



NOVEMBER 2018  
OLD BILLINGSGATE LONDON

# SPONSORSHIP MEDIA PACK

SUPPORTED BY



## About

The European Software Testing Awards truly cast a light on exceptional teams, individuals and businesses that work tirelessly to ensure perfection.

Some benefits include:

- ✓ Extensive exposure via a focused and targeted marketing campaign
- ✓ Significant branding in print and online
- ✓ Kudos, gravitas and industry-wide recognition that is associated to The European Software Testing Awards' programme stature
- ✓ Building and developing new relationships, via networking and knowledge sharing
- ✓ Joining together to truly celebrate your industry
- ✓ Being instrumental in proving a platform that rewards industry excellence



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## Awards Categories

- ✓ Best Agile Project
- ✓ Best Mobile Testing Project
- ✓ Best Test Automation Project – Functional
- ✓ Best Test Automation Project – Non-Functional
- ✓ Best Overall Testing Project – Retail
- ✓ Best Overall Testing Project – Finance
- ✓ Best Overall Testing Project – Gaming
- ✓ Best Overall Testing Project – Communication
- ✓ Best Use of Technology in a Project
- ✓ Most Innovative Project
- ✓ Best User Experience (UX) Testing in a Project
- ✓ Graduate Tester of the Year
- ✓ Testing Manager of the Year
- ✓ Testing Team of the Year
- ✓ Testing Management Team of the Year
- ✓ Leading Vendor

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“ The beautiful venue, dress code and nature of the occasion added to the prestige and glamour of the event. ”

Kate Boocock, Lloyds Banking Group

# Category Sponsorship £7,950

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## Benefits

- ✓ Logo and branding on e-newsletters sent to update on all the latest awards news and announcements
- ✓ A dedicated sponsor's page allowing you to profile your company, products, and services. Hyperlinks will be provided, as will the opportunity to include your logo and downloadable content
- ✓ Logo branding on the Awards website with link
- ✓ Company name, logo and profile to appear in the awards evening programme distributed to all attendees
- ✓ The subsequent editorial and press releases announcing the winners distributed to 10,000 testing & IT professionals
- ✓ Sponsors will have unlimited use of the awards logo for use on any communication to highlight your commitment to excellence in software testing
- ✓ All supporting electronic literature and information, such as entry forms and nomination documents will be branded with the sponsor's logos
- ✓ Sponsorship will be highlighted through all email broadcasts and invites
- ✓ Your logo will be displayed on screens around the staging area
- ✓ The award will carry your name – Company X "Most Innovative Project"
- ✓ A representative of your organisation will be on stage to present the award in which you sponsor – your company logo will appear when this takes place on the screens and your representative will be officially photographed presenting your sponsored award
- ✓ Your logo will be featured prominently on signage and table plans around the venue
- ✓ Your company name will appear on the award itself
- ✓ A table of 10 places will be offered – an ideal opportunity to invite clients and reward team members
- ✓ A 10% discount will immediately be offered to all individuals that attend the evening and that book a space as a direct result of a recommendation by you
- ✓ Sponsors logo and a statement will be included in the winner's supplement
- ✓ Logo with link will be highlighted on the post awards e-newsletter
- ✓ Unlimited and unrestricted access to all awards photography
- ✓ Contact information of those that attended the evening including name, company, address and email address where provided and subject to data protection provisions
- ✓ 2 free entries into the Awards to distribute to your customers (please note these entries must be used by 'end user' organisations)
- ✓ Discounted additional entries can be purchased at the rate of £ 150 per entry (instead of £235)



# Additional Sponsorship

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## VIP RECEPTION SPONSOR £3,500

- ✓ 2 x Literature racks in VIP area
- ✓ Branding on VIP entrance pull ups
- ✓ Name check at opening remarks
- ✓ 2 x pull ups to appear in VIP reception
- ✓ Increased logo presence on all collateral as VIP Reception sponsor
- ✓ 5 x staff access to VIP area

## TABLE SPONSOR £6,500

- ✓ Branded as table sponsor on all collateral
- ✓ 1 x giveaway to be placed at each table setting (sponsor to provide)
- ✓ 1 x giveaway to be placed on poser tables in the main reception area (not VIP)
- ✓ Increased logo presence on all collateral as Table Sponsor

## SLIDE SHOW PRESENTATION SPONSOR £2,500

- ✓ The awards are split in two halves with the main meal of the evening lasting approximately 1.5 hours. A looping slide show of up to 10 minutes can be played on the main screens during this period. This will be played a minimum of 4 times during the meal.

## ENTRANCE PULL UP BRANDING £1,500

- ✓ 2 x pull up banners (artwork provided by the sponsor) to be placed in a prominent position at the entrance to the awards

## FESTIVE BAG SPONSOR £15,000

- ✓ A sponsored festive bag given to each guest as they leave the awards to include:
- ✓ 1 x Item of sponsors choice inserted in to the bag (to be provided by sponsor)
- ✓ Branded bag or box with corporate logo
- ✓ Half bottle of red or white wine
- ✓ 1 x festive gift
- ✓ 1 x standard table of 10
- ✓ 2 free entries into the Awards to distribute to your customers (please note these entries must be used by 'end user' organisations)



# Contact Details

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For sponsorship opportunities please contact:

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