



Investment Life & Pensions  
**Moneyfacts**<sup>®</sup>  
Awards 2024

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Wednesday 18 September 2024, Royal Lancaster London  
Sponsorship Opportunities Brochure  
#ILPAwards

# WHAT ARE THE AWARDS ALL ABOUT?

The Investment Life & Pensions Moneyfacts Awards brand reliably gains coverage across the entire year, with the industry participating in the voting and entry process from February to April and the shortlists being announced via an online event in May, through to the glittering ceremony in September followed by successful organisations shouting about their success well into the autumn and beyond.



The awards welcome participation from major providers and advisers who recognise the importance and quality of these independent awards. Giving your support as a sponsor is an excellent way to raise the profile of your organisation with key people in the investment, life and pensions market. There are several sponsorship options available to suit different budgets.



# ADVISER CATEGORY SPONSORSHIP



Our adviser category sponsorships allow you to demonstrate your support of the adviser community. The adviser categories are as follows, with sponsorship limited to one organisation per category:

- Investment Adviser of the Year - **SOLD**
- Retirement Adviser of the Year
- Tax and Estate Planner of the Year - **SOLD**
- Protection Adviser of the Year
- Equity Release Adviser of the Year

## The packages include:

- Branding in each Investment Life & Pensions Moneyfacts publication where mention of these award categories is made, including editorial features and in-house advertising
- Branding throughout the entry process, which will be communicated to advisers via the publication and to our own subscriber and contact base
- Monthly mentions on social media (LinkedIn and Twitter) in the lead up to the announcements
- Your logo on the event masthead.

## Shortlist announcement event 23.05.24

- Branding on all marketing relevant to the sponsored category/ categories leading up to the event on both Twitter and LinkedIn
- Sponsor branding on the announcement video revealing the shortlist of the 2024 Investment Life & Pensions Moneyfacts Awards relevant category/ categories.

## Awards ceremony 18.09.24

- Specific social media coverage on the day itself, including logo and mention on the category announcement video. This will be posted after the live announcement at the event so that you can also do your own social media coverage around your support of that category
- Your logo on the winner, highly commended and commended certificates for your chosen category, which will be presented to the successful firms
- Your company name on the winning, highly commended and commended trophies presented to the successful firms
- The opportunity for a senior executive to present the winner's trophy for your chosen category at the awards ceremony

# EXCLUSIVE DRINKS RECEPTION SPONSORSHIP **SOLD**

Sponsorship of the drinks reception will ensure your brand is one of the first things guests see as they arrive for their evening of celebration.

## The drinks reception sponsorship package includes:

- Exclusive sponsorship with your company name associated with the reception. For example, 'Investment Life & Pensions Moneyfacts Awards Drinks Reception sponsored by...'
- Customisation of the relevant area (in consultation with the sponsor)
- Exclusive signs with your logo in the area
- Exclusive rights to place and distribute promotional material in the area (subject to organiser's approval)
- Company logo in all awards promotional material, including:
  - on the awards website
  - on the awards programme/menu
  - on email campaigns promoting the event
  - on event signage
  - on tickets to the event.



# EXCLUSIVE AFTER-SHOW PARTY SPONSORSHIP



After the excitement of the ceremony itself, our guests always look forward to the post-awards party with our great variety of activities, a live band and dancing. Your brand will be at the centre of their memories of a great night out!

## The post-awards party sponsorship package includes:

- Exclusive sponsorship with your company name associated with the post-awards party. For example, 'Investment Life & Pensions Moneyfacts Awards After-Show Party sponsored by...'
- Customisation of the relevant area (in consultation with the sponsor)
- Exclusive signs with your logo in the area
- Exclusive rights to place and distribute promotional material in the area (subject to organiser's approval)
- Company logo in all awards promotional material, including:
  - on the awards website
  - on the awards programme/menu
  - on email campaigns promoting the event
  - on event signage
  - on tickets to the event.

# MULTIMEDIA SPONSOR **SOLD**

There is a desire among event guests to get their social media post displayed and up on the big screen where other guests will also be able to see it. With this in mind, we are pleased to offer the opportunity of a multimedia sponsor at this year's event.

## **This package will include the following:**

- Branding on the event social wall, which will display fully moderated guest tweets and images that use the event hashtag (#ILPAwards) during the three-course event dinner. This is an attractive concept as it is a way to stimulate engagement among event guests and generate a buzz around the room as they spot their own posts
- We will work with your representative to promote your own social media around the event, which will also be displayed throughout the evening
- Your business socials handle to be used by the event team's social media to announce your sponsorship in the lead up to the event
- Your logo displayed in the event programme.



# POST-AWARDS FOOD TRICYCLE SPONSORSHIP

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We have the opportunity to offer you a choice from a fleet of unique mobile catering tricycles, which offer a wide range of bespoke food options such as cheese and biscuits, churros, crêpes, ice cream and more. These will be situated near to the main post-awards entertainment area and bar, and are very popular.

## The packages include:

- Branding on your chosen tricycle at the awards ceremony. This will operate during the post-awards entertainment until the event closes
- Opportunities to include additional branded items on the tricycle (eg. branded napkins)
- Your logo on the event masthead, shown as a 'supporter'.

To discuss these sponsorship opportunities, please contact us on **01603 476 800** or email [ilpawards@moneyfacts.co.uk](mailto:ilpawards@moneyfacts.co.uk).





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