

A sponsorship seeker's guide

to



The UK Sponsorship Database

The premier online database of UK sponsorship opportunities



What is the site for?

- **Sponsors, marketing departments, ad. agencies and consultants need a central source where they can find current information about UK sponsorship opportunities**
- **They also need services covering areas such as event management, catering, photography, printing, PR, after dinner speakers, etc.**
- **They also need to keep in touch with the latest developments in the world of sponsorship ...**

What the site offers sponsors

- **Instant free access to detailed descriptions of current UK sponsorship opportunities**
 - ie organisations and individuals seeking sponsorship
 - full contact details/website links/etc. included
 - no need to register (so no unwanted emails)
- **Database of suppliers to the sponsorship industry**
 - "Sponsorship Showcase" section (free access)
 - includes listings of companies offering a range of services from sponsorship consultants to after dinner speakers, from photographers to media buyers

How you can benefit

- By purchasing one of our low cost listing packages, you or your organisation can be included in the categorised 'menu' of opportunities which we present to sponsors



Typical Gold listing (£15.00)

VICTORIA AND ALBERT MUSEUM

The **V&A** boasts a position as the greatest museum of art and design in the world, with inspirational collections of fabulous scope and diversity. The museum presents a varied calendar of exhibitions, events and annual programmes every year that offer a range of opportunities for corporate involvement. Benefits of sponsorship include integrated press and marketing campaigns, corporate hospitality opportunities, privileged access for staff and clients and much more. The V&A's **Corporate Partnerships** team is delighted to work with sponsors to create unique and mutually beneficial collaborations. Contact: Helen Hays, Corporate Partnerships Officer. Address: Cromwell Road, South Kensington, London SW7 2RL. Tel.: 020 7942 2781 Fax: 0207-942-2150. E-mail: h.hays@vam.ac.uk.

[link to website](#)

Current opportunities

- **The Golden Age of Couture: Paris and London 1947-1957**
22nd September, 2007 - 6th January, 2008
- **Cold War Modern: Art & Design in a Divided World 1945-1975**
6th September, 2008 - 4th January, 2009

- **Includes up to 300 words; full contact name, address, phone, fax and email details + website link**

Typical Platinum listing (£30.00)



LEARNING & SKILLS COUNCIL

The **Celebration of Learning and Skills (CoLaS)** promises to be one of the most successful and prestigious award ceremonies in Yorkshire and the Humber. The ceremony will be among the biggest ever held in the region when one thousand guests will enjoy a spectacular event at **The Harrogate International Centre**. The region's business leaders will join key employers, politicians, journalists, representatives from education and the families and friends of the nominees for an evening of entertainment and recognition of achievement. The CoLaS aim to recognise and reward investment and success in skills development throughout the region from employers of all sizes, across all industry sectors, as well as individuals. There is a range of fantastic opportunities for your company to be involved. This is a perfect vehicle to demonstrate your company's commitment to developing learning within work and investing in the local community. The following award categories are available for sponsorship: Agriculture, Horticulture and Animal Care Arts, Media and Publishing Business, Administration and Law Construction, Planning and the Built Environment Engineering and Manufacturing Technologies Hair and Beauty Services Health, Public Services and Care Information and Communication Technology Leisure, Travel and Tourism Retail and Commercial Enterprise Outstanding Achiever. Contact: Andy Thevarokiam, Marketing Manager. Address: 87 Jesmond Road, Newcastle NE2 1NH. Tel.: 0191 240 7000. Fax: 0191 240 7003. E-mail: andy@fawthroomclanders.com.

[link to website](#)



Click button to download more information from the **Learning & Skills Council** about CoLaS (pdf format)

- **Positioned above all Gold listings, in alphabetical order**
- **Includes logo; up to 500 words; full contact name, address, phone, fax, email and website link + download button**

