



Innovation Excellence Awards 2024

10th anniversary
Sponsorship package



600 Years of Heritage and Innovation

The Stationers' Company is one of the most active Livery Companies in the City of London, with around 90 percent of the Company's 1,000 members still working in or connected to the UK's Communications and Content industries, worth approximately £70bn.

These industries include journalism, newspaper & magazine publishing; packaging; paper making & paper converting; printing; trade, academic & information publishing; fine stationery & greeting cards, office products and related intellectual property, archival, and digital born businesses. Key trade associations are also members.

The Company continues to develop its reputation as an influential business forum for industry stakeholders through an annual programme of technical and business-related events including panels and debates, industry studies, the Stationers' Warrant scheme and the Annual Lecture as well as the **Stationers' Company Innovation Excellence Awards (SIEA)**.

The SIEA will be celebrating its **10th year in 2024**, introducing a new tiered sponsorship scheme. Already established as awards which complement those of all the main trade associations, this year for the 10th anniversary, the emphasis will be on the Stationers' Awards being the '**Award of Awards**' with entries being timed to complement key industry events.

The Stationers' Company is known for inclusive fellowship and conviviality, and the Stationers' Innovation Excellence Awards event is no exception. After an exhibition of the shortlisted companies at the Hall, a champagne reception is followed by the Awards luncheon with plenty of media and photography opportunities. Participants include members of the Stationers' Company, as well as participating companies, sponsors and guests.

In 2024, the Awards event will take place on **Friday, 11th October 2024**, and entries for the Awards will be solicited from early Spring. We hope you will find the new sponsorship opportunity an appealing way to support the Stationers' Livery Company and look forward to hearing from you.

Giles Fagan, Clerk
5 February 2024



There is now a more flexible opportunity for businesses and individuals to sponsor the Stationers' Company Innovation Excellence Awards in 2024, and to raise awareness for a company or brand across the Stationers' Company membership of almost 1,000 through this prestigious event, champagne reception and luncheon.

Support for the Awards in its 10th anniversary year is warmly welcomed, and will go directly towards administrative support to sustain the event.

Closing date for sponsorship is 5 April 2024, and is on a first-come, first-served basis.

Sponsorship Options are summarised below, and a full list of sponsor benefits is overleaf

- **'Partner' sponsorship of the Innovation Excellence Awards.**

Brand promotion achieved via key touchpoints in the PR cycle (starts in earnest in Spring) and at the Awards luncheon (11th October).

Cost £1,000 plus VAT. This is a general sponsorship and not tied to any single award.

- **'Star' sponsorship of the Innovation Excellence Awards.**

Brand promotion is achieved via key touchpoints in the PR cycle (starts in earnest in Spring) and at the Awards luncheon (11th October). This is to secure a place as the sponsor of an individual key Award from the list of Awards, which are

- Business Process
- Communications including Marketing
- Customer Experience
- Educational Technology ('edtech')
- Product Design
- Start Ups

Cost £3,000 plus VAT plus optional consultancy time for the winner if the sponsor also wishes to add any in-kind consultancy to support the Award they have chosen. Sponsors get 2 free tickets to the event and are named in pre-event publicity and during the event as the relevant Award is given

- **'Main' sponsorship of the Innovation Excellence Awards.**


Brand promotion throughout the PR cycle, and on communications with shortlisted and winners and at the Awards luncheon. This also carries with it multiple logo opportunities during the presentation and with collateral, and the opportunity to present an Award.

Cost is £5,000 plus VAT. There is also the option to provide business expertise in the form of a consultancy session or other for all Award winners. Sponsors will get four free tickets to the event, and are named in pre-event publicity and during the event as each Award is promoted

SUMMARY sponsor benefits	Partner £1,000	Star £3,000	Main £5,000
Event press release brand exposure (min of 4 releases)	1	2	3
Complimentary ticket/s to the champagne reception and event	1	2	4
Logo placement at event	Yes	Yes	Yes
Logo placement during Awards presentation		Yes	Yes
Logo placement during individual Awards		Yes	Yes
Logo/name in Awards brochure (also mailed to members)	Yes	Yes	Yes
Brand brief description in Awards brochure		Yes	Yes
Presentation of Award opportunity			Yes
Display space at the pre - event exhibition			Yes
Post event brand mention		Yes	Yes
Post event brand brief description			Yes



Innovator of the Year 2023 L-R: Tony Mash, Master, The Stationers' Company; Matthew Mays, Co-Founder, A-dapt International; James Pitchford, Partner, Mathys & Squire

 **Application form.** Please complete details below and return directly to the event organisers at innovationexcellence@stationers.org. We will contact you directly to arrange invoicing and gather other details including company copy/logos etc..

- Company/name of sponsor.....
- Contact person name.....
- Contact person phone and email
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- Sponsorship level required Partner.....Star.....Main.....

For STAR sponsorship please CIRCLE the Award you wish to sponsor;

Business Process; Communications including Marketing Customer Experience, Educational Technology ('edtech'), Product Design, Start Ups.