

PRCA

CYMRU
MIDLANDS
NORTH
NORTHERN IRELAND
SCOTLAND
SOUTH EAST
SOUTH WEST
GRAND PRIX

DARE AWARDS 2020

PRCA
The Power of Communication

Sponsorship
Opportunities

Do You DARE?

The PRCA DARE awards are setting off far and wide across the UK to find the very best in PR and Communications professionals, striving to reward impeccable talent with award ceremonies in eight UK locations.

The PR and Communications sector is forever growing, and the PRCA DARE awards set to recognise this, and seek out the best, most innovative and most inspirational agencies, campaigns and individuals across the UK.

Our unique approach, breaking the UK into seven distinct regions, plus a 'best of the best' Grand Prix, allows us to uncover talent that may often go unnoticed in mainstream UK awards, and gives us an insight into what different areas the UK are excelling in.

The regions are:

- Cymru
- The North
- The Midlands
- Northern Ireland
- Scotland
- South East
- South West

The call for entries commences in February with the shortlists announced in May, following an intense and independent judging session, carried out by respected and highly trained industry insiders.



Audience

The PRCA DARE awards are perfect if you want to target a specific area of the UK by partnering with one event, or if you want national coverage carried on continuously across eight awards. Each event is set to attract up to 250 guests from the PR & Communication profession, allowing for networking with up to 1250 of the UK's finest in the sector.

Sponsorship Packages

Headline Sponsor

1 Awards Ceremony - £3,500 + VAT

All 8 Awards Ceremonies - £15,000 + VAT

This package allows your company or organisation to be the title sponsors for between one and all eight of our UK wide events, giving you maximum exposure of any sponsor in that area.

Benefits include:

- Official release to announce our headline sponsor;
- Opportunity to deliver welcome speech at the event;
- Promotion in pre- and post- event PR activity;
- Headline sponsor status on all online/printed branding material;
- Logo credit on event website and marketing materials;
- Logo on table plan at event;
- Logo on name cards at event;
- Four tickets at each awards ceremony;
- Announced as event sponsor via PRCA Twitter account and website;
- Exclusive category sponsorship (one of your choice);
- Credit on email marketing mail shots to the databases;
- Senior representative to present two trophies on stage;
- Your company promotional flyer/product/small advert on all dining tables;
- Whenever sponsors are mentioned, announced first and as the headline sponsor;
- Only sponsor logo on the front cover of the event programme (+1 page advert);
- Central spot for the branded table at the drinks reception;
- Banner at the entrance door;
- Exclusive headline title.

Social Wall Sponsor

1 Available - £3,000 + VAT

This Package provides an opportunity to position your brand or organisation as the Social Wall sponsor at the event of your choice.

Benefits Include:

- Social Wall sponsor status on event marketing materials;
- Promotion in pre- and post- event PR activity;
- Announced as event sponsor via PRCA Twitter account and website;
- Logo / credit on event website with link to your homepage;
- Credit on email marketing mail shots to the databases;
- Opportunity to brand the Social Wall at the event;
- Opportunity to present an award at the event;
- Logo credit and branding on awards presentation;
- Credit/thank you in MC script on the evening at the event;
- Materials on AV screens at the event;
- Four tickets to the event;
- A one-page advert in event programme.

We want the PRCA DARE Awards to be truly memorable events for all involved and in order to do that we are currently looking for strategic partners and sponsors to support the event. There are a number of sponsorship opportunities as follows:

Regional Category Sponsor

£1,000 + VAT per Region

This package will allow you to be a category sponsor for one of the eight events of your choice, multiple regional packages are available.

Benefits include:

- Exclusive category sponsorship;
- Two tickets for the awards ceremony (in your chosen region);
- Promotion in pre- and post- event PR activity;
- Sponsor status on all online/printed branding material;
- Logo credit on event website and marketing materials;
- Announced as event sponsor via PRCA Twitter account and website;
- Credit on email marketing mail shots to the databases;
- Branded table at drinks reception;
- Senior representative to present a trophy;
- A one-page advert in event programme;
- Company logo on the AV production on stage;
- Verbal acknowledgment via the evening's compere.

For the full list of categories available for sponsorship [click here](#).

Photo Booth Sponsor

1 Available - £3,000 + VAT

This package provides an opportunity to position your brand or organisation as the Photo Booth sponsor at the event of your choice.

Benefits include:

- Twitter wall sponsor status on event marketing materials;
- Promotion in pre- and post- event PR activity;
- Announced as event sponsor via PRCA Twitter account and website;
- Logo / credit on event website with link to your homepage;
- Credit on email marketing mail shots to the databases;
- Opportunity to brand the Photo Booth at the event;
- Opportunity to present an award at the event;
- Logo credit and branding on awards presentation;
- Credit/Thank you in MC script on the evening at the event;
- Materials on AV screens at the event;
- Four tickets to the event;
- A one-page advert in event programme.

Awards Marketing

Each event will be expertly marketed by both the PRCA and Don't Panic teams through a number of approaches that will include:

- Mail outs UK wide to PR and Communications professionals inviting them to enter;
- An extensive tele-marketing campaign across the UK;
- An extensive social media campaign, targeting strategic organisations in order to create the biggest reach;
- A social media partnership with the PRCA official Twitter/Facebook accounts and Don't Panic Events;
- Pre contact to all local press RE each event, announcing shortlists and any special guests;
- Post awards press contact, announcing winners.



What are the Benefits?

There are a number of benefits to being involved with the 2020 PRCA DARE Awards, these include:

- A unique opportunity to promote your brand and engage with communications professionals at a specific region, or across eight events throughout the UK;
- Unrivalled corporate hospitality opportunities to network at eight prestigious black tie events;
- Branding opportunities at eight areas across the UK, and during the promotion of each event via tele and HTML marketing;
- Opportunities for inclusion in pre and post event PR.

We understand that everyone needs are different, and we are more than happy to tailor a package to suit your needs, please get in touch today.



Further Information

Opportunities are limited for this unique event, and we expect them to be very popular so if you would like to be involved then please do get in touch and call Sam Cooke at Don't Panic Projects on 01706 828855 or e-mail sam.cooke@dontpanicprojects.com.

We recognise that sponsors are an essential part of a successful event and are genuinely keen to create partnerships that provide real benefits to the sponsors so if none of the packages above achieve your aims and you have other ideas then give us a call we'll be happy to chat.

It's time to dare, dare to be different!