Typical Platinum listing



LEARNING & SKILLS COUNCIL

The **Celebration of Learning and Skills (CoLaS)** promises to be one of the most successful and prestigious award ceremonies in Yorkshire and the Humber. The ceremony will be among the biggest ever held in the region when one thousand guests will enjoy a spectacular event at **The Harrogate International Centre**. The region's business leaders will join key employers, politicians, journalists, representatives from education and the families and friends of the nominees for an evening of entertainment and recognition of achievement. The CoLaS aim to recognise and reward investment and success in skills development throughout the region from employers of all sizes, across all industry sectors, as well as individuals. There is a range of fantastic opportunities for your company to be involved. This is a perfect vehicle to demonstrate your company's commitment to developing learning within work and investing in the local community. The following award categories are available for sponsorship: Agriculture, Horticulture and Animal Care Arts, Media and Publishing Business, Administration and Law Construction, Planning and the Built Environment Engineering and Manufacturing Technologies Hair and Beauty Services Health, Public Services and Care Information and Communication Technology Leisure, Travel and Tourism Retail and Commercial Enterprise Outstanding Achiever. Contact: Andy Thevarokiam, Marketing Manager. Address: 87 Jesmond Road, Newcastle NE2 1NH. Tel.: 0191 240 7000. Fax: 0191 240 7003. E-mail: andy@fawthroomclanders.com.

[link to website](#)



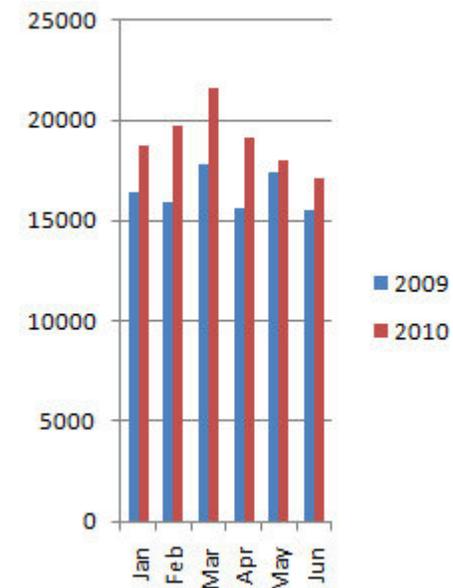
Click button to download more information from the **Learning & Skills Council** about CoLaS (pdf format)

- **Download button (optional free extra) allows viewer to download a document of up to ten pages (eg pdf brochure, Word factsheets, etc.)**

Site traffic (number of visitors to the site)

- Our site logs indicate that we receive around **17,000*** unique users per month ...

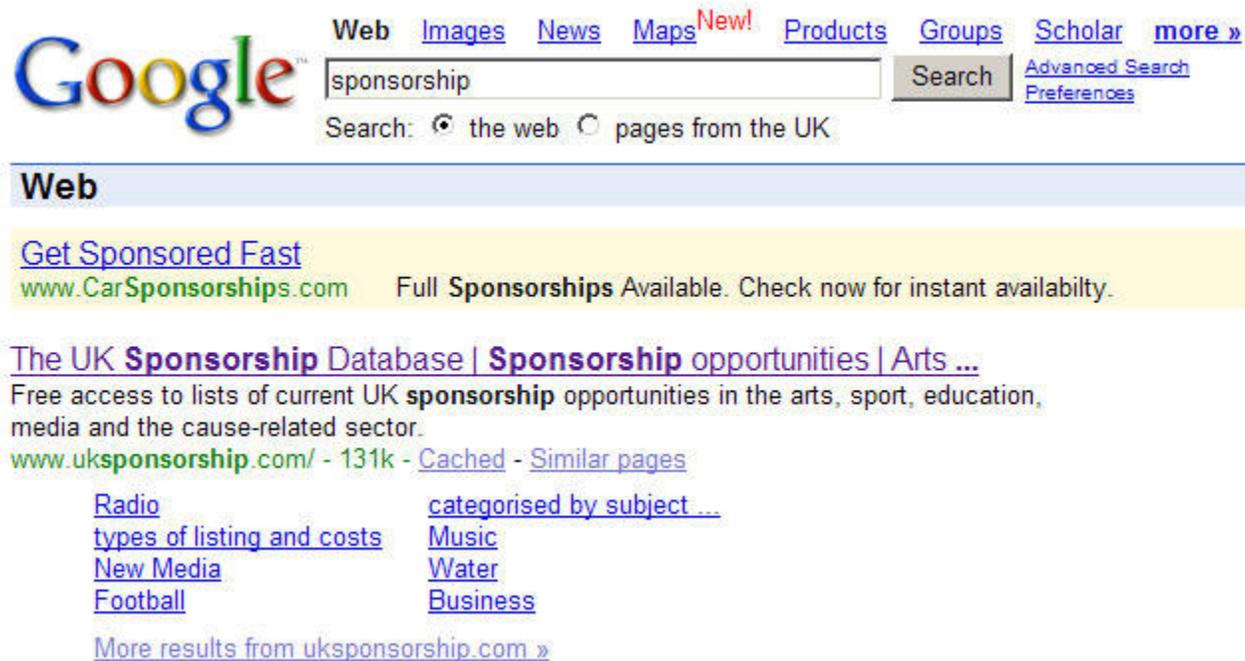
Month	Unique visitors	Number of visits	Pages	Hits
Jan 2009	16404	24079	101878	955898
Feb 2009	15898	23497	88818	858570
Mar 2009	17826	27333	104592	930971
Apr 2009	15639	24726	92248	841661
May 2009	17413	27566	89445	905812
Jun 2009	15566	25367	97916	869582
Jul 2009	15724	26595	99748	836458
Aug 2009	15424	27800	106072	834472
Sep 2009	16263	29943	111791	937744
Oct 2009	16899	32311	117920	953079
Nov 2009	17596	31304	118323	1044424
Dec 2009	14520	27775	101863	830282
Jan 2010	18707	33272	123623	1114298
Feb 2010	19727	33535	125401	1220195
Mar 2010	21615	40258	154889	1469502
Apr 2010	19066	37612	162527	1302359
May 2010	18067	34089	146183	1319298
Jun 2010	17165	30006	131093	1238817



