



SPONSORSHIP

Connect and showcase your brand and connect with the unrivalled quality and quantity of companies involved in the Cardiff Property Awards.

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ABOUT

The Cardiff Property Awards celebrates the dynamic Cardiff property sector. From residential to commercial, from lettings to new builds, from civic buildings to bold re-imaginings, Cardiff simply teems with clever property companies shaping our city's destiny.

Property matters to us all. Professionally in financial terms; aesthetically in its creativity; practically in somewhere to live or work. And Cardiff's built environment is central to how our city is seen nationally and beyond.

Each year the leading and ambitious players in this thriving sector come together to take part in the Cardiff Property Awards. The Awards are run by the region's leading property event organiser MediaClash and are carefully constructed to ensure they maximise business opportunities for all attendees.

This document outlines how your business can stand out by sponsoring...



WHERE Holland House Hotel
WHEN **Friday 18 November**
FORMAT Networking
Keynote speaker
Meal
Awards presentation
Convivial business meetings

KEY DATES
11 July Launch event
8 September Nominations close
13 September Grand reveal, Finalists Announced
11 October Finalists & Sponsors Reception
3 November Cardiff Property Awards 2023

CARDIFF PROPERTY AWARDS





AUDIENCE

The Cardiff Property Awards are the leading business event for the sector. Join the unrivalled quality and quantity of companies connecting with the event. Check [this list](#) for an example, it's pretty much all the leading players gathered at one time.

We're determined to continue build on that great roster and prioritise the bringing together of the most influential people in the Cardiff property landscape as well as the fresh faces shaping its future.

The daytime event features strong opportunities to build or extend relationships with key property companies, from architects to developers, financiers, agents and more, both residential and commercially focussed.

The Cardiff Property Awards are professionally and thoughtfully curated to ensure maximum opportunities for its attendees, especially sponsors, to grow their businesses through the event.

Introductions are made and business is done at the Property Awards.



300
Attendees



200
Attendees at
pre-awards
events



75+
Finalists



100+
Nominations



AUDIENCE

You'll be in great company. Previous Sponsors, Finalists and Winners include:





NETWORK

Use the Property Awards are a showcase to build your network, maximise awareness of your brand as a leading company and do mutually-beneficial business.

We support and enable this level of interaction before, during and after the event and it is enhanced even further for sponsors with introductions, profile and a stand-alone event.

"The event was a great success and we were impressed with the number of tables and range of companies present." – Rightacres

"We saw many worthy projects and businesses win awards and it was wonderful to see the event so well attended" – MDA Consulting

- ✓ Launch event, free to attend, 50+ attendees
- ✓ Finalists & Sponsors Reception ahead of the Awards 100+ attendees
- ✓ Networking Reception at the Awards, 300 attendees
- ✓ Full list of Awards attendees with their table number circulated in advance
- ✓ Opportunity to host a table for ten of your team, clients, contacts and Finalists at the Awards as a Sponsor
- ✓ Networking booklet supplied to all tables with company names and table numbers
- ✓ Special sponsor dinner following the Awards





MEDIA REACH

The Cardiff Property Awards are backed by the media reach of MediaClash through its brands: in person, online and on social, with a wide-reaching business and consumer audience. It is promoted in the following ways with Sponsor branding included every step of the way:



100+

Attendees at
shoulder events



40+

Mailshots to
2k+ each time



30k+

Social reach





PROCESS

Winning a Cardiff Property Award is a powerful accolade. There is even greater business focus than before on the Awards process with extra emphasis on business metrics in nominations, the judging process and marketing.

