurance Times











