

Awards:
21 March 2024



Cardiff Life
AWARDS

SPONSORSHIP

Connect with the most influential businesses in Cardiff at
the biggest business event of the year...





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THE CARDIFF LIFE AWARDS

MOST EFFECTIVE

Business is done from, at and around the Awards. Countless conversations are triggered by deep association with the city's leading business marketing activity.

MOST EFFICIENT

One deal reaches many thousands of companies. We will support your business promotion through: social media (LinkedIn, Twitter, Instagram); email (thousands of firms, multiple times); networking events; website; Awards Preview, Official Showguide and Review; and of course, on the night...

...AND MOST STYLISH!

The Awards are the business highlight of the year. Sophisticated, glamorous, unmissable... Anticipation rises over many months, culminating in the excitement of the Awards. Your team and your clients will love the evening.





THE BIGGEST BUSINESS EVENT IN CARDIFF

The *Cardiff Life Awards* are the business highlight of the city. They are the most prestigious, most tightly contested Awards with the greatest number of local and regional companies involved – plus the nationals based here. Winning a *Cardiff Life Award* is a powerful accolade.

Backed by a massive marketing campaign, this event has sold out every year. Businesses can nominate themselves in one or more of the 20 categories – the winners are chosen by a panel of independent and impartial judges.

There'll be glitz, glamour, music and 450 people coming together for a huge celebration of the top businesses in Cardiff.

This pack gives an overview of all the benefits of being part of this special event. We help sponsors every step of the way to use the awards to grow business.





Dining/Arts/Entertainment/Shopping/Property

Cardiff Life

CELEBRATING THE BEST OF THE CITY
SIMPLY THRILLED!
UBERGLAM AWARDS,
CITY IN ITS FINERY

LET'S
GET
THIS
PARTY
STARTED



Cardiff Life AWARDS 2021

LEXUS CREDIT PARK PLAZA Regus WSET Cardiff Life 13 genero LEXUS CREDIT PARK PLAZA

regus WSET genero PARK PLAZA Regus WSET





CAMPAIGN ACTIVITY BY NUMBERS



450

attendees



150

Attendees at
pre-awards
reception



50+

Mailshots



180+

Finalists



300+

Nominations



9

Judges

Digital
Reach:



3k



11.8k



26.1k



1k



WHY SPONSOR?



- Connect with decision makers across a variety of sectors
- Extend existing relationships and generate valuable new business
- Multiple networking opportunities and personal introductions by our team
- Entertain key clients and reward employees
- Join other market-leading brands
- Be part of a huge cross-platform marketing campaign
- Strengthen your association with Cardiff and its businesses
- Show support for the local economy
- Content-creating activity to share across your platforms
- Elevate your brand in front of several hundred businesses and key decision makers



SPONSORSHIP BENEFITS

1 Utilise an extensive brand-building marketing campaign to support your business growth: receive huge profile, across multiple channels, in association with our luxury media brand.

MARKETING

○ EMAIL

- Announcement email on signing up as a sponsor to our database of 3k Cardiff business leaders.
- Logo and link inclusion in the Awards email marketing campaign – 40+ emails to 3.8k each time.

○ PRINT

- Inclusion in all printed promotional material at the Awards including highly prominent Awards Showguide, 'Grip n Grin' backdrop, table numbers, table plan and more.

○ SOCIAL

- Dedicated social posts across Awards channels (Twitter, Instagram and LinkedIn), with a targeted, engaged audience. Combined reach: 41.9k
- Sponsors tagged throughout the campaign at peak times, such as the Grand Reveal day.

○ WEBSITE

- Logo and link on home page of website and all relevant areas dependant on package. High-traffic especially on finalist and winner announcement days.

PLUS – Our in-house expert marketers will work with you and provide a guide to maximising your own reach through this campaign.



SPONSORSHIP BENEFITS

2

Gain high-quality networking opportunities with fellow business leaders in the city and beyond...

NETWORKING

○ LAUNCH EVENT

150-200 attendees each summer exclusively for clients of *Cardiff Life Awards*, drinks, canapés and guest list provided.

○ FINALISTS' & SPONSORS' RECEPTION

All Awards Finalists' & Sponsors' invited to this exclusive event ahead of the Awards night to meet and celebrate. Sponsors are announced at the event with logos included on all collateral.

○ AWARDS NIGHT

Opportunity to network with 450 attendees from the full spectrum of businesses in the city from the largest of the corporates to coolest of the indies. Invite your clients and team for a hospitality experience like no other.