This aim is to reflect and include companies of all sizes, up to the largest in Cardiff, in each category. We require information on:

- Years in business
- Number of staff
- Sales

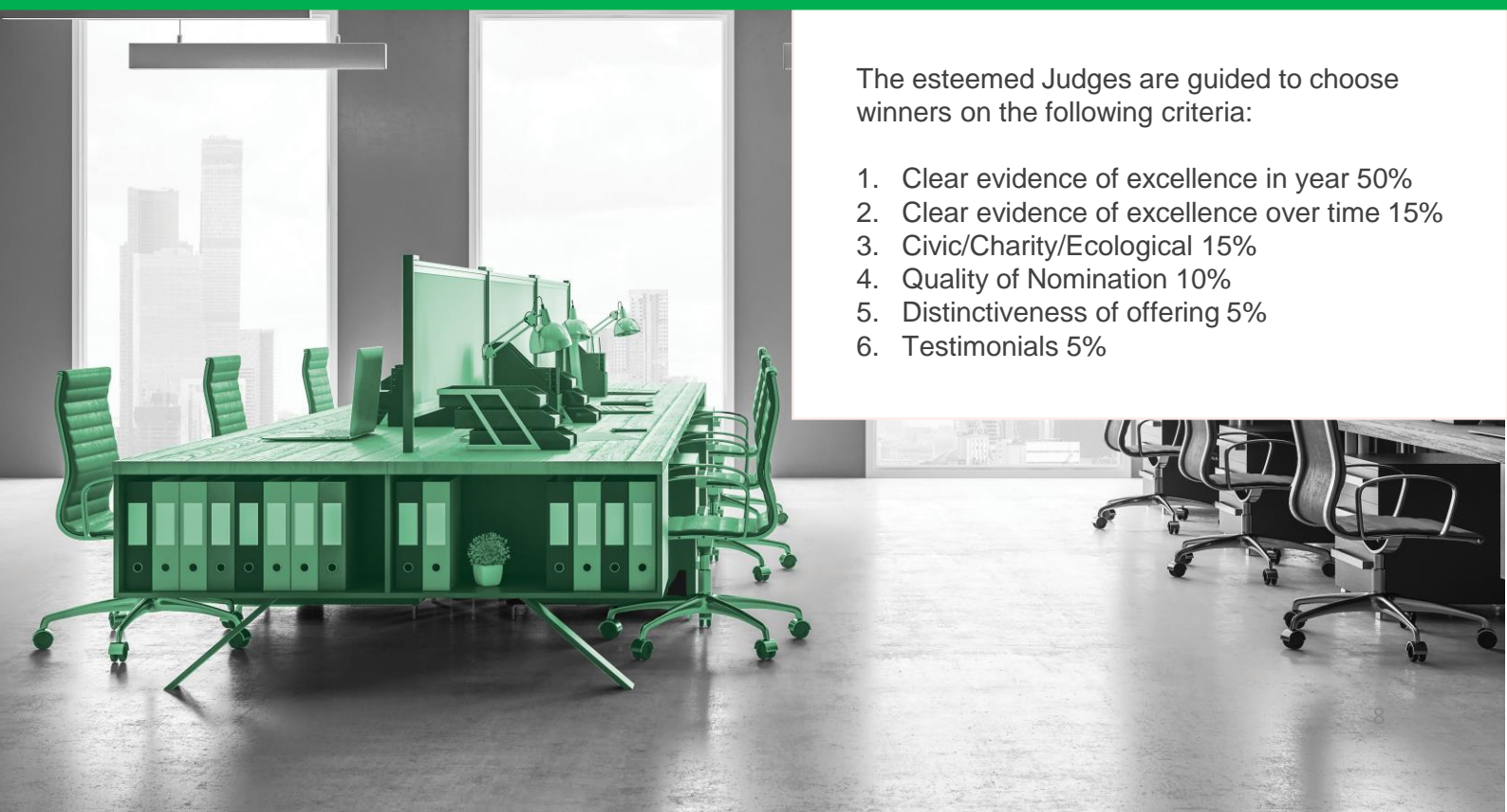
THE JUDGES

It is integral that the Awards are judged wholly independently. There is a fresh panel selected each year from the senior business community with a variety of expertise. Our previous Judges include business leaders from:

- Admiral
- Blake Morgan
- Cadwyn Housing
- Cardiff University
- CBRE
- Chalkhouse Interiors
- Eversheds Sutherland
- FOR Cardiff
- Harding Evans
- Hodge Bank
- Hugh James
- Knight Frank
- Midas
- Principality
- RIBA
- Savills
- Taylor Wimpey
- The Landsite
- Vision Holding
- Welsh Government

The esteemed Judges are guided to choose winners on the following criteria:

1. Clear evidence of excellence in year 50%
2. Clear evidence of excellence over time 15%
3. Civic/Charity/Ecological 15%
4. Quality of Nomination 10%
5. Distinctiveness of offering 5%
6. Testimonials 5%





CATEGORIES

The Awards covers the breadth of the property sector, recognising each level of the value chain. Each year the Judges choose the leading individual category winner to receive the additional accolade of 'Winner of Winners'.

