



SPONSORSHIP PACKAGES

	SILVER £8,000	GOLD £12,000
Corporate Hospitality and Awards Dinner Activities		
A table at the awards dinner	x10	x12
Company logo to appear in AV sequences and signage at the dinner	✓	✓
Present awards of two categories on stage (company name engraved on awards)	✓	✓
Present awards of one feature category on stage (company name engraved on awards)	✗	✓
Advert in awards Programme	✗	✓
Branding in the VIP area and two bottles of champagne for after dinner	✗	✓
Online Marketing and Advertising		
Your logo on our homepage and links from our awards pages until the end of the year	✓	✓
Your own profile page on our website which can be changed once per quarter if required (less than 150 words, video and photo content)	✗	✓
A banner ad on the main awards homepage (rotating with other gold sponsors)	✗	✓
A banner advert in eight editions of POPAIWeekly	✗	✓
An interview with a company representative in POPAIweekly	✓	✓
Half page advert in each 2017 online Non-Member edition of In-Store Insights Magazine	✓	✗
Full page advert in each 2017 online Non-Member edition of In-Store Insights Magazine	✗	✓
POP AI to contribute to social media posts that you may deliver throughout the year and to re-post these through our own channel.	x2	x4
Traditional Advertising		
Use of POP AI Awards logo as part of your own marketing	✓	✓
Your logo on all awards advertising and marketing literature	✓	✓
Half page advert and 450 word company profile, logo included in the Awards Book	✓	✓
Full page advert in the Awards Book	✗	✓
Half page advert in each 2017 edition of In-Store Insights Magazine	✓	✗
Full page advert in each 2017 edition of In-Store Insights Magazine	✗	✓
Direct Marketing (To be staggered evenly through the year and between gold sponsors)		
Maximum of three direct email shots to POP AI database	✗	✓
An A5 insert into one edition of In-Store Insights Magazine	✗	✓
Maximum of two direct postal mail shots to POP AI database *	✗	✓
Presence at POP AI Events		
Your logo on banner stands at all 5 POP AI Shopper Seminars in 2017	✗	✓
Literature (max A4) on registration table at all 5 POP AI Shopper Seminars in 2017	✗	✓
Free tickets to every POP AI event in 2017 (for colleagues, clients, or suppliers as you wish)	x2	x4

* Direct mail print and fulfillment costs are to be borne by the sponsor and be carried out by POP AI's existing mailing house, Taylor Bloxham, who we also recommend carry out the printing, for ease.

For more information please contact: Phil Day (phil@popai.co.uk or 07771 540470)