* As with many other websites, our traffic figures vary by time of year

- **Source:** AWStats

How sponsors find us (1)



Google™ [Web](#) [Images](#) [News](#) [Maps](#) ^{New!} [Products](#) [Groups](#) [Scholar](#) [more »](#)

[Advanced Search](#)
[Preferences](#)

Search: the web pages from the UK

Web

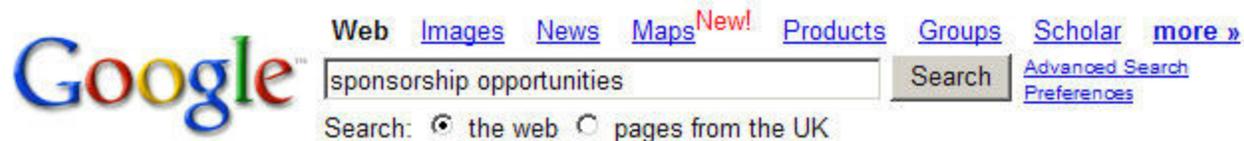
[Get Sponsored Fast](#)
www.CarSponsorships.com Full Sponsorships Available. Check now for instant availability.

[The UK Sponsorship Database | Sponsorship opportunities | Arts ...](#)
Free access to lists of current UK **sponsorship** opportunities in the arts, sport, education, media and the cause-related sector.
www.uksponsorship.com/ - 131k - [Cached](#) - [Similar pages](#)

Radio	categorised by subject ...
types of listing and costs	Music
New Media	Water
Football	Business

[More results from uksponsorship.com »](#)

How sponsors find us (2)



Web

[Marketing job](#)

www.monster.co.uk/marketing Your ideal job in a location that's right for you Monster works for me

[Sponsorship Jobs](#)

www.marketingjobboard.co.uk Search full **Sponsorship** Job Listings & find the right job now!

[The UK Sponsorship Database | Sponsorship opportunities | Arts ...](#)

Free access to lists of current UK **sponsorship opportunities** in the arts, sport, education, media and the cause-related sector.

www.uksponsorship.com/ - 131k - [Cached](#) - [Similar pages](#)

[Radio](#) [categorised by subject ...](#)
[types of listing and costs](#) [Music](#)
[New Media](#) [Water](#)
[Football](#) [Business](#)

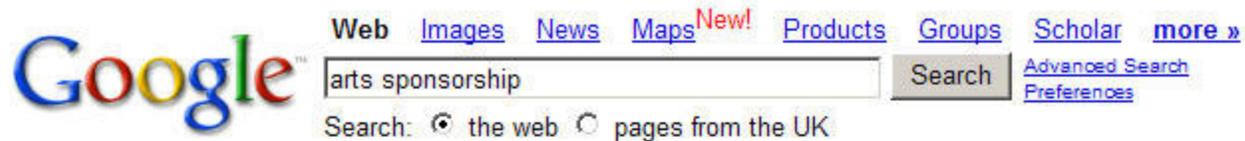
[More results from uksponsorship.com »](#)

[UK arts sponsorship | opportunities | art | dance | drama | film ...](#)

Free access to lists of current UK **sponsorship opportunities** across a range of arts sectors, including art, dance, theatre, literature, crafts and music.

www.uksponsorship.com/arts1.htm - 79k - [Cached](#) - [Similar pages](#)

How sponsors find us (3)



Web

[Sponsorship Jobs](#)

www.marketingjobboard.co.uk 100s of **Sponsorship** Jobs. Upload your CV or Apply now!

