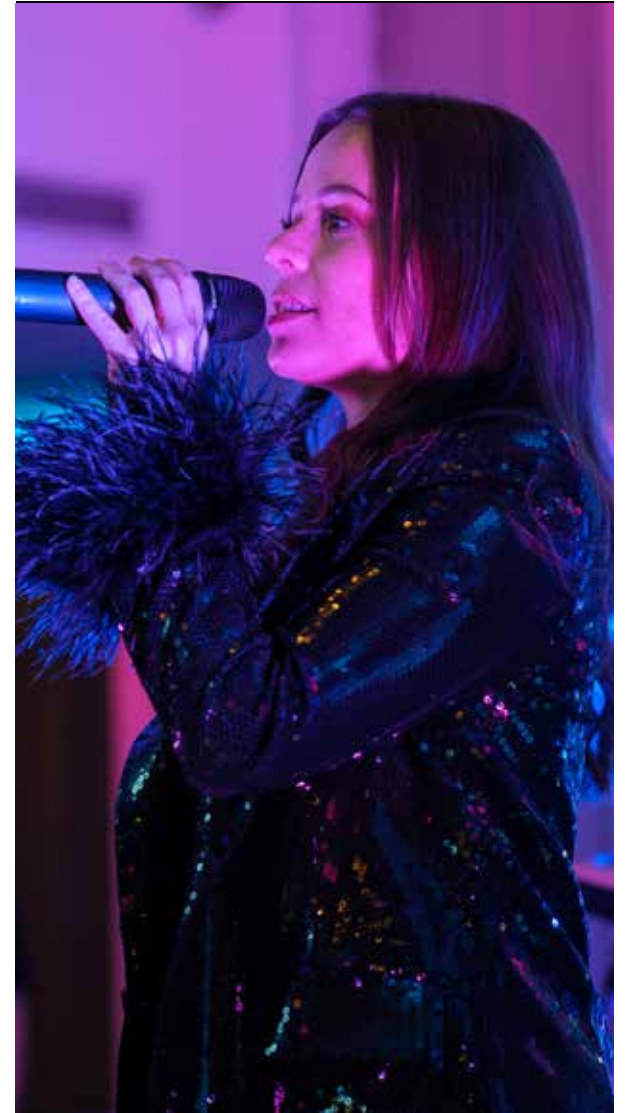




lwfm IMPACT AWARDS 2023



SPONSORSHIP OPPORTUNITIES 2023

redactive

IWFM IMPACT AWARDS*

The IWFM Impact Awards recognise and showcase best-in-class workplace and facilities management and evidence its impact on business, the economy and society.

Workplace and facilities management professionals are responsible for services that enable and support business. As such the IWFM Impact Awards are much more than just a 'ceremony'; winners and finalists serve as a source of best practice for peers to be inspired from, and to learn from.

As the industry leading Awards, the IWFM Impact Awards seek out the gold standard across workplace and facilities management. Entries come from a cross-section of organisations - regardless of size, type and sector - from across the world. This means that being a finalist, or a winner, is a true achievement and testament to the great work carried out by the individual, team, project, collaboration or organisation.

Our past winners act as a legacy for others to look to for inspiration and chart a history of how the facilities management profession has evolved. As a sponsor of the 2023 Awards your organisation will associate with the very best in the industry and benefit from a long-term promotion campaign.



**Join us for the Awards Ceremony on the 16th October 2023
at the JW Marriott Grosvenor House London.**

*IWFM IMPACT AWARDS are managed by Redactive Media Group, the award winning events and content agency who publish *Facilitate* magazine for IWFM

Sponsorship of the IWFM Impact Awards offers exclusive visibility for your organisation. Our 2022 sponsors enjoyed the following exposure during our IWFM Impact Awards marketing campaign from January to October 2022 :

- **476,131** emails sent across 60 marketing messages over nine months to launch and promote the awards
- **123,786** emails opened, and **11,036** clicked through to the dedicated awards website
- **80,970** page views on the awards website
- **74** finalists from **45** organisations
- Over **50,000** impressions and **2,000** engagements on IWFM Awards twitter
- **17** prestigious winners



PREVIOUS SPONSORS



"We were very proud to be associated with the awards...The experience of attending the awards for our whole team was fantastic from beginning to end, from the organisation of the event being managed so well, through to the excellent service at the Grosvenor Hotel on the night. We are pleased to be associated with such a high profile, prestigious event, and hope to continue that association in the future."

- 2021 Wellbeing Award sponsor

The IWFM Impact Awards present a great opportunity to shine a light on the fantastic work carried out by the facilities management industry, most of which takes place behind the scenes. The event brings together some of the best minds in the industry, inspiring and celebrating the ways in which organisations are raising the bar for the future workplace.

As a sponsor, you get the chance to support one of the most prestigious awards programmes and align your brand with organisations that are leading the way in facilities management. The sponsorship undoubtedly helps to raise your own brand awareness but also provides an opportunity to give something back to the community.

