

#INSIDERHONOURS

Sponsorship Opportunities



HONOURS

Celebrating (re)insurance market talent

 Old Billingsgate, London

9 September 2020

WHY THE INSURANCE INSIDER HONOURS?

The Honours showcase the best of your industry. Companies want to enter, companies want to be a finalist and companies want to win. Being a finalist gives your firm credibility and winning will aid in your client relationships and new business. Things will get competitive to be crowned the best of the best.



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Sponsorship Benefits

Sponsoring the Honours is not just about the awards night and networking, nor is it just about your brand exposure in the lead up to the awards. It is about sponsors having the opportunity to align their company with the leading (re)insurance awards – one that brings the whole community together. You will gain excellent profiling through the *Insurance Insider* and on our dedicated website ensuring your brand is carried to the masses.

Networking and Entertaining

Network with over 700 key decision makers from the top (re)insurance organisations. We will provide you with ample networking opportunities before and after the awards and place you and your guests with the best seats in the house. The night offers entertainment from a celebrity host, music and a lavish 3 course meal for you and your guests.

Awards Schedule

FEBRUARY

- Awards launch with countdown across social media platforms
- Your company logo to be included on all marketing and awards website
- Entry campaign emails and social media drive

MARCH

- Drive for entries via email campaigns and adverts
- Social media campaigns

APRIL

- Drive for entries via email campaigns, adverts and social
- Entry deadline with marketing focussed on driving entries
- Sponsor branding to be included across all marketing platforms
- Judging to take place

MAY

- Shortlist announced with sponsor branding
- Congratulations email to all finalists with sponsor branding included

JUNE

- Sponsors to have branding on email campaigns

JULY

- Sponsor highlight month – sponsors to receive personalised tweets highlighting their connection to the awards and category / other sponsorship

AUGUST

- Countdown to the Honours
- Sponsors to be branding on email campaigns

SEPTEMBER

- The Awards – please see the following page for the breakdown of packages and prices.
- Post event marketing and supplement with sponsor branding



Sponsorship Packages

SPONSORSHIP TYPE	CATEGORY SPONSOR	DRINKS RECEPTION SPONSOR	SOCIAL MEDIA SPONSOR
Exclusive sponsorship of a category	✓		
Company logo to appear in multiple locations on official Honours website	✓	✓	✓
Branding within drinks reception area		✓	
Branded tags on glasses		✓	
Logo on tweet wall at event (alongside our creative)			✓
Branded item for guests on tables – for example sunglasses			✓
Logo on e-invite sent to all guests	✓	✓	✓
Table of 10 at the awards situated at the front of the room	✓	✓	✓
Logo on awards adverts in online editions	✓	✓	✓
Category announced in association with your company and representative from your company to announce winner and present trophy	✓		
On the night branding on giant AV screens	✓	✓	✓
Full page, full colour advert in the event programme on the night	✓		
Half page landscape, full colour advert in the event programme on the night		✓	✓
Company logo to appear on the back page of the event programme	✓	✓	✓
Full page, full colour advert and editorial coverage (including picture of senior executives greeting winner) in the post-event supplement, distributed digitally	✓		
Half page landscape full colour advert and editorial coverage in the post-event supplement, distributed digitally		✓	✓
Company logo on all emails connected to the event	✓	✓	✓
Welcome to sponsor via social media channels	✓	✓	✓

Additional Opportunities

- Place Card Sponsor
- A-Z Booklet Sponsor
- Programme Sponsor
- Table Plan Sponsor
- Post Awards Drinks Sponsor
- Prize Draw Sponsor
- Entertainment Sponsor

Categories

- Young Broker of the Year
- Young Underwriter of the Year
- Young Claims Professional of the Year
- Risk Carrier of the Year
- Underwriting Initiative of the Year
- Broking Initiative of the Year
- Insurance Innovation of the Year
- Disruptor of the Year
- The Inclusion and Diversity Award
- Campaign of the Year
- (Re)Insurance Transaction of the Year
- M&A Transaction of the Year
- MGA of the Year
- Broker of the Year
- The Cuthbert Heath Award (Claims and Losses)
- CFO of the Year
- Outstanding Contributor – Distribution
- Outstanding Contributor – Risk
- Lifetime Achiever

To discuss any of the sponsorship packages, please contact:

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Other Opportunities

Insider Publishing is dedicated to supplying its professional readers with first-to-market news, analysis and comment on the global (re)insurance industry. Our audience is multi-channel and so are we. Additional opportunities to leverage our network include:

- **Printed placement**
- **Supplements and reports**
- **Roundtables**
- **Webinars**
- **Podcasts**
- **Newsletters**
- **Websites**

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