[UK arts sponsorship | opportunities | art | dance | drama | film ...](#)

Free access to lists of current UK **sponsorship** opportunities across a range of **arts** sectors, including **art**, dance, theatre, literature, crafts and music.

www.uksponsorship.com/arts1.htm - 79k - [Cached](#) - [Similar pages](#)

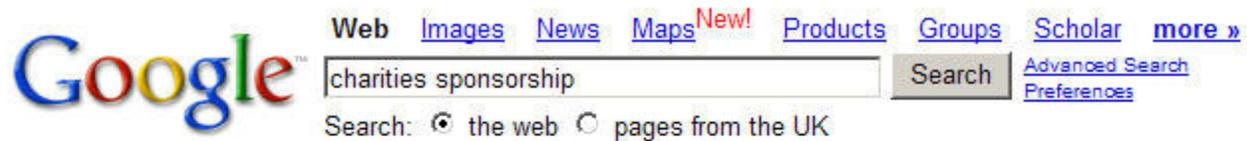
[The UK Sponsorship Database | Sponsorship opportunities | Arts ...](#)

Free access to lists of current UK **sponsorship** opportunities in the **arts**, sport, education, media and the cause-related sector.

www.uksponsorship.com/ - 131k - [Cached](#) - [Similar pages](#)

[[More results from www.uksponsorship.com](#)]

How sponsors find us (4)



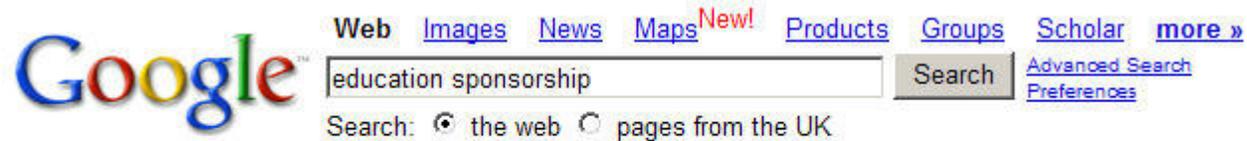
Web

[Cause-related](#) | [UK sponsorship opportunities](#) | [charities](#) | [charity ...](#)

Free access to lists of current UK **sponsorship** opportunities across a range of cause-related and **charity** sectors, including environmental, people-orientated ...

www.uksponsorship.com/char1.htm - 74k - [Cached](#) - [Similar pages](#)

How sponsors find us (5)



Web

[Scholarship Advice](#)

www.direct.gov.uk/unimoney How much help are you due? Apply online for grants & loans

[Sponsorship Education](#)

www.angelcovers.org Support **education** around the world! Pennies equal a lifetime of chance.

[uksponsorship.com - UK **education sponsorship** opportunities ...](#)

Free access to lists of current UK **sponsorship** opportunities across a range of **education** sectors, organised by subject, establishment, event and other ...

www.uksponsorship.com/educ1.htm - 75k - [Cached](#) - [Similar pages](#)

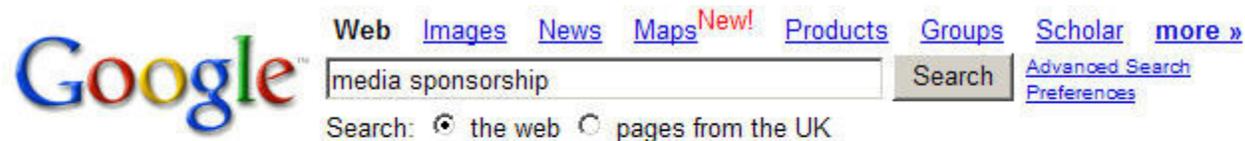
[North America | **education sponsorship** | opportunities ...](#)

FREE LISTINGS and free access to lists of current North American **sponsorship** opportunities across a range of **education** sectors, including establishment, ...

www.uksponsorship.com/naeduc1.htm - 36k - [Cached](#) - [Similar pages](#)

[[More results from www.uksponsorship.com](#)]

How sponsors find us (6)



Web

[The UK Sponsorship Database | Sponsorship opportunities | Arts ...](#)

Free access to lists of current UK **sponsorship** opportunities in the arts, sport, education, **media** and the cause-related sector.