○ SPONSORS' DINNER

Get to know fellow sponsors and enjoy a special dinner following the Awards.

○ TICKETS TO SISTER EVENTS

As part of your sponsorship take advantage of two complementary tickets at another MediaClash event of your choice (e.g. Awards, Business Clubs, EntreConf)

PLUS – Our team will act effectively as your concierge, making introductions and spotting collaboration opportunities.



SPONSORSHIP BENEFITS

3 Enhance your business profile, and build your brand at the biggest business event in Cardiff

THE AWARDS

○ MOST SOCIAL ENGAGEMENT

The Awards have high engagement levels across all platforms where sponsors are profiled and tagged multiple times. Combined reach: 41.9k

○ WEB AND EMAIL TRAFFIC

Web traffic for viewing winners and linking back is at its highest and email open rates too.

○ YOUR LOGO EVERYWHERE

As an event sponsor, your logo will be placed in multiple high-impact areas throughout the evening, making a bold brand-awareness statement.

○ THE EXPERIENCE

You'll have quality time with your clients and colleagues at the Awards as well as making many new contacts. It's a joyous environment to share in the celebration of being in business in Cardiff and beyond.

○ AWARDS PRESENTATION

Category sponsors will spend time on stage, raising the profile further for a key member of your team, to present a coveted *Cardiff Life* Award.

PLUS – Use Awards day/night as a springboard to promote your own involvement while traffic and interest is at its peak.



SPONSORSHIP CATEGORIES

- ARTS & CREATIVE
- BAR
- BUSINESS SERVICES
- CHARITY
- CIVIC
- EDUCATION
- FINANCIAL
- EVENT
- HAIR & BEAUTY
- HEALTH & WELLBEING
- HOMES & INTERIORS
- LEGAL
- LEISURE & TOURISM
- NEW BUSINESS
- PEOPLE SERVICES
- PROPERTY
- RESTAURANT
- RETAILER
- SUSTAINABILITY
- TECHNOLOGY
- WELSH LANGUAGE
- ★ PLATINUM AWARD ★





THE JUDGES

It is integral that the Awards are judged wholly independently of *Cardiff Life Awards*. 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:

Beth Morris Workshops

MotoNovo Finance

Bar 44

Brains

Brod

Broomfield & Alexander

Brother Thai

Cardiff Airport

Cardiff and Vale College

Cardiff Blues

Cardiff Capital Region

Cardiff City FC

Cardiff Council, Leader

Cardiff Metropolitan University

Cardiff University.

Charles Stanley Cardiff

FOR Cardiff

Geldards LLP

Giovanni's

Goji Hair

Green Man Festival

Guy Christian Hairdressers

Hello Starling

Hill and Friends

Howell's School

Jelf

John Lewis & Partners Cardiff

Ken Picton Salon

Laings

Le Gros Solicitors

Leekes

Lexus Cardiff

Lux Family Law

Martyn Prowell

Morgan Arcade

National Theatre Wales

NatWest

New Directions

Nuffield Health Cardiff & Vale Hospitals

One Mile Bakery

Principality Building Society

Real SFX

S3 Advertising

Sanctuary Financial Planning

Seren7

St. David's Cardiff

The Albany Gallery

The Cardiff Clinic

This Girl Walks

TSR Legal

Wales Millennium Centre

Waterstone Homes

Watts & Morgan

Westbourne School

Whitchurch High School

WSET

Yolk Recruitment



Cardiff Life
AWARDS

SPONSORSHIP OPTIONS





HEADLINE SPONSOR

Take the unique leadership position and showcase your brand. We collaborate closely with our Headline Sponsor to create and deliver value, the below is an indication of the package but bespoke elements can be discussed for this level.