- Architect
- Civic Development
- Commercial Agent
- Commercial Development
- Consultancy
- Contractor
- Co-working Spaces
- Developer
- Employer
- Financial
- Interior Designer
- Legal
- One to Watch (company)
- Residential Agent
- Residential Development
- Rising Star (individual)
- Suppliers and Services
- Sustainability
- Transformation





HEADLINE SPONSOR PACKAGE

Take the unique leadership position and showcase your brand. We collaborate closely with our Headline Sponsor to create and deliver value, including most-prominent branding and bespoke elements.

BEFORE

- Most prominent branding in email newsletters sent to over 2,000 business contacts
- Exclusive email newsletter sent to the **Cardiff Property Awards** database with your messaging
- Most prominent branding on the **Cardiff Property Awards** website homepage
- Most prominent branding and opportunity to speak at the live-stream Finalist Grand Reveal virtual event
- Regular mentions in posts and tagged in descriptors across **Cardiff Property Awards** social media accounts: Twitter, LinkedIn and Instagram
- Eight places at the Finalists' & Sponsors' Reception event including an opportunity to make a speech

DURING

- Table of ten in the prime position at the front of the stage at the Awards
- Opportunity to make a speech at the start of the evening
- Opportunity to network with the 300+ attendees (list sent in advance)
- Arrival drinks, three-course meal, wine and Champagne on your table
- Full-page advert in the Awards Official Showguide, given to every attendee
- Most prominent branding across every element including: Winner photo backdrop, the Awards stage set, Official Showguide, table plan, banners and boards
- Logo on the Hosts' presentation lecterns
- Massive coverage on social media with multiple tags

AFTER

- Exclusive email newsletter sent to the **Cardiff Property Awards** database
- Full summary presentation of the coverage and branding received throughout the entire campaign
- Four places at the exclusive Sponsors' Dinner
- Complementary tickets to a suite of MediaClash events

HEADLINE PACKAGE INVESTMENT:

One year: **£6,500**

Two-years: **6,000**

Three years: **£5,750**



WINNER OF WINNERS SPONSOR PACKAGE

Receive premier-level sponsorship by aligning your company with the crème-de-la-crème Award of the event: The Winner of Winners Award crowns the Judges' choice of the best winner of all Categories.

BEFORE

- Prominent branding in email newsletters sent to over 2,000 business contacts
- Prominent branding on the **Cardiff Property Awards** website homepage
- Branding and name check in the live-stream Finalist Grand Reveal
- Regular mentions in posts across **Cardiff Property Awards** social media accounts: Twitter, LinkedIn, Instagram
- Four places at the Finalists' & Sponsors' Reception event

DURING

- Table of ten in a top position in front of the stage at the Awards
- Arrival drinks, three-course meal, wine and Champagne on your table
- Opportunity to network with the 300+ attendees (list sent in advance)
- Half-page advert in the Awards Official Showguide, given to every attendee
- Prominent branding across every element including: Winner photo backdrop, Official Showguide, table plan, boards
- Personal introduction to stage to present the top Award of the evening
- Massive coverage on social media, with multiple tags

AFTER

- Full summary presentation of the coverage and branding received throughout the entire campaign
- Two places at the exclusive Sponsors' Dinner
- Complementary tickets to a MediaClash sister-event

Wow PACKAGE INVESTMENT:

One year: **£5,000**

Two-years: **£4,500**

Three years: **£4,000**



CATEGORY SPONSOR PACKAGE

Exclusive association with your chosen category including an extensive marketing package.

