



Sponsorship Package 2011

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Contents

1 The PRWeek Awards

A prestigious event for the PR industry

2 The Night in Pictures

Photo highlights from the PRWeek Awards

3 The Story Continues

PRWeek's coverage of the Awards throughout the year

4 PRWeek Awards Sponsorship Outline

The many benefits included in a sponsorship

5 PRWeek Awards Sponsorship Timeline

A calendar of events and contact information



The PRWeek Awards

The PRWeek Awards is the industry event of the year and the most highly prized accolade in communications. The distinctive trophies are found in the finest corporate and marketing offices and PR agencies in the country. Top categories include **Campaign of the Year** awards for sectors such as healthcare, technology, public affairs, and consumer, and others that give top honors to the corporate team, agency, and professional of the year.

Only 33 trophies are given out each year, making this the most elite and coveted honor. They serve to reinforce an organization's success and also to motivate others to deliver programs to a very high standard. By celebrating the best, the PRWeek Awards encourage communications professionals to constantly raise its standards in all of its executions.

The Awards are presented in New York City before an audience of some 1,000 industry leaders from across the country. Not even our panel of prestigious judges knows who will walk away with a trophy, a level of secrecy that is unmatched by any other award. The surprise factor lends the evening an unequaled level of excitement and attention, right to the very last award.

Due to the increased popularity and high demand for sponsorship of 2011 Awards categories, this opportunity is extended only to *PRWeek's* most consistent and loyal partners.





The Night in Pictures

Highlights of the 2010 PRWeek Awards, held on March 11, 2010, Sheraton New York Hotel and Towers



Our central New York location provides an elegant backdrop for the PRWeek Awards. Here, guests enjoy a cocktail reception before the Awards presentation.



With some of the world's largest corporations attending, the PRWeek Awards provide an excellent new business and networking opportunity.



Principals of sponsor firms are invited to attend the exclusive Chairman's Reception, which is invitation-only and includes our esteemed panel of judges and other high-level industry leaders.



Sponsors' logos appear on stage throughout the evening, providing a unique opportunity to brand your company at this premier event.



The Awards are chaired by top industry pros, such as 2010 chair Sally Susman of Pfizer. Judging attracts leading corporate and agency individuals, all of whom are at the dinner to celebrate.



The "Afterglow" reception is an opportunity for the attendees to relax and mingle after the excitement of the Awards dinner.



The winners are all announced on the evening and no one knows the results until that night, which culminates in the Campaign of the Year Award.



The presentation of the coveted PRWeek Award, given to the industry's best and brightest, highlights both the winners and sponsors of the particular award.



The Story Continues

Below are some excerpts from assorted newsclips, feature articles, and collateral pieces illustrating the reporting of the Awards over the course of the year.

PRWeek will announce the launch of the **PRWeek Awards** entries with a two-page spread in our monthly print edition, as well as online and through Twitter and Facebook. Top categories will also be announced via Twitter, while constant updates, tips for entering, and information on our judges will be available online at PRWeekus.com, as well as through the range of social media channels.

TOP TIPS TO WIN A PRWEEK AWARD

Enter in the first place.
The Awards are not exclusive to large companies. Each entry is judged independently and open to companies of all sizes

Follow the entry rules.
Keep within the guidelines (i.e. word limits) and make sure your entry is in the proper category

Take time to write the best entry.
Don't entrust your entries to the intern. Give it your personal attention

Budget information is essential.
It is difficult for the judges to gauge the success of your campaign if they do not have a clear idea of how much money was spent

Submit support materials.
These allow the judges to see further into your entry and provide a clear understanding of your submission

Clockwise from top left: Editorial offering tips on how to win a PRWeek Award; The write-up for the Employee Communications Campaign of the Year Award from the Book of the Night; The shortlist of nominees for the 2010 PRWeek Awards.

Employee Communications Campaign of the Year 2010

Sponsored by FedEx

Winner

Shire Pharmaceuticals: A Brave New Brand for Shire Pharmaceuticals

To create a unified corporate brand identity, Shire's corporate communications team started by asking all employees what makes the company so special. Many longtime employees see Shire as intrinsically and historically "brave." The team then devised a multi-faceted brand initiative that ultimately became the cornerstone for new values and performance expectations at Shire.