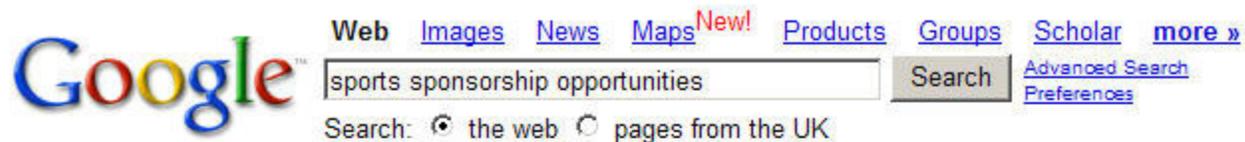
www.uksponsorship.com/ - 131k - [Cached](#) - [Similar pages](#)

[UK media sponsorship opportunities | TV | Television | Radio ...](#)

Free access to lists of current UK **sponsorship** opportunities across a range of **media** sectors, including television, newspapers, magazines, cinema, posters, ...

www.uksponsorship.com/med1.htm - 80k - [Cached](#) - [Similar pages](#)

How sponsors find us (7)



Web

[UK sports sponsorship opportunities | sport | ukponsorshp.com ...](#)

Free access to lists of current UK **sponsorship opportunities** across a range of **sports**, including football, cricket, rugby, tennis, golf, athletics, darts, ...

www.uksponsorship.com/spt1.htm - 148k - [Cached](#) - [Similar pages](#)

[The UK Sponsorship Database | Sponsorship opportunities | Arts ...](#)

Free access to lists of current UK **sponsorship opportunities** in the arts, **sport**, education, media and the cause-related sector.

www.uksponsorship.com/ - 131k - [Cached](#) - [Similar pages](#)

[[More results from www.uksponsorship.com](#)]

History

- Commenced May 2000, receiving impressive launch publicity in leading marketing magazines

**MARKETING
WEEK**

NewMediaAge

Revolution

brand strategy

MEDIAWEEK

**campaign
MEDIABUSINESS**

Promoting the site ...

- Extensive publicity since launch, including articles in trade mags./yearbooks, support for conferences, etc.

feature

Exploitation by association

Exploiting sponsorship means more than slapping your logo on an event says Richard Fox

Sponsorship may be taking an increasingly large slice of marketing budgets but for many it is still seen as the icing on the marketing cake. However, it somehow seems cut off from other methods of brand building, floating in limbo between the soft-hearted folk who send money to disaster charities and the hard-nosed world of commerce and industry. Yet its growth rate is spectacular. Sponsorship Research International (SRI) predicts the global sponsorship market will double in size to some \$10bn (€4.8bn) by 2008.

The reasons for its marketing popularity are not difficult to fathom. One crucial factor is simplicity. No organisation is immune from cost pressure and, if you're looking for money, the sponsorship option is seductive – you simply name a price and assuming you can find one, leave the rest to the sponsor.

Sponsorship is attractive from the buyer's point of view, too. The genre is rich, varied and flexible. There are race and soccer, award-winning product associations with all kinds of good causes, artistic achievements and sporting prowess. In many cases this creates a buyer's market in which new products are available for clients whose buying skills have been sharpened in the sophisticated, 'take it or leave it' world of advertising and promotion.

But such a short-termist approach can be fraught with danger. Setting precise objectives and providing adequate support are just two important factors in the successful implementation of a sponsorship programme, suggests

Richard Blaby, chief executive of leading sponsorship consultancy, UKSponsorship. "People should never say, 'I think I'll do some sponsorship,'" says Blaby. "What are my objectives and best methodology I can use to do objectives? To get sponsorship is three you need to integrate it into marketing effort. And it's vital to you get enough money behind it properly. For instance, through a New research published by the Institute of Marketing (IOM) gives credence to this need for greater integration between consumer's careers official Team Millennium Olympic the 2008 Sydney Olympic Games suggest official partners are leading their efforts ambitious partners.

Asked to recall their most associated games, official in Cola took the pole this with a result of 22 per cent. But named after Milk despite the fact they were other top ten into the top ten of the brand that were Spenda, American in Account.