BEFORE

- Most prominent branding in email newsletters sent to over 3,000 business contacts
- Social media video asset created and shared multiple times
- Exclusive email newsletter sent to the **Cardiff Life Awards** database with your messaging
- Most prominent branding on the **Cardiff Life Awards** website homepage
- Company profile on **Cardiff Life Awards** website
- 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 social media accounts: Twitter, LinkedIn and Instagram
- Eight places at the Finalists' & Sponsors' Reception event including an opportunity to make a speech
- Opportunity to provide banners to display at the Finalists & Sponsors' Reception

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 500 attendees (list sent in advance)
- Arrival drinks, three-course meal, wine and Champagne on your table
- Full-page advert in the Awards Official Showguide on a cover position, given to every attendee
- Most prominent branding across every element including: Winner photo backdrop, the Awards stage set, Official Showguide, table plan
- Logo on the Hosts' presentation lecterns
- Massive coverage on social media with multiple tags

AFTER

- Logo inclusion and feature in the film of the event
- Exclusive email newsletter sent to the **Cardiff Life 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

CAMPAIGN INVESTMENT

£8,000 for one year

£6,750 per year for two years

£6,500 per year for three years



PLATINUM SPONSOR

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

BEFORE

- Most prominent branding in email newsletters sent to over 3,000 business contacts
- Social media video asset created and shared multiple times
- Prominent branding on the *Cardiff Life Awards* website homepage
- Profile on the *Cardiff Life Awards* website
- Branding and name check in the live-stream Finalist Grand Reveal
- Regular mentions in posts across social media accounts: Twitter, LinkedIn, Instagram
- Four places at the Finalists' & Sponsors' Reception event
- Opportunity to provide banners to display at the Finalists & Sponsors' Reception

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 450 attendees (list sent in advance)
- Full-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

CAMPAIGN INVESTMENT

£5,500 for one year

£5,000 per year for two years

£4,500 per year for three years





GOLD CATEGORY SPONSOR

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

BEFORE

- Prominent branding in email newsletters sent to over 3,000 contacts
- Prominent branding on the *Cardiff Life Awards* website homepage
- Social media video asset created and shared multiple times
- Profile on the *Cardiff Life Awards* website
- Branding and name check in the live-stream Finalist Grand Reveal
- Regular mentions in posts across social media accounts: Twitter, LinkedIn, Instagram
- Two places at the Finalists' & Sponsors' Reception event
- Opportunity to provide banners to display at the Finalists & Sponsors' Reception

DURING

- Table of ten
- Arrival drinks, three-course meal, wine and Champagne on your table
- Opportunity to network with the 450 attendees (list sent in advance)
- Profile in the Official Showguide, given to every attendee
- Full-page advert in the Official Showguide
- 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

CAMPAIGN INVESTMENT

£5,000 for one year

£4,500 per year for two years

£3,500 per year for three years





SILVER TABLE SPONSOR

Table of ten at the Awards plus marketing package.

BEFORE

- Company name and link in email newsletters sent to over 3,000 contacts
- Logo and link as a Silver Sponsor on the **Cardiff Life Awards** website homepage
- A minimum of one mention in posts across **Cardiff Life Awards** social media accounts: Twitter, LinkedIn, Instagram
- Two places at the Finalists' & Sponsors' Reception event

DURING

- Table of ten
- Arrival drinks, three-course meal and wine on your table
- Opportunity to network with the 450 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

AFTER

- Linked and tagged in email campaign and social media posts

CAMPAIGN INVESTMENT

£2,500 for one year





GRAND REVEAL SPONSOR

Sponsor the most anticipated Grand Reveal live-stream virtual event, ahead of the Awards, in which the Finalists are announced

BEFORE THE AWARDS

- Branding as a feature Sponsor in email newsletters sent to over 3,000 business contacts
- Logo and link on Finalists' email announcement (highest open rates)
- Branding as a Feature Sponsor on the **Cardiff Life Awards** website homepage, and logo and link on Finalists page (Highest traffic day)
- Consistent branding throughout the live-stream Finalist Grand Reveal
- Opportunity to speak at the Grand Reveal event and provide video content
- Mentions in posts across social media accounts: Twitter, LinkedIn, Instagram. Link and logo included on the day (huge engagement)
- Two places at the Finalists' & Sponsors' Reception event

DURING THE AWARDS

- Four tickets to attend the Awards
- Arrival drinks, three-course meal and wine on your table
- Opportunity to network with the 450 attendees (list sent in advance)
- Logo in the Awards Official Showguide, given to every attendee
- Branding across selected elements including: Official Showguide, table plan, boards
- Coverage on social media, with tags relating to the Grand Reveal

AFTER THE AWARDS

- 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

CAMPAIGN INVESTMENT

£3,000 for one year

£2,500 per year for two years

£2,000 per year for three years

*Additional tickets charged at £155 each





DRINKS RECEPTION SPONSOR

Full association with the exciting guest arrival drinks which is the first networking opportunity of Awards night