BEFORE

- Branding in email newsletters sent to over 2,000 contacts
- Branding on the **Cardiff Property Awards** website homepage
- Branding and name check in the live-stream Finalist Grand Reveal
- Regular mentions in posts across **Cardiff Property Awards** social media accounts: Twitter, LinkedIn, Instagram
- Two places at the Finalists' & Sponsors' Reception event

DURING

- Table with ten places
- Arrival drinks, three-course meal, wine and Champagne on your table
- Opportunity to network with the 300+ attendees (list sent in advance)
- Profile in the Awards Official Showguide, given to every attendee
- Prominent branding across every element including: Winner photo backdrop, Official Showguide, table plan, boards
- Personal introduction to stage to present your Award on the evening
- Massive coverage on social media, with multiple tags

AFTER

- Full summary presentation of the coverage and branding received throughout the entire campaign
- Two places at the exclusive Sponsors' Dinner
- Complementary tickets to a MediaClash sister-event

CATEGORY PACKAGE INVESTMENT:

One year: **£3,750**

Two-years: **£3,500**

Three years: **£3,250**

EARLY BIRD – BOOK BEFORE JAN 2023:

One year: **£3,500**

Two-years: **£3,250**

Three years: **£3,000**



FEATURE SPONSOR PACKAGE

Exclusive association with an Awards feature such as the Grand Reveal Day, Finalists & Sponsors Reception event, Awards Arrival Drinks, The Exchange after-drinks meetings, Keynote Speaker.

BEFORE

- Branding as a Feature Sponsor in email newsletters sent to over 2,000 business contacts
- Branding as a Feature Sponsor on the **Cardiff Property Awards** website homepage
- Mentions in posts across **Cardiff Property Awards** social media accounts: Twitter, LinkedIn, Instagram
- Two places at the Finalists' & Sponsors' Reception event

DURING

- Two tickets to attend the Awards
- Arrival drinks, three-course meal and wine on your table
- Opportunity to network with the 300+ attendees (list sent in advance)
- Logo in the Awards Official Showguide, given to every attendee
- Branding across selected elements including: Official Showguide, table plan, banners
- Coverage on social media, with tags

AFTER

- Full summary presentation of the coverage and branding received throughout the entire campaign
- Two places at the exclusive Sponsors' Dinner
- Complementary tickets to a MediaClash sister-event

FEATURE PACKAGE INVESTMENT: One year: **£2,500** Two-years: **£2,250** Three years: **£2,000**



PARTNER SPONSOR PACKAGE

Table of ten at the Awards plus marketing package.

BEFORE

- Company name and link in email newsletters sent to over 2,000 contacts
- Logo and link as a Partner on the **Cardiff Property Awards** website homepage
- A minimum of one mention in posts across **Cardiff Property Awards** social media accounts: Twitter, LinkedIn, Instagram
- Two places at the Finalists' & Sponsors' Reception event

DURING

- Table with ten places
- Arrival drinks, three-course meal and wine on your table
- Opportunity to network with the 300+ attendees (list sent in advance)
- Logo in the Awards Official Showguide, given to every attendee
- Logo on your table, on screen and on printed material at the event
- Tagged on social media posts

PARTNER PACKAGE INVESTMENT: One year: **£2,000**

EARLY BIRD – BOOK BEFORE JAN 2023: One year: **£1,800**



PACKAGES

There are tiered sponsorship opportunities to suit various budgets and desired packages. These are summarised as follows with a break-down of benefits and activation on the following pages. The Cardiff Property Awards team is always open to working with you to customise packages to suit your business needs and engagement.

HEADLINE

Take the unique leadership position and showcase your brand. We collaborate closely with our Headline Sponsor to create and deliver value, including most-prominent branding and bespoke elements.

WINNER OF WINNERS

Receive premier-level sponsorship by aligning your company with the crème-de-la-crème Award of the event: The Winner of Winners Award crowns the Judges' choice of the best winner of all Categories.

CATEGORY

Exclusive association with your chosen category including an extensive marketing package.

FEATURE

Exclusive association with an Awards feature such as the Grand Reveal Day, Finalists & Sponsors Reception event, Awards Arrival Drinks, The Exchange after-drinks meetings, Keynote Speaker.

