



SPONSORSHIP OPPORTUNITIES

The Festival of Media Awards celebrate the very best in media thinking from around the world, showcasing innovative, creative and effective use of media. The winners of the Festival of Media Awards 2010 will be announced at the Awards Gala Dinner, the finale event of the Festival of Media 2010 taking place on Tuesday 20 April in Valencia, Spain, in front of an audience of senior international advertising and communications decision makers. Over 70 publications in 23 countries reported on the winners of the Festival of Media Awards in 2009 – sponsoring a Festival of Media Award therefore provides recognition for your brand's association with excellence before a truly global audience.

The entering categories of The Festival of Media Awards are designed to reflect the changing dynamics of the communications industry, inviting entries from the broad spectrum of advertisers, agencies, media owners, specialist agencies, production companies, right holders and more. As the winners could therefore come from any or all sides of the industry, the organizers have decided that sponsorship of the entering categories will not be appropriate.

However, in addition to the entering categories, there are five special Awards – the winners of which are chosen by our Jury or by public vote. Designed to celebrate the very best of the campaign entries, and the individuals and teams who have been responsible for producing the best work and making the greatest contribution to the global media and marketing industry, these categories are available for sponsorship. These awards are perhaps the most highly prized of the Festival of Media Awards and the very nature of the categories, and the ways in which the winners are selected, create added value for sponsors keen to promote their support of excellence in global advertising communications.

Available for sponsorship:

- Media Professional of the Year
- The People's Award
- Agency of the Year
- Network of the Year
- Advertiser of the Year

MEDIA PROFESSIONAL OF THE YEAR

This Jury Award will recognize the media person (from agency, media owner or brand) who has contributed most to the industry in the previous 12 months. A shortlist will be created through public nominations, with the 10 most popular nominations put forward for the Jury to select the winner.

Benefits of sponsorship:

- Branding as category sponsor of all related promotion for the Media Professional of the Year, present on the Festival of Media Awards website home page until end of February 2010
- Branding as category sponsor on the Nomination form
- Branding as category sponsor on HTML sent to approximately 31,000 of C Squared's global contacts
- Branding as category sponsor on editorial write-up of interviews carried out with each of the top ten nominees presented to the final Festival of Media Awards Jury for the final judging
- Branding as category sponsor on the editorial write-up of interviews carried out with each of the top ten nominees published through M&M
- Branding as category sponsor of the Media Professional of the Year category in the Awards shortlist preview published in the Delegate Book at The Festival of Media
- Branding as category sponsor in the "Menu Card" – the guide to the evening provided to all attendees at the Festival of Media Awards
- The opportunity to nominate a representative to present the Award to the winner
- Branding as category sponsor on the winner's Award trophy
- The opportunity to be the official hosts of the "Media Professional of the Year Sponsor" table
- Branding as category sponsor against the profile of the winner included in the Festival of Media Awards book, distributed to all attendees of The Festival of Media Awards and available for purchase and further distribution post event
- Branding as category sponsor on all press release material issued to the many publications around the world who will cover the Awards Winners
- Branding as category sponsor on the list of Awards Winners published on the post event website
- 5 Festival passes, including Gala Dinner tickets

Cost of sponsorship: £25,000

THE PEOPLE'S AWARD

The People's Award will be selected by public vote from all those shortlisted in the entering categories. The People's Award voting website will be opened for two weeks before the Festival of Media and also open for delegates attending the Festival to view and to vote. This public voting process will arrive at a shortlist of five campaigns, which will be presented to the delegates in the main auditorium during the conference sessions. The Festival of Media delegation will therefore choose the final winner.

Benefits of sponsorship:

- Branding as category sponsor on the call to vote for the People's Award winner, present on the Festival of Media Awards website home page from two weeks before the Festival until the announcement of the winner on 20 April.
- Branding as category sponsor on the People's Award web page.
- Branding as category sponsor on HTML sent to approximately 31,000 of C Squared's global contacts inviting them to visit the People's Award web page to view the shortlisted entries and to vote.
- Branding as category sponsor of the People's Award category in the Awards shortlist preview published in the Delegate Book at The Festival of Media
- Branding as category sponsor on the signage and branding of the People's Award voting area created in the exhibition foyer during the Festival of Media.
- Opportunity to add your own elements of branding or to "upgrade" the planned Festival of Media People's Award Voting Area to enhance your exhibition presence
- Branding as category sponsor in the "Menu Card" – the guide to the evening provided to all attendees at the Festival of Media Awards
- The opportunity to nominate a representative to present the Award to the winner
- Branding as category sponsor on the winner's Award trophy
- The opportunity to be the official hosts of "The People's Award Sponsor" table
- Branding as category sponsor on all press release material issued to the many publications around the world who will cover the Awards Winners
- Branding as category sponsor on the list of Awards Winners published on the post event website
- 5 Festival passes, including Gala Dinner tickets

