



**DIRECTOR
OF THE YEAR
AWARDS 2020**

**THURSDAY 25 JUNE 2020
116 PALL MALL, LONDON**

A celebration of leadership talent, success and achievement

The London & South Director of the Year Awards



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ACROSS the South of England, the IoD is building a strong community of business leaders, who have access to quality personal and professional development, can offer peer support at a senior level, influence policy that affects our businesses (be that local, regional or national) and who generally help make the region a great place to live and work. Our annual IoD London & South Director of the Year Awards has grown over the past years to represent the pinnacle of leadership and business excellence, highlighting the significant contribution business leaders can make to society and economic prosperity in the region.

Directors from diverse regional businesses such as Hadlow College, Xtrac and Checkatrade are just a few of the company directors that have been recognised at these prestigious awards.

By partnering with our awards, your company will receive all the brand awareness and accreditation of being associated with the IoD. You will forge new relationships with key business targets – entrants, finalists, winners, partners and the wider IoD membership. The event will also provide you and your team with an exceptional hospitality opportunity at the awards ceremony.

Winners of the London & South Director of the Year Awards will be automatically entered into the national finals of the IoD Director of the Year Awards, providing these companies with additional exposure and profile on a national stage as the 'best of the best' in British business.



PAST SPONSORS INCLUDE

SUCCESSION

Close Brothers
Asset Management

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ScotRail
Scotland's Railway

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TOTALLY EXEC



“

It is great recognition for Costain and the team here. The evening was very enjoyable, even without being a winner. I also appreciate the effort I know you must have put in to organise the event so successfully.”

Matthew Harris,
Group Strategy & Risk Director, Costain Group plc



“

*Thank you so much!
I can't believe it still but
I am so honoured.”*

Julianne Ponan,
CEO, Creative Nature



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The Entry and Judging Process

This year's entry and nomination process has been simplified to make it easier than ever to enter the 2020 Awards.

The judging criteria has been extensively reviewed and the judging panel will include a core team of experts made up of previous winners, along with individual sector specialists.

Opportunities are available for company representatives to join the judging panels for both headline and category sponsors.

Award categories



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Director of the Year Innovation

This award recognises leaders that have developed an innovative and transformational idea that displays creative thinking, that has beaten the competition plus has been developed and applied to improve commercial performance, operational effectiveness or customer engagement.

Director of the Year Public Sector

Open to directors who have implemented best practice that could be transformational in building a sustainable organisation. Directors whose business is a not-for-profit organisation, which can generate a surplus, but exists to serve the good of the community

Director of the Year Third Sector

This award is open to directors whose business is a charity or not-for-profit organisation, which can generate a surplus, but exists to serve the good of the community.



Director of the Year Non-Exec

This award recognises individuals that have made significant contribution to the organisation's strategy, impacted on the financial success of the company, demonstrated high ethical standards and promoted the practice of good corporate governance.



Thank you for your email and congratulations. It was an amazing evening!"

Adrian Powell, Director,
Active Facilities Management Ltd

Director of the Year Young

This award recognises upcoming leaders who have operated at director level for less than two years yet have demonstrated excellent entrepreneurial potential, ability, ambition, creativity and vision in new or established businesses who have operated at director level for less than two years.



Director of the Year Start-Up

This award celebrates founders/co-founders of the UK's most promising start-ups. Focusing on the market opportunity identified, the model to capitalise on it, and how it has been executed within the first three years of trading.

Director of the Year International

This award recognises international business leader with credible development plans in place to build on their company's success. The leaders business will operate across borders and could be in any industry sector, but although it is likely to be gaining market share due to strong international growth from a great product or service.



Award categories



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Director of the Year Equality, Diversity & Inclusion

This award recognises leaders who can demonstrate that they have specific initiatives already in place to promote diversity and inclusion.

Director of the Year Large Business (50 MILLION+)

This award is designed to celebrate those directors working in a large business that has an annual turnover of more than £50 million. Judges will look at how financial targets and KPIs have been met/exceeded, the vision for growth, innovation and the leader's understanding of key challenges, customers and the competitive landscape.



Director of the Year Social Value & Sustainability Impact Award

This award is aimed at leaders who can demonstrate how they integrate the success and smooth running of their business with a strong sense of social responsibility and corporate values.

Director of the Year Small to Medium Business (UP TO 50 MILLION)

This award is designed to celebrate those directors working in a business that employs under 250 employees and has an annual turnover of less than £50 million. Judges will look at how financial targets and KPIs have been met/exceeded, the vision for growth, innovation and the leader's understanding of key challenges, customers and the competitive landscape.

