



British Council
for Offices
Celebrating 30 years
1990-2020

NEXTGEN VIRTUAL AWARDS 2020

SPONSORSHIP OPPORTUNITIES



WHY SPONSOR?

We invite you to support this worthwhile and valuable initiative from BCO NextGen. The BCO NextGen Awards celebrate the achievements and successes of the under 35 young professionals in our sector. Since its introduction in 2016, the NextGen Awards have continued to grow and are now an established highlight of the year for the BCO NextGen community.

This year, our awards ceremony will take a virtual form in response to social-distancing guidelines from Public Health England, which are expected to remain in place for some time. The ceremony will be an exciting, professional, virtual event, and an enjoyable way for BCO NextGen members to continue in celebrating the achievements and successes of the young professionals in our sector.

Raise your profile whilst demonstrating your support for the industry's next generation. Being a part of this programme will bring numerous benefits to your organisation, including:

- Building a rapport with the next generation of talent in the sector
- Raising the profile of your organisation
- Generate press, social media and content marketing opportunities
- Brand profile opportunities before, during and after the virtual event

KEY DATES

17 AUGUST 2020

NOMINATIONS OPEN

14 SEPTEMBER 2020

NOMINATIONS CLOSE

12 NOVEMBER 2020

VIRTUAL AWARDS CEREMONY

PACKAGE SUMMARY

LEVEL	PACKAGE	FEE*	PAGE
Platinum	Headline Sponsor	£5,500	3
Gold	Significant brand profile	£4,000	4
Silver	Brand profile	£2,500	5
Bronze	Brand profile	£1,000	6

*All packages exclude VAT.

For more information or to reserve a package please contact Samantha Robinson at
British Council for Offices: samantha.robinson@bco.org.uk

PLATINUM SPONSOR***£5,500**

*Limited availability

Before the Virtual Event:

PR, Marketing, and Brand Profile - The benefits of sponsorship start as soon as you sign up...

- Logo, hyperlink to your website and 300 word brand profile on the BCO NextGen Awards webpage
- Your logo on pre-event marketing
- 15 social media posts issued as appropriate before, during & after the event and a guest blog post.
- Use of the 'BCO NextGen Headline Sponsor' logo to promote your involvement with the awards
- Acknowledgement of your support in press releases issued by the BCO prior to the event
- One months free banner advert in the online BCO Member's Handbook section of the BCO website

During the Virtual Event:

Award Category Sponsorship & Brand Profile

- Exclusive sponsorship of award category of your choice (subject to availability)
- The opportunity to provide a short video clip for inclusion during the awards ceremony
- Brand profile, your logo:
 - And company information to be featured in the Awards Digital Programme
 - Displayed during the opening awards ceremony video
 - Included on-screen during the virtual event
- Acknowledgement of your support on the evening via social media
- Acknowledgement of your sponsorship announced by the host at an appropriate juncture

After the Virtual Event:

PR & Brand Profile

- Your logo as headline sponsor on every winner's certificate
- Acknowledgement of your support in press releases and social media posts issued by the BCO after the event

GOLD SPONSOR***£4,000**

*Limited availability

Before the Virtual Event:

PR, Marketing, and Brand Profile - The benefits of sponsorship start as soon as you sign up...

- Logo, hyperlink to your website and 200 word brand profile on the BCO NextGen Awards webpage
- Your logo on pre-event marketing
- 10 social media posts issued as appropriate before, during & after the event.
- Use of the 'BCO NextGen Award Sponsor' logo to promote your involvement with the awards
- Acknowledgement of your support in press releases issued by the BCO prior to the event

During the Virtual Event:

Brand Profile

- Exclusive sponsorship of award category of your choice (subject to availability)
- Brand profile, your logo:
 - Featured in the Awards Digital Programme
 - Included on-screen during the virtual event
- Acknowledgement of your support on the evening via social media
- Acknowledgement of your sponsorship announced by the host at an appropriate juncture

After the Virtual Event:

PR & Brand Profile

- Your logo as gold sponsor on every winner's certificate
- Acknowledgement of your support in press releases and social media posts issued by the BCO after the event

SILVER SPONSOR**£2,500****Before the Virtual Event:**

PR, Marketing, and Brand Profile - The benefits of sponsorship start as soon as you sign up...

- Logo, hyperlink to your website and 100 word brand profile on the BCO NextGen Awards webpage
- Your logo on pre-event marketing
- 10 social media posts issued as appropriate before, during & after the event.
- Acknowledgement of your support in press releases issued by the BCO prior to the event

During the Virtual Event:

Brand Profile

- Brand profile, your logo:
 - Featured in the Digital Awards Programme
 - Included on-screen at an appropriate juncture during the virtual event
- Acknowledgement of your support on the evening via social media
- Acknowledgement of your sponsorship announced by the host at an appropriate juncture

After the Virtual Event:

PR & Brand Profile

- Acknowledgement of your support in press releases and social media posts issued by the BCO after the event

BRONZE SPONSOR**£1,000****Before the Virtual Event:**

PR, Marketing, and Brand Profile - The benefits of sponsorship start as soon as you sign up...

- Logo, and hyperlink to your website on the BCO NextGen Awards webpage
- Your logo on pre-event marketing
- 2 social media posts issued as appropriate.
- Acknowledgement of your support in press releases issued by the BCO prior to the event

During the Virtual Event:**Brand Profile**

- Brand profile, your logo:
 - Featured in the Digital Awards Programme
 - Included on-screen at an appropriate juncture during the virtual event
- Acknowledgement of your sponsorship announced by the host at an appropriate juncture

After the Virtual Event:**PR & Brand Profile**

- Acknowledgement of your support in press releases issued by the BCO after the event