"Bold, innovative, creative, and smart goals," said one judge. "The campaign aimed to engage all 3,200 Shire employees, and the team needed 100% buy-in from 100 VPs who would then become ambassadors. Elements used to engage VPs included film

All staffers also received a "Book of Brains" of images and captions that Shire says "led the reader from the wider world into the Shire world." The images were sized from large-scale wall art and integrated into office spaces.

"The Brave Book was a smart idea," said one judge. "Well executed." Another judge praised the overall effort, calling it a "differentiating and inspiring approach."

A survey showed 90% of VPs agreed or strongly agreed with campaign messaging, and 90% felt the values expressed in the intranet's history, each getting 3,500-plus hits in the first two months. More than 100 staffers held talks during the "Brave Tour."

Shire reports that the Brave brand initiative has also inspired a CEO blog, a new related brand book, and an activities-based open planning approach in offices.

Honorable Mention

Fitchman-Hillard and Novartis Oncology: Novartis Oncology Open Employees Generation Campaign

"A much needed campaign," said one judge of the campaign. Fitchman-Hillard created for Novartis Oncology Employees were asked to submit videos about why they work for the company – a tactic that served as an internal engagement tool and will be adapted to external recruiting programs. "Of our 1,000 employees, we were given 100 cameras. Videos were submitted, viewed, and rated on a special Web site. Results include 7,000 views, 111 video submissions, 1,141 minutes, and 173 comments. "Smart use of tech to make it real for employees," one judge noted. "Great campaign, great visuals, great use of PR concepts," read another.

The Award

Recognized for communicating a merger or acquisition, change in management, rebranding, reorganizing, layoffs, or other practices' that give internal communication nature

Finalists 2010

- Fitchman-Hillard and Novartis Oncology: Novartis Oncology Open Employees Generation Campaign
- General Electric: Get Inside GE
- Inequality and Mission Cases: Brewing Company: Brewing Up Employee Commitment at Mission Cases
- IBM Group and IBM's Entertainment Group: IBM's Competitive From the Inside Out
- Shire Pharmaceuticals: A Brave New Brand for Shire Pharmaceuticals

Hundreds of entries. More than 70 judges. One shortlist. Who will take the top honors? Winners will be revealed at the **PRWeek Awards** dinner in New York City this March

Michael Shields of Fitchman-Hillard and Novartis Oncology, Jim Cahill, and Paul Linder Harris from right were among PRWeek Awards judges

Finalists 2010

Employee Communications Campaign of the Year

- Fitchman-Hillard and Novartis Oncology: Novartis Oncology Open Employees Generation Campaign
- General Electric: Get Inside GE
- Inequality and Mission Cases: Brewing Company: Brewing Up Employee Commitment at Mission Cases
- IBM Group and IBM's Entertainment Group: IBM's Competitive From the Inside Out
- Shire Pharmaceuticals: A Brave New Brand for Shire Pharmaceuticals

Product Brand Development Campaign of the Year

- Edman and Microsoft: The Bold of Shire
- Fitchman-Hillard and Novartis Oncology: Novartis Oncology Open Employees Generation Campaign
- Inequality and Mission Cases: Brewing Company: Brewing Up Employee Commitment at Mission Cases
- IBM Group and IBM's Entertainment Group: IBM's Competitive From the Inside Out
- Shire Pharmaceuticals: A Brave New Brand for Shire Pharmaceuticals

Consumer Launch Campaign of the Year

- Edman and Microsoft: The Bold of Shire
- Fitchman-Hillard and Novartis Oncology: Novartis Oncology Open Employees Generation Campaign
- Inequality and Mission Cases: Brewing Company: Brewing Up Employee Commitment at Mission Cases
- IBM Group and IBM's Entertainment Group: IBM's Competitive From the Inside Out
- Shire Pharmaceuticals: A Brave New Brand for Shire Pharmaceuticals

Technology Campaign of the Year

- Aircom Communications and IBM: IBM's Competitive From the Inside Out
- General Electric: Get Inside GE
- Inequality and Mission Cases: Brewing Company: Brewing Up Employee Commitment at Mission Cases
- IBM Group and IBM's Entertainment Group: IBM's Competitive From the Inside Out
- Shire Pharmaceuticals: A Brave New Brand for Shire Pharmaceuticals

