



The Trade Association Awards

2022

SPONSORSHIP OPPORTUNITIES

the awards

Thursday 17th February 2022

The UK's leading awards for trade associations and member bodies

Recognising, rewarding and promoting best practice and innovation amongst Trade Associations in the UK

Supported by BEIS (Department of Business, Energy and Industrial Strategy)

The awards are celebrated by TAF sponsor and key partner, the UK Government's business department

Held at the prestigious Drapers Hall in London

Attended by 150-200 senior trade association leaders, this is *the* event of the association calendar

01

Raise your brand
profile

02

Marketing opportunities
pre, during and post
event

03

Sector leadership

04

Business development
opportunities

05

Category exclusivity in
sponsoring and
attending the event

(Platinum/Gold/Drinks sponsors only)

Why sponsor?

THE AWARDS



Engage

Publication of the Year

Event of the Year

Commercial Initiative of the Year

Sector Representation of the Year

Membership Engagement Award

Campaign of the Year

Improve

Corporate Social Responsibility Award

Sustainability Initiative of the Year

Digital Innovation of the Year

Good Governance Award

Skills Development Award

Lead

Diversity & Inclusion Award

Rising Star

Leadership Award

Outstanding Contribution

Trade Association of the Year

Platinum Sponsor



£12,000 (ex VAT)



Before the event

- Referenced in all mentions of the Awards (“TAF Awards in partnership with x”)
- Branding on all marketing promoting the events to TAF’s list of 1500 TA contacts
- Listing on the awards section of the TAF website with information about your brand and links back to your website
- Social media promotion across TAF’s channels
- Seat on the judges' panel
- 'Official TAF Partner' logo to use



During the event

- Branding on the night throughout the venue and on AV throughout
- 1 sponsor table for 10 people
- Sponsorship of two awards of your choice (first come, first served)
- Awards programme:
 - Branding on the front cover of
 - 2 Full page adverts – inside front cover & back cover
 - 2-page editorial



After the event

- Branding on post-event promotion of winners
- Blog post on TAF website and promoted through TAF newsletter
- Delegate list of attendees

Gold Sponsor

£8,000 (ex VAT)



Before the event

- Branding on all marketing promoting the events to TAF's list of 1500 TA contacts
- Listing on the awards section of the TAF website with information about you and links back to your website
- Social media promotion across TAF's channels
- 'Official TAF Partner' logo to use



During the event

- Branding on the night
- 1 sponsor table for 10 people
- Sponsorship of an award of your choice (first come first served)
- Awards programme:
 - 1 Full page advert – inside front cover & back cover
 - 1 page editorial



After the event

- Branding on post-event promotion of winners
- Blog post on TAF website and promoted through TAF newsletter
- Delegate list of attendees

Drinks Sponsor

£5,000 (ex VAT)



Before the event

- Branding on all marketing promoting the events to TAF's list of 1500 TA contacts
- Listing on the awards section of the TAF website with information about you and links back to your website
- Social media promotion across TAF's channels
- 'Official TAF Partner' logo to use



During the event

- Branding on the night
- 5 tickets to the awards
- Sponsorship of an award of your choice (first come first served)
- Awards programme:
 - 1 half page page advert – inside front cover & back cover



After the event

- Branding on post-event promotion of winners
- Blog post on TAF website and promoted through TAF newsletter

Awards Sponsor

£750 (ex VAT) per award

(sold on a first come, first served basis - see availability below)



Before the event

- Branding on the category listing on the website and in marketing and promotional material



During the event

- Branding on the night
- 2 tickets to the event
- Sponsorship of an award of your choice (first come first served basis, excluding Trade Association of the Year award)
- Awards programme:
 - Logo next to your award



After the event

- Branding on post-event promotion of your specific award winner

AWARDS SPONSORSHIP AVAILABILITY



Engage

~~Publication of the Year~~

Event of the Year

~~Commercial Initiative of the Year~~

~~Sector Representation of the Year~~

~~Membership Engagement Award~~

Campaign of the Year

Improve

Corporate Social Responsibility
Award

Sustainability Initiative of the Year

Digital Innovation of the Year

~~Good Governance Award~~

Skills Development Award

Lead

Diversity & Inclusion Award

~~Rising Star~~

~~Leadership Award~~

~~Outstanding Contribution~~

~~Trade Association of the Year~~

**TRADE
ASSOCIATION
FORUM**

THE ASSOCIATION
OF ASSOCIATIONS



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