- Karl Breeze, Matrix Booking Ltd CEO for the IWFM Awards 2022

SEE THE HIGHLIGHTS FROM 2022'S EVENT:



IWFM Impact Awards attracts a huge number of entries across all categories. The categories for the 2023 awards are below.

- Workplace Experience: Office/Corporate Environment
- Workplace Experience: Non-office/Corporate Environment
- Positive Climate Action: Small (<250 employees)
- Positive Climate Action: Large (>250 employees)
- Excellence in Customer Experience
- Change Management
- Social Value
- Wellbeing
- Equity, Diversity and Inclusion Initiative
- People Development & Talent Retention
- Product or Service Development
- Technology
- Collaboration
- Best SME Led Innovation
- Team of the Year: Non-Private Sector
- Team of the Year: Private Sector
- Newcomer of the Year
- Manager of the Year
- Outstanding Contribution to Workplace and Facilities Management
- Frontline Heroes



At the highest level, we offer an exclusive sponsorship opportunity that will feature one organisation as the Headline Sponsor of the entire awards.

PRE-AWARDS BRAND AWARENESS:**

Logo on all pre-event marketing email campaigns, including the IWFM membership of 14,000 members.

- Promotion of your organisation via the IWFM Impact Awards Twitter account
- Sponsorship announced as a IWFM news item
- Logo on all pre-event advertising, both print and digital in *Facilitate*, IWFM's award winning magazine
- Logo, profile and URL link in the sponsor's section of the IWFM Impact Awards dedicated website: www.iwfmawards.org
- Use of the 'IWFM Impact Headline Sponsor' logo for the contracted period for your website and marketing materials
- Logo on event e-ticket

AT THE AWARDS (CATEGORIES TBC)

- Headline sponsor positioning across the campaign and at the event
- Opportunity to present the trophies for three of the Award categories on the night
- Two tables for ten guests at the awards ceremony located in prime position, including a three-course meal inc. coffee, petits fours and four bottles of wine per table
- Two branded tables within the exclusive sponsors' drinks reception for ten guests
- Full-page colour advert in the event programme, artwork provided by the sponsor
- Branding across all screens at the awards ceremony throughout the night and heavily featured on screen
- Logo to be shown on screen during the Chair's address, with special thanks for supporting the recognition of brilliance

AFTER THE AWARDS

- Logo in the post-event review in IWFM's *Facilitate* magazine
- Logo in post-event email campaigns
- Full page advert in the Awards issue of *Facilitate*



*Price + VAT

**The items will be active once a signed sponsorship agreement is received by Redactive

Support our Impact Awards and your brand will be an official supporter of trailblazing ingenuity, recognised excellence and gold-standard best practice in the profession.

Place your brand in front of the industry's influential figures and many thousands of professionals, and help us celebrate outstanding projects, people and organisations

PRE-AWARDS BRAND AWARENESS:**

- Logo on all pre-event marketing email campaigns, including the IWFM membership of 14,000 members.
- Promotion of your organisation via the IWFM Impact Awards Twitter account.
- Sponsorship announced as a IWFM news item
- Logo on all pre-event advertising, both print and digital in *Facilitate*, IWFM's award winning magazine
- Logo, profile and URL link in the sponsor's section of the IWFM Impact Awards dedicated website: www.iwfmawards.org
- Use of the 'IWFM Impact Awards Supporter' logo for the contracted period for your website and marketing materials
- Logo on event e-ticket

AT THE AWARDS

- One table for ten guests at the awards ceremony located in prime position, including a three-course meal inc. coffee, petits fours and four bottles of wine per table
- A branded table within the exclusive sponsors' drinks reception for ten guests
- MPU advert on Awards e-newsletter, artwork provided by the sponsor
- Branding across all screens at the awards ceremony throughout the night and heavily featured on screen
- Logo to be shown on screen during the Chair's address, with special thanks for supporting the recognition of brilliance
- Ownership of one awards category during the presentation of the winner's trophy in your sponsored category and post-awards entertainment
- A company representative on stage to present the category winner's trophy (TBC)

AFTER THE AWARDS

- Logo in the post-event review in IWFM's *Facilitate* magazine
- Logo in post-event email campaigns



*Price + VAT

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PRE-AWARDS BRAND AWARENESS:**

Logo on all pre-event marketing email campaigns, including the IWFM membership of 14,000 members.

- Promotion of your organisation via the IWFM Impact Awards Twitter account
- Sponsorship announced as a IWFM news item
- Logo on all pre-event advertising, both print and digital in *Facilitate*, IWFM's award winning magazine
- Logo, profile and URL link in the sponsor's section of the IWFM Impact Awards dedicated website: www.iwfmawards.org
- Use of the 'IWFM Impact Awards Supporter' logo for the contracted period for your website and marketing materials
- Logo on event e-ticket

AT THE AWARDS

- One standard table for ten guests at the awards ceremony , including a three-course meal inc. coffee, petits fours and four bottles of wine per table
- Branding across all screens at the awards ceremony throughout the night and heavily featured on screen
- Logo to be shown on screen during the Chair's address, with special thanks for supporting the recognition of brilliance

AFTER THE AWARDS:

- Logo in the post-event review in IWFM's *Facilitate* magazine
- Logo in post-event email campaigns

*Price + VAT

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Become part of the profession's leading awards ceremony by sponsoring a key feature of the event. Secure one of our packages and your brand will be seen by the industry's most influential figures and many thousands of practitioners.