CM director of marketing Blaby says the official sponsor needs to gain maximum benefit. "The key to sponsorship work is going your own way with an event sufficient depth and keeping up a sponsorship over a period and integrating the sponsorship activities, marketers can minimise of their brand becoming less visible." Perry. "Knowing that the brand's company match up to the brand over, in the first place is also vital while failing to meet their expected their money."

Some marketing people really some methods of accountability to that they apply to other elements of the market. "It's not just about the money, it's about the message. I suggest this once generally the greater whole marketing team have researched it thoroughly and have a hands-on approach. So you can see how effective when backed by

For the sponsorship manager ... justifying a sponsorship can be somewhat akin to keeping a jellyfish on your plate as you go white water rafting down the Colorado

Year	Global annual sponsorship expenditure (\$bn)
1990	7.7
1991	8.3
1992	9.4
1993	10.8
1994	12.0
1995	15.1
1996	16.6
1997	18.1
1998	20.3
1999	28.2

Source: Sponsorship Research International, UKSponsorship

Article in Brand Strategy mag. written by us

2

XX Sponsorship



The Marketing Manager's Yearbook 2006



Richard Fox, Managing Director
ukponsorship.com Ltd. (The UK Sponsorship Database).

Media Partner at key industry conferences



Marketing & The Olympic Games
Conference, 11th March - Masterclass, 12th March 2008



Applying for a listing is easy



You'll find this banner and/or the 'Get listed!' button at the top of many of our pages – just click the button to see details of our Gold and Platinum packages.

Price: £15.00

- one-off charge (no annual renewal - so your listing stays on for as long as you wish or until it becomes out of date)
- download button available at £8.00
- 50% discount for registered charities

Apply **now!** 

Price: £30.00

- one-off charge (no annual renewal - so your listing stays on for as long as you wish or until it becomes out of date)
- 50% discount for registered charities

Apply **now!** 

Send no money now - we accept payment by cheque or credit card



Once we receive the details you send us, we will prepare a draft version of your listing(s) for you to view online and then send you an invoice, which should be paid within 14 days, either by credit card (via **PayPal**) or by cheque.

Once you've selected the package that you're happy with, click the 'Go' button to find the response form for that type of listing.

Updates

Your name *:

Name of the organisation
(ie name shown as the heading in the listing)*:

Your title:

Your telephone no.:

Your e-mail address:

* required

Details of amendment required: (please include all amendments in this box, including any new contact names/details, etc. - we won't change contact details just because the ones you quote above are different)

**AMEND
LISTING**

Amending your listing is easy – just use our ‘Amend Listing’ form to send us the information and we’ll make the changes as soon as possible (and updates are currently free of charge)

Other features

The site also includes features designed to assist sponsors with their planning – sector commentaries, our SCALA campaign costing tool and ‘Useful links’

Sponsorship in the cause-related sector ...

Many activities in the field of sponsorship have a charitable dimension; so, in a sense, the cause-related sector is perhaps more all-embracing than the other major sponsorship categories.

Clearly organisations involved in activities which are essentially aimed at ‘doing good’ are particularly attractive as investment opportunities for the sponsor. Of course great care should be taken to avoid the numerous potential pitfalls.

So, as in other forms of sponsorship, it’s wise to be very clear about your objectives and how they are to be addressed by the specific rights conferred by the sponsorship contract. And, after the event, to undertake some form of audit to ensure that what was promised was in fact delivered.

Organisations such as **Business In The Community** and the **Charities Aid Foundation** (see links above) offer useful guidance and background information. But there is no substitute for undertaking research of one’s own on aspects such as registered versus non-registered charity status (see the **Charity Commission** link above); the tax position of sponsors; the level of overheads incurred by the organisation you are thinking of supporting; and developing an understanding of ‘patronage’, ‘payroll giving’, etc...

Once you’ve made these checks, the very positive sponsorship are there for the taking. Not to mention contributing to a worthy cause ...

Richard Fox

Download free copy of [Sponsorship in the Cause-Related Sector](#) taken from *The Marketing Manager* by AP Information Services Ltd..



SCALA®
Sponsorship Cost And Leveraging Assistant

This calculator is intended to provide a checklist of items and associated costs that may need to be budgeted for when planning and implementing sponsorship activity. We believe the list covers most (if not all) of the possible items to be considered in the planning of a campaign, though clearly each sponsorship is different and many of the items listed will not be applicable to individual campaigns. The table below provides links to the relevant page in our **Sponsorship Showcase** directory of suppliers.

To use the **SCALA** calculator, simply type in the cost of each element and when complete click the 'Total' button.

