Moneyfacts Awards 2024

Tuesday 2 July 2024, City Central at the HAC
Sponsorship Opportunities Brochure
#MoneyfactsAwards

WHAT ARE THE AWARDS ALL ABOUT?

The Moneyfacts Awards brand reliably gains coverage across the entire year, with the industry participating in the survey and entry process from January to February and the shortlists being announced via an online event in March, through to the glittering ceremony in July followed by successful organisations shouting about their success through the summer and beyond.

The awards welcome participation from major providers and intermediaries 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 mortgage, savings and personal finance market. There are several sponsorship options available to suit different budgets.

BROKER CATEGORY SPONSORSHIP

Our broker category sponsorship allows you to showcase your support of the broker community. The broker categories are as follows:

- Mortgage Broker of the Year
- Mortgage Network of the Year
- Secured Loan Broker of the Year **SOLD**
- Mortgage Club of the Year
- Personal Loan Broker of the Year
- Digital Mortgage Broker.

The packages include:

- Branding in each 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 brokers 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, as a sponsor.

Shortlist announcement event 21 March 2024

- Branding on all marketing relevant to the sponsored category/ categories leading up to the event on both Twitter and LinkedIn.
- The opportunity for a senior executive to supply a 30 second MP4 video to introduce the announcement video of the shortlist in their sponsored category/ categories.
- Sponsor branding on the announcement video revealing the shortlist of the 2023 Moneyfacts Awards relevant category/ categories.

Awards ceremony 2 July 2024

- 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
- The opportunity for a senior executive to record a video to be posted on social media straight after the category announcement where you can congratulate the winners and/ or cover why you choose to support the sector.

EXCLUSIVE DRINKS RECEPTION SPONSORSHIP

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 reception sponsorship package includes:

- Exclusive sponsorship with your company name associated with the reception. For example, 'Moneyfacts Awards drinks reception sponsored by…"
- Customisation of the relevant area (in consultation with the organiser)
- Exclusive signs incorporating your logo in the relevant area
- Exclusive rights to place/distribute promotional material in the area (subject to the organiser's approval)
- Company logo in all awards promotion, including:
    - advertising in the Moneyfacts magazine throughout the sponsorship lifecycle
    - on the awards websites
    - on email campaigns promoting the event
    - on tickets to the event
    - on the awards programme/menu
    - on event signage.

EXCLUSIVE AFTER-SHOW PARTY SPONSORSHIP

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

The sponsorship package includes:

- Exclusive sponsorship with your company name associated with the after-show party. For example, 'Moneyfacts Awards after-show party sponsored by…"
- Customisation of the relevant area (in consultation with the organiser)
- A gobo projecting your company logo onto the dancefloor
- Exclusive signs incorporating your logo in the relevant area
- Exclusive rights to place/distribute promotional material in the area (subject to the organiser's approval)
- Company logo in all awards promotion, including:
    - advertising in the Moneyfacts magazine throughout the sponsorships lifecycle
    - on the awards website
    - on email campaigns promoting the event
    - on tickets to the event
    - on the awards programme/menu
    - on event signage.

MULTIMEDIA SPONSOR

There is always excitement among event guests to get their tweet displayed and up on the big screen where other guests will also be able to see it and this coverage goes beyond those in the room on the night. 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 media wall, which will display fully moderated guest posts and images that use the event hashtag (#MoneyfactsAwards) during the three-course event dinner. This is a good 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 twitter 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

The opportunity is available to sponsor 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 and ice cream. These will be situated near the main post-awards entertainment area and bar, and are guaranteed to be busy all night.

The packages include:

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

To discuss these sponsorship opportunities, please call on 01603 476476 or email events@moneyfacts.co.uk.

Moneyfacts Group plc

www.moneyfactsgroup.co.uk
enquiries@moneyfacts.co.uk
01603 476476

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