WELCOME SPONSOR - £8,150*

PRE-AWARDS BRAND AWARENESS:**

- Company listing and URL link in the Sponsors' section of the IWFM Impact Awards dedicated website: www.iwfmawards.org
- Logo featured on Awards section of IWFM's website: www.iwfmawards.org
- Use of the 'IWFM Impact Awards Ceremony Sponsor' logo for the contracted period
- Sponsorship announced in the IWFM news item, and IWFM social media channels

AT THE AWARDS

- One table for ten guests at the awards ceremony located in prime position, including a three-course meal inc. coffee, petits fours and four bottles of wine per table
- A branded table within the exclusive sponsors' drinks reception for ten guests
- Logo to be shown on printed backboard in Great Room reception where guests have their red carpet photos taken at the entrance to the event
- Logo on all banners within the Great Room reception
- Logo to be shown on screen during the Chair's address with special thanks made to our Ceremony sponsors

AFTER THE AWARDS

- Logo in the post-event review in IWFM's *Facilitate* magazine
- Logo in post-event email campaigns

*Price + VAT

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TABLE HOST SPONSOR - £8,150*

PRE-AWARDS BRAND AWARENESS:**

- Company listing and URL link in the sponsor's section of the IWFM Impact Awards dedicated website: www.iwfmawards.org
- Logo featured on Awards section of IWFM's website: www.iwfmawards.org
- Use of the 'IWFM Impact Awards Ceremony Sponsor' logo for the contracted period
- Sponsorship announced in the IWFM news item, and IWFM social media channels

AT THE AWARDS

- One table for ten guests at the awards ceremony located in prime position, including a three-course meal inc. coffee, petits fours and four bottles of wine per table
- A branded table within the exclusive sponsors' drinks reception for ten guests
- Full page advert featured on back page of awards programme, sponsor to supply advert
- Option to supply small branded table gift on each place setting for guests of the evening (gift supplied by sponsor at additional cost)
- Logo featured in the event programme on the Host page
- Logo to be shown on screen during the Chair's address with special thanks made to our Ceremony sponsors

AFTER THE AWARDS

- Logo in the post-event review in IWFM's *Facilitate* magazine
- Logo in post-event email campaigns

Become part of the profession's leading awards ceremony by sponsoring a key feature of the event. Secure one of our packages and your brand will be seen by the industry's most influential figures and many thousands of practitioners.

ENTERTAINMENT SPONSOR - £8,150*

PRE-AWARDS BRAND AWARENESS:**

- Company listing and URL link in the sponsor's section of the IWFM Impact Awards dedicated website: www.iwfmawards.org
- Logo featured on Awards section of IWFM's website: www.iwfmawards.org
- Use of the 'IWFM Impact Awards Ceremony Sponsor' logo for the contracted period
- Sponsorship announced in the IWFM news item, and IWFM social media channels

AT THE AWARDS

- One table for ten guests at the awards ceremony located in prime position, including a three-course meal inc. coffee, petits fours and four bottles of wine per table
- A branded table within the exclusive sponsors' drinks reception for ten guests
- Logo features on entertainment page in the printed programme
- IWFM to supply sponsor branded photo booth/pod for guest's entertainment, with printed photos available for guests to take with them on the night or use for their own social media
- Logo to be shown on screen during the Chair's address with special thanks made to our Ceremony sponsors

AFTER THE AWARDS

- Logo in the post-event review in IWFM's *Facilitate* magazine
- Logo in post-event email campaigns

*Price + VAT

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NETWORKING SPONSOR - £8,150*

PRE-AWARDS BRAND AWARENESS:**

- Company listing and URL link in the sponsor's section of the IWFM Awards dedicated website: www.iwfmawards.org
- Logo featured on Awards section of IWFM's website: www.iwfmawards.org
- Use of the 'IWFM Impact Awards Ceremony Sponsor' logo for the contracted period
- Sponsorship announced in the IWFM news item, and IWFM social media channels

AT THE AWARDS

- One table for ten guests at the awards ceremony located in prime position, including a three-course meal inc. coffee, petits fours and four bottles of wine per table
- A branded table within the exclusive sponsors' drinks reception for ten guests
- Logo featured on table plan/guest list for the evening
- IWFM to supply sponsor branded Twitter wall visible throughout the evening on large screen by the stage
- Logo to be shown on screen during the Chair's address with special thanks made to our Ceremony sponsors

AFTER THE AWARDS

- Logo in the post-event review in IWFM's *Facilitate* magazine
- Logo in post-event email campaigns