Sponsorship fees/rights

£ [Licensing](#)

£ [Other](#)

Leveraging

1. Event management costs:

£ [After dinner speakers](#)

£ [Audio visual](#)

£ [Catering](#)

£ [Conferences/exhibitions](#)

£ [Entertainers](#)

£ [Exhibition hire](#)

£ [Event management/production](#)

Useful links

- ▶ [Adult Learning](#)
Wide-ranging UK government site covering finding and applying for a course, financial support, training for the workplace, etc.
- ▶ [learnirect](#)
Learn online - choose from over 750 courses - free and impartial advice on over 500,000 courses (!) nationwide
- ▶ [The Learning & Skills Development Agency](#)
Formerly **Further Education Development Agency** - strategic national resource for the development of policy and practice in post-16 education and training
- ▶ [Microsoft Anytime Anywhere Learning](#)
‘Putting laptops in the hands of learners’
- ▶ [National Association of Advisers for Computers in Education](#)
Professional association for those concerned with inspection, advice, support, training and development of the use of information and communications technology in education
- ▶ [National Curriculum online](#)
- ▶ [National Grid for Learning](#)
Government’s national focal point for learning on the internet
- ▶ [National Information & Learning Technologies Association](#)
Membership organisation for those using new technologies to provide lifelong learning
- ▶ [National Learning Network](#)
- ▶ [National Trustee Awards](#)
UK’s premier accolade for organisations and individuals that have achieved lasting excellence through learning
- ▶ [Sector Centre for Education \(ACE\)](#)
Independent centre re state education year olds
- ▶ [Humanities Research Board](#)
Funding and research in advanced research, postgraduate /training and for libraries, museums series
- ▶ [Further Education](#)
- ▶ [H Council](#)
Providing information about sources of funding for international students
- ▶ [Educational Communications & Media Agency \(ECTA\)](#)
The UK Government and national organisations in the use and development of education to raise standards, widen participation and encourage effective learning
- ▶ [Educational Suppliers Association](#)
Over 230 educational suppliers
- ▶ [Partnership in Education: a guide 2002](#)
Book about becoming involved in the development of specialist schools. Issued by the **Schools Trust** (or - previously known as **Schools Colleges Trust**) - pdf

Sponsorscape

The premier global database of sponsorship opportunities

Welcome to the Sponsorscape network

Friday, November 30th, 2007

Current sponsorship opportunities worldwide - free access - no registration

Sponsors - make direct contact with any of the organisations listed on this site; use the dropdown boxes below to go to the page or section that interests you

AFRICA Click here →	ASIA Click here →	AUSTRALASIA Click here →	EUROPE Click here →	NORTH AMERICA Click here →	SOUTH AMERICA Click here →	UK Click here →
------------------------	----------------------	-----------------------------	------------------------	-------------------------------	-------------------------------	--------------------

Latest African sponsorship opportunities

November 2007
[Southern Fire festival could set music sponsor's programme alight ...](#)

November 2007
[With a fair wind and sponsors' support, Team Hlanganani can set sail for the 2008 World Championships ...](#)

November 2007
[Sponsorship funding will be a basic tool for ...](#)

November 2007
[Sporting Chance looks to sponsors to pick up the baton and join their team ...](#)

November 2007
[For sponsors, all roads may lead to the LREC Conference 2008, in Marrakech, Morocco ...](#)

October 2007
[Sponsors can go wild with opportunities ...](#)

World news update

November 2007 - Canada
[RBC becomes title sponsor of golf's Canadian Open](#)

November 2007 - Dubai
[Emirates Airline sponsors Dubai Football Challenge 2008](#)

November 2007 - Cayman Islands
[Caybrew sponsors cardboard boat race at Hoq Sty Bay ...](#)

November 2007 - New Zealand
[New Zealand's Norsewear Art Awards looking for sponsorship](#)

October 2007 - Greece
[Hellenic Football Federation and adidas announce sponsorship](#)

The future ...

Over the next few years we'll be continuing to broaden our coverage, developing the various Sponsorscape databases (www.sponsorscape.com) which cover Africa, Asia, Australasia, Europe, North America and South America ...

Should you require any further information about

The UK Sponsorship Database

please call **Richard Fox**

on **01354 740916**

or email him at

info@uksponsorship.com

www.uksponsorship.com

www.sponsorscape.com

Copyright: uksponsorship.com Ltd. 2007

