

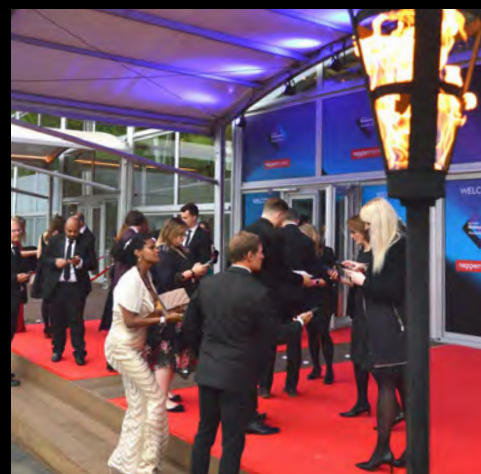


Business
Moneyfacts[®]
Awards 2023

April 2023, London
Sponsorship Opportunities Brochure
#BMFAwards

WHAT ARE THE AWARDS ALL ABOUT?

In April next year, more than 900 guests from over 170 like-minded businesses will be present at the 2023 Business Moneyfacts Awards. This glittering ceremony welcomes major providers and brokers to the biggest night of the year for the industry, attracting high-level attendees from a range of business and commercial finance companies.



Giving your support as a sponsor is an excellent way to raise the profile of your organisation with key people in the business and commercial finance market.

There are several sponsorship options available to suit different budgets.

In addition to the packages as outlined in this document, all sponsors will receive:

- Mentions in event communication prior to the ceremony, including guest and host emails and on social media.
- Logo on the opening awards sting at the ceremony.
- Mention by the award's host in the ceremony script.

EXCLUSIVE DRINKS RECEPTION SPONSORSHIP **SOLD**



Sponsorship of the champagne reception (VIP and standard areas) will ensure your brand is central as guests' excitement builds for their evening of celebration.

The package includes:

- Exclusive sponsorship with your company name associated with the reception. For example, 'Business Moneyfacts Awards Drinks Reception sponsored by...'
- Customisation of the relevant area to include:
 - Exclusive pop-up banners with your logo as guests arrive in both drinks receptions
 - Full colour logo branding on the glass in the VIP drinks reception.
 - Moving logo gobos projected on the VIP reception floor and the standard reception walls.
 - Exclusive rights to place/distribute promotional material or gifts in the area (subject to organiser's approval).
- Company logo and mentions in all awards promotion, including:
 - advertising in Business Moneyfacts throughout the sponsorships lifecycle
 - on the awards website header
 - on email campaigns promoting the event
 - on tickets to the event
 - on the awards programme/menu
 - on event signage
 - on social media posts in the lead up to the event and post-awards.

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, music and dancing. Your brand will be at the centre of their memories of a great night out!

The package includes:

- Exclusive sponsorship with your company name associated with the post-awards party. For example, 'Business Moneyfacts Awards post- awards party sponsored by...'
- Customisation of the relevant area to include:
 - Branding on or by activities and games in the post-awards area.
 - Moving logo gobos projected on the post awards area floor and walls.
 - Exclusive rights to place/distribute promotional material or gifts in the area (subject to organiser's approval).
- Company logo and mentions in all awards promotion, including:
 - advertising in Business Moneyfacts throughout the sponsorships lifecycle
 - on the awards website header
 - on email campaigns promoting the event
 - on tickets to the event
 - on the awards programme/menu
 - on event signage
 - on social media posts in the lead-up to the event and post-awards.



AFTER-PARTY DODGEMS SPONSORSHIP



After only two events at Evolution London our dodgem experience has already become famous and this year we are opening it to a multi-sponsor package. This will enable organisations with smaller sponsorship budgets to group together and ensure that their brand is part of this much-loved ceremony. A minimum of six and maximum of 12 sponsors will join to support our dodgem zone during the after party.