Cost of sponsorship: £25,000

AGENCY OF THE YEAR

This Jury Award will be awarded to the agency that the Judges feel has displayed an outstanding level of achievement in this year's Festival of Media Awards. The winner will be selected by the Judges from the agencies responsible for the winning campaigns of the entering categories. This is a highly prized award by all agencies entering the Festival of Media Awards.

Benefits of sponsorship:

- Branding as category sponsor against the category description listed on the Festival of Media Awards website, from date of agreement
- Branding as category sponsor on a final deadline reminder HTML sent to approximately 31,000 of C Squared's global contacts in January 2010
- Branding as category sponsor of the Agency of the Year category in the Awards shortlist preview published in the Delegate Book at The Festival of Media
- Branding as category sponsor in the "Menu Card" – the guide to the evening provided to all attendees at the Festival of Media Awards
- The opportunity to nominate a representative to present the Award to the winner
- Branding as category sponsor on the winner's Award trophy
- The opportunity to be the official hosts of the "Agency of the Year Sponsor" table
- Branding as category sponsor against the profile of the winner included in the Festival of Media Awards book, distributed to all attendees of The Festival of Media Awards and available for purchase and further distribution post event
- Branding as category sponsor on all press release material issued to the many publications around the world who will cover the Awards Winners
- Branding as category sponsor on the list of Awards Winners published on the post event website
- 5 Festival passes, including Gala Dinner tickets

Cost of sponsorship: £25,000

NETWORK OF THE YEAR

This Jury Award will be awarded to the agency network that the Judges feel has displayed an outstanding level of achievement in this year's Festival of Media Awards. The winner will be selected by the Judges from the networks responsible for the shortlisted and winning campaigns of the entering categories. This is a highly prized award by all agency networks and their constituent agencies.

Benefits of sponsorship:

- Branding as category sponsor against the category description listed on the Festival of Media Awards website, from date of agreement
- Branding as category sponsor on a final deadline reminder HTML sent to approximately 31,000 of C Squared's global contacts in January 2010
- Branding as category sponsor of the Agency Network of the Year category in the Awards shortlist preview published in the Delegate Book at The Festival of Media
- Branding as category sponsor in the "Menu Card" – the guide to the evening provided to all attendees at the Festival of Media Awards
- The opportunity to nominate a representative to present the Award to the winner
- Branding as category sponsor on the winner's Award trophy
- The opportunity to be the official hosts of the "Network of the Year Sponsor" table
- Branding as category sponsor against the profile of the winner included in the Festival of Media Awards book, distributed to all attendees of The Festival of Media Awards and available for purchase and further distribution post event
- Branding as category sponsor on all press release material issued to the many publications around the world who will cover the Awards Winners
- Branding as category sponsor on the list of Awards Winners published on the post event website
- 5 Festival passes, including Gala Dinner tickets

Cost of sponsorship: £25,000

ADVERTISER OF THE YEAR

This Jury Award will be awarded to the advertiser that has shown excellence in marketing. Judges will select the winner of the Award from all shortlisted entries and will be looking for a combination of innovative and creative use of media, fantastic results against tough budgets, inspiring brand leadership and the willingness to break the mould.

Benefits of sponsorship:

- Branding as category sponsor against the category description listed on the Festival of Media Awards website, from date of agreement
- Branding as category sponsor on a final deadline reminder HTML sent to approximately 31,000 of C Squared's global contacts in January 2010
- Branding as category sponsor of the Advertiser of the Year category in the Awards shortlist preview published in the Delegate Book at The Festival of Media
- Branding as category sponsor in the "Menu Card" – the guide to the evening provided to all attendees at the Festival of Media Awards
- The opportunity to nominate a representative to present the Award to the winner
- Branding as category sponsor on the winner's Award trophy
- The opportunity to be the official hosts of the "Advertiser of the Year Sponsor" table
- Branding as category sponsor against the profile of the winner included in the Festival of Media Awards book, distributed to all attendees of The Festival of Media Awards and available for purchase and further distribution post event
- Branding as category sponsor on all press release material issued to the many publications around the world who will cover the Awards Winners
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