BEFORE THE AWARDS

- Branding as a feature Sponsor in email newsletters sent to over 3,000 business contacts
- Branding as a Feature Sponsor on the *Cardiff Life Awards* website homepage
- Name check in the live-stream Finalist Grand Reveal
- Mentions in posts across social media accounts: Twitter, LinkedIn, Instagram
- Two places at the Finalists' & Sponsors' Reception event

DURING THE AWARDS

- Two tickets to the Awards
- Arrival drinks, three-course meal and wine on your table
- Opportunity to network with the 450 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 and boards
- Coverage on social media, with tags
- Opportunity to provide up to four banners to brand the drinks reception space to your company

AFTER THE AWARDS

- Full summary presentation of the coverage and branding received throughout the entire campaign
- Complementary tickets to a MediaClash sister-event

CAMPAIGN INVESTMENT

£3,500 for one year

£3,000 per year for two years

£2,500 per year for three years

*Additional tickets charged at £155 each





PHOTOBOOTH SPONSOR

Brand the most popular photo-feature on Awards night

BEFORE THE AWARDS

- Branding as a feature Sponsor in email newsletters sent to over 3,000 business contacts
- Branding as a Feature Sponsor on the *Cardiff Life Awards* website homepage
- Name check in the live-stream Finalist Grand Reveal
- Mentions in posts across social media accounts: Twitter, LinkedIn, Instagram
- Two places at the Finalists' & Sponsors' Reception event

DURING THE AWARDS

- Four tickets to the Awards
- Arrival drinks, three-course meal and wine on your table
- Opportunity to network with the 500 attendees (list sent in advance)
- Logo in the Awards Official Showguide, given to every attendee
- Branding across selected elements including: Official Showguide, table plan, boards
- Coverage on social media, with tags relating to the Cover Star feature
- Your logo on the Cover Star artwork
- Opportunity to provide photographer engagement at the feature

AFTER THE AWARDS

- Full summary presentation of the coverage and branding received throughout the entire campaign
- Complementary tickets to a MediaClash sister-event

CAMPAIGN INVESTMENT

£3,500 for one year

£3,000 per year for two years

£2,500 per year for three years

*Additional tickets charged at £155 each



FINALISTS & SPONSORS RECEPTION SPONSOR

Full association with the pre-Awards gathering that all Finalists' & Sponsors' are invited to

BEFORE THE AWARDS

- Branding as a Feature Sponsor in email newsletters sent to over 3,000 business contacts
- Branding as a Feature Sponsor on the *Cardiff Life Awards* website homepage
- Name check in the live-stream Finalist Grand Reveal
- Mentions in posts across social media accounts: Twitter, LinkedIn, Instagram
- Six places at the Finalists' & Sponsors' Reception event
- Opportunity to speak at the Finalists' & Sponsors' Reception
- Opportunity to provide up to four banners to brand the Finalists & Sponsors Reception

DURING THE AWARDS

- Four tickets to the Awards
- Arrival drinks, three-course meal and wine on your table
- Opportunity to network with the 450 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 relating to Finalists & Sponsors' Reception

AFTER THE AWARDS

- 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

CAMPAIGN INVESTMENT

£3,500 for one year

£3,000 per year for two years

£2,500 per year for three years

*Additional tickets charged at £155 each





AFTER PARTY SPONSOR

Full association with the popular after-event drinks which all attendees are directed to for follow-up conversations

BEFORE

- Branding in email newsletters sent to over 3,000 business contacts
- Prominent branding on the *Cardiff Life Awards* website homepage
- Name check in the live-stream Finalist Grand Reveal
- Regular mentions in posts across social media accounts: Twitter, LinkedIn, Instagram
- Two places at the Finalists' & Sponsors' Reception event

DURING

- Two tickets to the Awards
- Arrival drinks, three-course meal, wine and Champagne on your table
- Opportunity to network with the 450 attendees (list sent in advance)
- Profile in the Awards Official Showguide, given to every attendee
- Branding across every element including: Winner photo backdrop, Official Showguide, table plan, boards
- Massive coverage on social media, with multiple tags
- Opportunity to host the Official After-Party at your venue
- Posters throughout the venue advertising the after party with your branding

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

CAMPAIGN INVESTMENT

£4,000 for one year

£3,750 per year for two years

£3,250 per year for three years

*Additional tickets charged at £155 each





MEDIA WALL SPONSOR

Association and branding of the popular media wall which hosts social content associated with the event, shown on the big screen on Awards night during arrival and dinner