PARTNER

Table of ten at the Awards plus marketing package.





ACTIVATION

Sponsor Benefits		Headline	WoW	Category	Feature	Partner
Email marketing 2k+ business contacts on database	Named	✓	✓	✓	✓	✓
	Link	✓	✓	✓	✓	✓
	Logo	✓	✓	✓	✓	
	Announcement	✓	✓	✓	✓	
	Logo in Header	✓				
	Dedicated mailshot	✓				
Website Highest traffic on Grand Reveal Day and Awards week	Logo & link on home page	✓	✓	✓	✓	✓
	Logo & link on Category page	✓	✓	✓	✓	
	Logo & link on Winners page	✓	✓	✓	✓	
	Logo & description on Sponsors page	✓	✓	✓	✓	
	Logo & link on Finalists page	✓			✓ (Grand Reveal sponsor only)	
	Logo and link in header of every page	✓				
Social channels (Applied across all channels, combined reach of 30k)	Minimum of one tag	✓	✓	✓	✓	✓
	Minimum of five tags	✓	✓	✓	✓	
	Announcement post	✓	✓	✓	✓	
	Logo and tag in Finalists' announcement	✓	✓	✓		
	Logo and tag in Winners' announcement	✓	✓	✓		
	Minimum of ten tags	✓				
	Tagged in descriptors	✓				



ACTIVATION

Sponsor Benefits continued...		Headline	WoW	Category	Feature	Partner
Additional events Awards shoulder events, plus access to MediaClash portfolio, key networking opportunities	Attend the Grand Reveal Day	✓	✓	✓	✓	✓
	Attend the Finalists' & Sponsors' Reception	✓	✓	✓	✓	✓
	Tickets to the Awards	✓	✓	✓	✓	✓
	Make a speech at the Finalists' & Sponsors' Reception	✓			✓ (F&SR sponsor)	
	Make a speech at the Grand Reveal Day livestream	✓			✓ (Grand Reveal sponsor)	
	Banners at Finalists' & Sponsors' Reception	✓			✓ (F&SR sponsor)	
	Banners at Drinks Reception	✓			✓ (Drinks Reception sponsor)	
	Prominent branding on the Grand Reveal livestream	✓			✓ (Grand Reveal sponsor)	
	Attend the Sponsors' Dinner	✓	✓	✓		
	Complementary tickets to another MediaClash event	✓	✓	✓	✓	
The Awards Huge brand profile at the biggest property gathering in the city	Tickets to attend	✓	✓	✓	✓	✓
	Arrival drinks	✓	✓	✓	✓	✓
	Three-course meal	✓	✓	✓	✓	✓
	Wine on your table	✓	✓	✓	✓	✓
	A branded table for ten	✓	✓	✓		
	Prominent logo shown throughout the Awards	✓				
	Make a welcome speech	✓				
	Present category Award		✓	✓		
	Opportunity to place banners in the drinks reception	✓	✓	✓	✓ (Drinks Reception sponsor)	
	Logo inclusion on Media Wall				✓ (Media Wall sponsor)	



ACTIVATION

Sponsor Benefits continued...		Headline	WoW	Category	Feature	Partner
Collateral Printed and digital assets, before, during and after the Awards	Named in Official Showguide	✓	✓	✓	✓	✓
	'Proud Sponsor' assets	✓	✓	✓	✓	
	Logo in Official Showguide	✓	✓	✓	✓	
	Profile in Official Showguide	✓	✓	✓		
	Logo on Table Plan	✓	✓	✓		
	Logo on Finalists stickers	✓	✓	✓		
	Logo on photo backdrop	✓	✓	✓	✓	
	Logo on hand outs at shoulder events	✓	✓	✓	✓	
	Logo on set	✓				

Level	One year	Two years	Three years
HEADLINE	£6,500	£6,000	£5,500
WINNER OF WINNERS	£5,000	£4,500	£4,000
CATEGORY	£3,750	£3,500	£3,250
FEATURES	£2,500	£2,250	£2,000
PARTNER	£2,000		
SINGLE TICKET	£120		

Please note: all prices are exclusive of VAT



CONTACT

We look forward to working with you...



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