Multichannel Marketing Campaign of the Year

- Fitchman-Hillard and Novartis Oncology: Novartis Oncology Open Employees Generation Campaign
- General Electric: Get Inside GE
- Inequality and Mission Cases: Brewing Company: Brewing Up Employee Commitment at Mission Cases
- IBM Group and IBM's Entertainment Group: IBM's Competitive From the Inside Out
- Shire Pharmaceuticals: A Brave New Brand for Shire Pharmaceuticals

Global Campaign of the Year

- Fitchman-Hillard and Novartis Oncology: Novartis Oncology Open Employees Generation Campaign
- General Electric: Get Inside GE
- Inequality and Mission Cases: Brewing Company: Brewing Up Employee Commitment at Mission Cases
- IBM Group and IBM's Entertainment Group: IBM's Competitive From the Inside Out
- Shire Pharmaceuticals: A Brave New Brand for Shire Pharmaceuticals

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PRWeek Awards Sponsorship Outline

CATEGORY SPONSORSHIP

- Sole and exclusive sponsorship of your selected category(ies).

BEFORE THE EVENT

- Sponsors will be included in the *PRWeek* Shortlist issue (January 2011).
- The opportunity to include the PRWeek Awards logo in your marketing collateral to highlight your involvement in this premier event.
- Entry kits will be available for sponsors to send to current or potential clients to further promote your involvement and association with the PRWeek Awards.
- Your company will be included in editorial that publicizes the PRWeek Awards from August 2010 until the event itself in March 2011.
- A hyperlink will be included on the Awards section of prweekus.com, a permanent feature that allows your branding to be on the site for an entire year.
- Inclusion in “Awards Sponsor of the Week” spotlight within PRWeek newsletters. Sponsors will be highlighted individually, in rotation on a weekly basis.
- Sponsors’ logos will be included in the judging binders.

DURING THE EVENT

- A table of 10 guests at the Awards event.
- Sponsors will have a designated, fully branded VIP reception area in which to greet their guests.
- One principal from your company will attend the Chairman’s cocktail reception.
- A company executive will appear on stage to present the winner of your company’s sponsored category their award.
- Your corporate logo and/or company name will be included in the script, shown on the screen during the event, printed on the winner’s certificate, and engraved on the winner’s trophy.
- Text acknowledgement of your company will appear in the program and guest directory at the awards evening.
- Copies of the Book of the Night will be distributed at the event – see below for details of your company’s visibility in the supplement.

AFTER THE EVENT

- A full-page, color advertisement within the Book of the Night. This will be distributed with the April 2011 issue of *PRWeek* and will be circulated to *PRWeek*’s full print run.
- “Thanks to our Sponsors” prestitial will lead to the sponsors page of the Awards section where sponsors’ logos and company descriptions will be displayed.

Cost of Sponsorship: \$15,410 net

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PRWeek Awards Sponsorship Timeline

AUGUST 2, 2010:

PRWeek Awards Entry Kit

- All sponsors are highlighted within the PRWeek Awards Entry Kit, which will be available online to download. All sponsors must confirm their category sponsorship and supply their logo by Friday, July 16, 2010, to be included.

JANUARY 1, 2011:

PRWeek Awards Shortlist Issue

- All sponsors' logos and descriptions will be printed with the Shortlist of finalists. Sponsors must confirm their category sponsorship and supply their logo by Friday, December 3, 2010.

MARCH 2011:

PRWeek Awards Presentation

- As a sponsor, your company logo will be shown on screen at the event, printed on the Awards certificate of your sponsored category, engraved on the winner's trophy, and printed on the Awards program. Artwork materials must be provided to *PRWeek* by Friday, January 28, 2011.
- You will also receive a complimentary table for 10 guests at the event. Please provide the list of attendees to *PRWeek* by Thursday, February 10, 2011.

Book of the Night first distributed at the PRWeek Awards

- Sponsors receive a full-page advertisement in the Book of the Night. Artwork materials for the full page are due by Friday, January 28, 2011.
(Note: The Book of the Night will also be distributed to the entire circulation of PRWeek with the April issue)

Upon booking your sponsorship, please provide your company logo and a link to your website to post on prweekus.com. This will remain on prweekus.com through to the fall of 2011.

KEY CONTACT LIST

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