BEFORE THE AWARDS

- Branding as a Feature Sponsor in email newsletters sent to over 3,000 business contacts
- Branding as a Feature Sponsor on the *Cardiff Life Awards* website homepage
- Mentions in posts across *Cardiff Life Awards* social media accounts: Twitter, LinkedIn, Instagram
- Two places at the Finalists' & Sponsors' Reception event

DURING THE AWARDS

- Four tickets to the Awards
- Arrival drinks, three-course meal and wine on your table
- Opportunity to network with the 450 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
- Prominent logo included as part of media wall

AFTER THE AWARDS

- 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

CAMPAIGN INVESTMENT

£3,000 for one year

£2,500 per year for two years

£2,000 per year for three years

*Additional tickets charged at £155 each





EVENT PARTNER

Provide a service for the event and its attendees and receive the following Partner Package

BEFORE THE AWARDS

- Named and linked as an Event Partner in email newsletters sent to over 3,000 business contacts
- Logo and link as an Event Partner on the *Cardiff Life Awards* website homepage
- Mentions in posts across social media accounts: Twitter, LinkedIn, Instagram
- Two places at the Finalists' & Sponsors' Reception event

DURING THE AWARDS

- Named in the Awards Official Showguide, given to every attendee
- Coverage on social media, with tags

AFTER THE AWARDS

- Tagged in social media and linked on email campaign following the Awards

CAMPAIGN INVESTMENT

Bespoke packages from £750 plus tickets at £155/head





SPONSORSHIP OPTIONS SUMMARY

HEADLINE	From £6,000
PLATINUM	From £4,500
GOLD CATEGORY	From £3,000
COVERSTAR	From £3,250
DRINKS RECEPTION	From £3,250
AFTER PARTY	From £3,250
FINALISTS' & SPONSORS' RECEPTION	From £3,000
GRAND REVEAL	From £2,000
MEDIA WALL	From £2,000

Please note: all prices are exclusive of VAT





ENHANCE YOUR PACKAGE

Enhance your chosen sponsorship by adding the following:

ADVERT IN OFFICIAL AWARDS SHOWGUIDE

- Have your advert appear in the Official Awards show guide which is published online in advance and given to every attendee.
- The guide contains information about the Finalists, Judges, Sponsors, images from the Finalists & Sponsors Reception and what to expect from the big night.
- All adverts included in the Preview will also appear in the event Official Showguide handed to every attendee on the night.

Quarter page - £150
Half page - £280
Full page - £500
Double Page Spread - £1,000

EXTRA TICKETS

- Tickets sell out every year when Finalists are announced. As a Sponsor there is an extra unique benefit of being able to buy up to four more tickets before they are even made available to Finalists.
- Invite more clients and colleagues to attend. Included in every ticket is:
 - Appear on list of attendees
 - Arrival drinks, three-course meal and wine on your table
 - Opportunity to network with the 500 attendees (list sent in advance)
 - The Awards ceremony
 - Access to the Official After Show Party

Tickets - £155



YOU'LL BE IN GREAT COMPANY..

The Cardiff Life Awards packages work hard and effectively, connecting and promoting all kinds of businesses. Current and previous Cardiff Life Awards sponsors include:





THE CITY AWARDS

The **Cardiff Life Awards** are part of a series of four Awards taking place across the region, there to showcase the best of business across Bath, Bristol, Cardiff and Exeter. Long established as a premium event in each city, their reach is vast and align sponsors as a leader within their business community. If you're looking for connections, profile, glamour, prestige and excitement, these events are essential for your business calendar.

With a remit to celebrate the huge diversity and successes of businesses across the four most important cities in the region, our sponsors derive unrivalled reach and engagement with an influential and affluent audience across the area.

The quality and value can be assured in all four cities. If you are interested in sponsoring in more than one city, a discount of 5% will apply for each subsequent sponsorship booked. Speak to your account manager or [Claudia Butler](#) to discover how MediaClash can help your business succeed.

Did you know we also run Property Awards, Business Clubs, networking events, virtual conferences and more? Let's talk!



WE LOOK FORWARD TO WORKING WITH YOU



Annie Kelly
Head of Partnerships
[Email](#)



Mark George
Head of Commercial
[Email](#)



Jordan Chambers
Business Development
Manager
[Email](#)



Kate Griffiths
Events Manager
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