



**GLOBAL
AWARDS**

**MEDIA
PACK**

**Take on
the world.**



INTRODUCTION

The **PRWeek Global Awards** honour transformative work that reflect the highest standards in building brands, establishing trust, and enabling the growth of international enterprise. PRWeek's goal is to honour the achievements that make PR the most powerful tool in a marketer or company's arsenal.

Global achievement is also honoured in our programme, with categories celebrating outstanding partnerships, creative ideas, and PR breakthrough.

London will again host the 2018 awards at the historic venue; **8 Northumberland Avenue** on **Tuesday 15 May**. If you wish to reach the most influential, global professionals in the industry, partnership with the PRWeek Global Awards is your best option. Join us in making 2018 the most successful awards to date!

AUDIENCE



As a highly respected, global brand within the industry the PRWeek Global Awards attract entries and attendance from some of the best brands and consultancies in the world.



cohn&wolfe



FINANCIAL TIMES



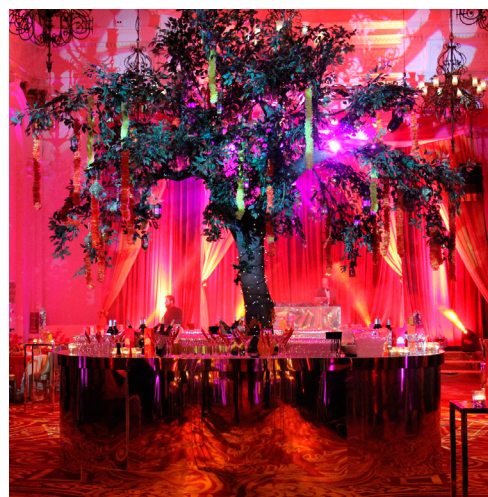
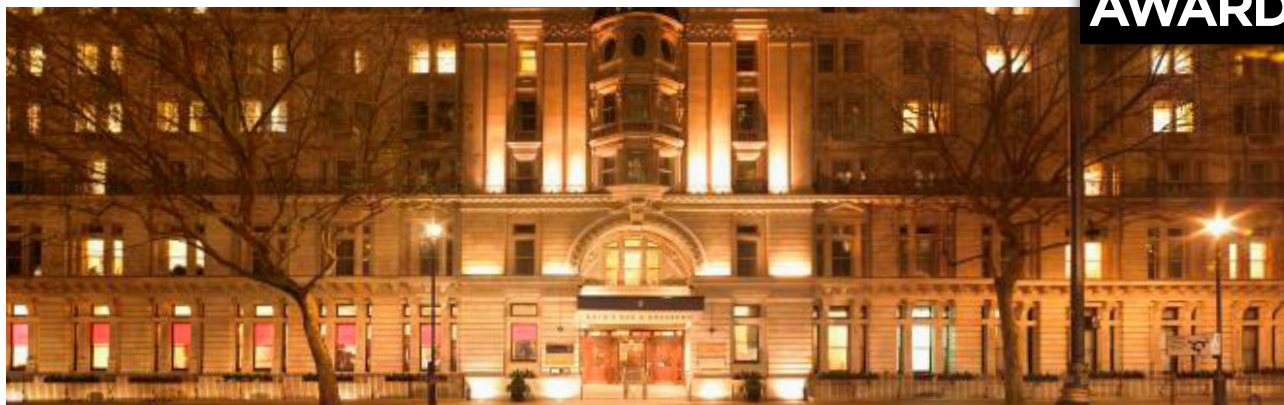
GOLIN



LLORENTE & CUENCA



VENUE



We are pleased to announce that the PRWeek Global Awards will be returning to **8 Norththumberland Avenue**, the event will take place on **Tuesday 15 May 2018**. The venue is located within the centre of London and is one of the largest and stylish event spaces in central London, steeped in history with a modern edge. The styles within the venue allow for a variety of events to be accommodated and therefore it seamlessly hosts hundreds of events throughout the year from fashion events to conferences, dinners to weddings and this year, the PRWeek Global Awards.

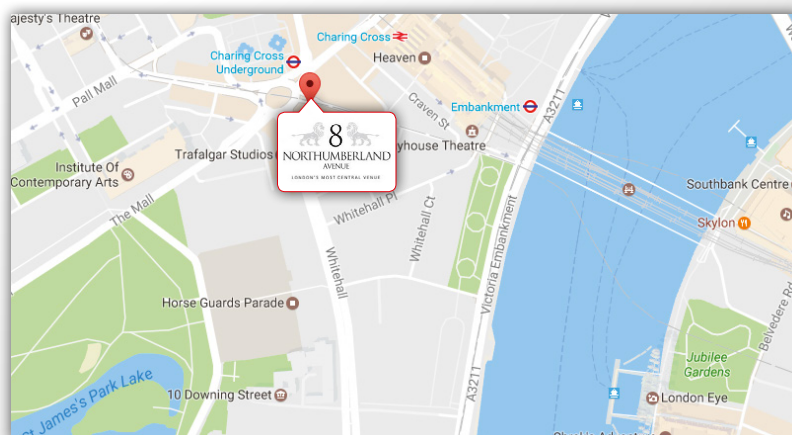
Nearest Tube:

Embankment / Charing Cross

Overground:

Waterloo / Charing Cross

8 Northumberland Avenue
London
WC2N 5BY



CATEGORIES



CAMPAIGN CATEGORIES

The campaign categories are open to work that is local to one country or region, or work that crosses international borders.

- Consumer Launch
- Product Brand Development
- Non-Profit
- Corporate Branding
- Public Sector
- Issues And Crisis
- Corporate Social Responsibility
- Employee Communications
- Healthcare
- Best Influencer Marketing Campaign **NEW!**
- Best Campaign in Middle East/Africa **NEW!**
- Best Campaign in Latam **NEW!**
- Best Campaign in Asia- Pacific **NEW!**

GLOBAL PR CATEGORIES

- Global PR Breakthrough
- Global Partnership
- Global Event Activation
- Global Creative Idea
- Global Integration
- Global Content
- Global Impact
- Global Citizenship

GLOBAL PR CATEGORIES

- Global Agency
(Three or more continents)
- International Agency
(Two or more countries, Revenue limit \$100m per annum)
- Global In-House Team
(Three or more continents)
- Global Brand
(Three or more continents)
- Campaign Of The Year
(Not open for entry)
- Global Professional In-House
- Global Professional Agency
- Global Marketer

PARTNERSHIP OPPORTUNITIES



PRWEEK GLOBAL AWARDS CATEGORY SPONSORSHIP PACKAGE

- 200,000 chances to be seen globally through pre-event promotion
- One table for 10 guests at the Awards gala dinner and presentation ceremony
- Dedicated branding at the opening cocktail party, prior to the Awards dinner
- Your logo and/or company name will be included in the script, AV and signage and on the Twitter Wall during the event
- Logo included in guest directory/programme
- A company representative will be invited on stage to present your sponsored category winner with their trophy
- Your company will be featured on the winners announcement and official event write-up feature through PRWeek
- Your logo and URL link will remain on the website for a minimum of 3 months following the event
- Your logo will feature on post-event advertorial/write up in PRWeek
- Featured on post-event Partners Thank You advert in PRWeek
- You will be given the first option to sponsor your 2017 category at the 2018 event

INVESTMENT: £9,500+VAT | \$11,700 USD

PARTNERSHIP OPPORTUNITIES



AWARDS PARTNER PACKAGE

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INVESTMENT: £5,000+VAT | \$6,000 USD

ADDITIONAL OPTIONS



HEADLINE PARTNER

PRWeek can work with you to reach your marketing objectives by crafting a bespoke headline partnership of this event.

Investment: POA

AWARDS GOODIE BAG SPONSOR

This is your opportunity to leave attendees with a bag of goodies to take home after the awards. With this partnership your company logo will also be included on all advertising and marketing promoting the event. Please note that goodie bags will be supplied and branded by the partner and must contain suitable gifts.

Investment: £3,000 +vat | \$5,000 USD

CONTENT SERIES

Partner with PRWeek to create content that will be amplified globally throughout the promotion of the awards. The content series is an excellent way to achieve your marketing objectives by communicating directly to those you wish to reach. With a content partnership you will work with our specialised content team to who will work with you to achieve your predetermined KPI's.

Investment: POA

RECEPTION SPONSOR

Host the PRWeek Global Awards drinks reception and welcome the industry's finest from across the globe. The reception will be branded with your logo recognising you as the reception partner and depending on your investment you could also host the entertainment, provide photo opportunities, branded serving trays and create a special welcome drink.

Investment: POA (dependant on branding)

ADDITIONAL OPTIONS



TWITTER WALL

Sponsor the twitter wall that will appear on the big screen throughout dinner, showcasing the evenings tweets heavily branded with your company logo. Partnership of the twitter wall will also include ten promotional tweets that will be added to the PRWeek Global Awards, PRWeek USA, ASIA and UK twitter schedule throughout the evening.

Investment: £3,500+VAT | \$5,500 USD

TABLE DROP

Leave a gift for attendees on the dining tables at the awards so everyone has a branded gift as soon as they sit down. Gifts can range from selfie sticks, sun glasses, props for photo opportunities and many more.

Table drop items will be supplied and delivered to the venue by the partner.

Investment: POA

TO DISCUSS ADDITIONAL OPTIONS PLEASE CONTACT:

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