- The sponsored waiting area for the dodgems will begin with a branded step and repeat photo wall, featuring all of the dodgem sponsor logos. A dedicated photographer will take images of guests as they arrive to queue for the ride.
- Inside the dodgems area itself, full length backdrops will also show the sponsor logos and will feature in photographs taken while the ride is in operation. These photos will be available after the awards in a dedicated gallery online.
- Sponsor logos will also feature on the spotlit dodgems sign above the entrance door.
- The sponsor will be mentioned in all event information emails to guests/table hosts where we outline the schedule for the night.
- The sponsor will be shown in the event programme with a copy at the table for each guest.
- There will be dedicated social media posts in the lead-up to and after the event.

BROKER CATEGORY SPONSORSHIP

Our broker category sponsorships allow you to be clear about your support of the broker community.

The broker categories are as follows, with sponsorship limited to one organisation per category:

- Commercial Mortgage Introducer of the Year **SOLD**
- Commercial Finance Specialist Distributor of the Year **SOLD**
- Bridging Finance Introducer of the Year **SOLD**
- Asset Finance Broker of the Year **SOLD**
- Invoice Finance Broker of the Year
- Buy-to-Let Mortgage Broker of the Year **SOLD**
- Development Finance Broker of the Year. **SOLD**

The packages include:

- Branding in each Business Moneyfacts publication where mention of these award categories is made, including editorial features and inhouse advertising (up until April 2023).
- Branding throughout the entry process, which will be communicated to advisers via the publication as well as our own subscriber and contact base.
- Monthly mentions on social media (LinkedIn and Twitter) in the lead up to the announcements.
- Specific social media coverage on the day itself, including logo and mention on the 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.
- Sponsor name on the winner, 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 Business Moneyfacts Awards.



LENDER CATEGORY SPONSORSHIP



Our lender category sponsorship allows you to be clear about your support of the lender community. Please get in touch with cbetts@moneyfacts.co.uk to find out how you can put your business in front of the movers and shakers of the industry. Sponsorship is exclusive to one organisation per category.

The package includes:

- Branding in each Business Moneyfacts publication where mention of these award categories is made, including editorial features and inhouse advertising (up until April 2023).
- We will work with you around the testimonial process for your sponsored category, ensuring that key contacts and potential contacts are engaged in the process and are aware of your support for this sector.
- Monthly mentions on social media (LinkedIn and Twitter) in the lead up to the announcements.
- Specific social media coverage on the day itself, logo and mention on the 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.
- Sponsor name on the winner trophy, and logo on the 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 Business Moneyfacts Awards ceremony.

ARRIVAL EXPERIENCE SPONSORSHIP **SOLD**

With the sponsorship of our blue carpet arrival area^{*}, your brand will be part of guests' first experience of the awards, as they walk up to the brightly lit approach to join us. With flambeaux torches on each entrance, our 'BMF blue' carpet and a branded backdrop where guests will experience our paparazzi photographers, the excitement of the night will be ramped up from the very beginning.

- The sponsored entrance area will be dressed with 'BMF blue' carpet, with flambeaux torches at each entrance.
- There will be a backdrop by the VIP and standard entrances, which will include the sponsor's logo/branding along with the Business Moneyfacts Awards branding.
- There will be paparazzi present to "pap" guests against the backdrop as they arrive for the awards, with photographs available to guests after the event.
- The sponsor will be mentioned in all event information emails to guests/table hosts where we outline the schedule for the night.
- There will be dedicated social media posts in the lead-up to and after the event.

^{*}carpet colour can be changed to your own corporate colours.



MULTIMEDIA SPONSOR



In 2021, the Business Moneyfacts Awards hashtag (#BMFAwards) reached almost 1 million potential impressions during the 48 hours of the event day and the day after. There is a desire among event guests to get their tweet 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 Twitter wall, which will display fully moderated guest tweets and images that use the event hashtag 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.
- Branding featured on the 75-inch plasma-screen table plans that direct guests to the correct table during the drinks reception. (These screens can be used after the ceremony to continue to display the twitter wall).
- 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.



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