Director of the Year Family Business

This award recognises individuals in second-generation or more family businesses who have responded to the specific challenges that face directors in family firms and who have contributed to the success of the diverse, dynamic and innovative family business sector.



Well done for another successful night which went as smoothly and efficiently as ever, and finished ahead of schedule!"

Peter Digby,
Chairman, Xtrac Limited



Chairman's Award for Excellence in Director and Board Practice

This award is the highest accolade in the Director of the Year Awards, recognising the personal imprint of the UK's most high profile leaders on the culture and success of their organisation's through outstanding professionalism and the implementation of best practice in governance and leadership.



Sponsorship and packages



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HEADLINE PARTNER

- Event to be named 'In partnership with...'
- 2 x table of 10 people at the London & South Awards
- 10% discount on tables/places for the UK finals ceremony
- Sponsorship of the Chairman's Award for Excellence in Director and Board Practice category plus three other categories
- Opportunity for a company representative to join the judging panel for the Chairman's Award for Excellence in Director and Board Practice Award
- Prominent seating within the Awards ceremony
- Two full pages in the Awards brochure
- Representative from your company to give a short two-minute on-stage welcome address and present the awards in your chosen categories
- Extensive branding across the Awards campaign and event (includes trophies and staging)
- Branding included in marketing communications
- Your logo, website link and video/blog included on the event website
- Full set of photographs supplied for download after the Awards
- Opportunity to include branded gift in the gift bags
- Hosting of the 2019 winners dinner with welcome address

£25,000 + VAT



CATEGORY PARTNER

- Naming rights to the award category which is most aligned with your core objectives
- 1 x table of 10 people at the Awards
- 10% discount on tables/places for the UK finals ceremony
- Representative from your company to be a judge for the chosen sponsored category
- One full page advertisement in the Awards brochure
- Representative from your company to hand out the category award on stage
- Extensive branding across the Awards campaign and event
- Branding included in marketing communications
- Your logo and website link on the event website

£5,000 + VAT

DRINKS RECEPTION PACKAGE

- Full page advert in the event brochure
- Logo and company profile on event website and iod.com event page
- Logo included in appropriate marketing material for the event that could include emails, newsletters, social and print
- Banner displays in the drinks reception
- One gift item in the event gift bags or one piece of promotional literature
- Five complimentary tickets to the awards ceremony

£3,500 + VAT

Marketing Campaign



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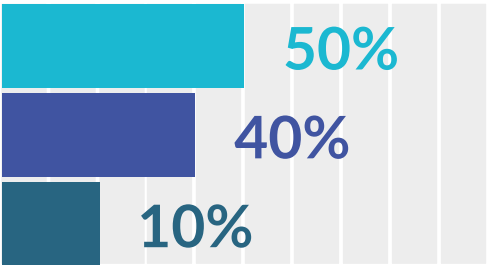
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IN PARTNERSHIP WITH



PROUD SPONSOR OF
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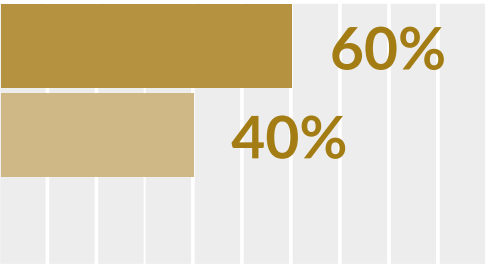
Gross campaign reach **250,000 +**

DIGITAL (APPROX. 360,000)



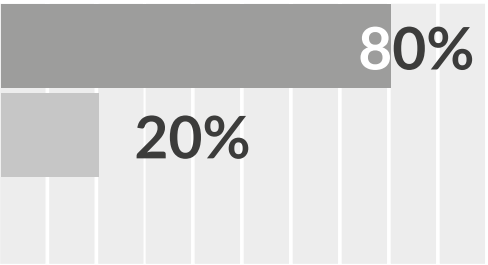
- Social media (LinkedIn, Twitter & Facebook)
- Content marketing on iod.com
- Website banners

EMAIL



- Event eNews
- Solus regional emails

PRINT



- Solus brochures
- Premises flyers

Sponsorship and packages: How it works



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LOGISTICAL SUPPORT

In the run up to the Awards, our logistics team will work with our partners on their table plans, guest lists and will be on hand throughout the event.

THOUGHT LEADERSHIP

We want to position our partners as thought leaders in their fields, therefore we ask for material and content to promote to our audiences throughout the year, this can be in the form of newsletters, white papers, webinars and TV/Radio pieces.

JUDGING

Partners are asked to provide a director-level representative to join the judging panel of their sponsored category. We understand that in some cases this can cause professional conflicts of interest, in which case we would move your judge to another category.

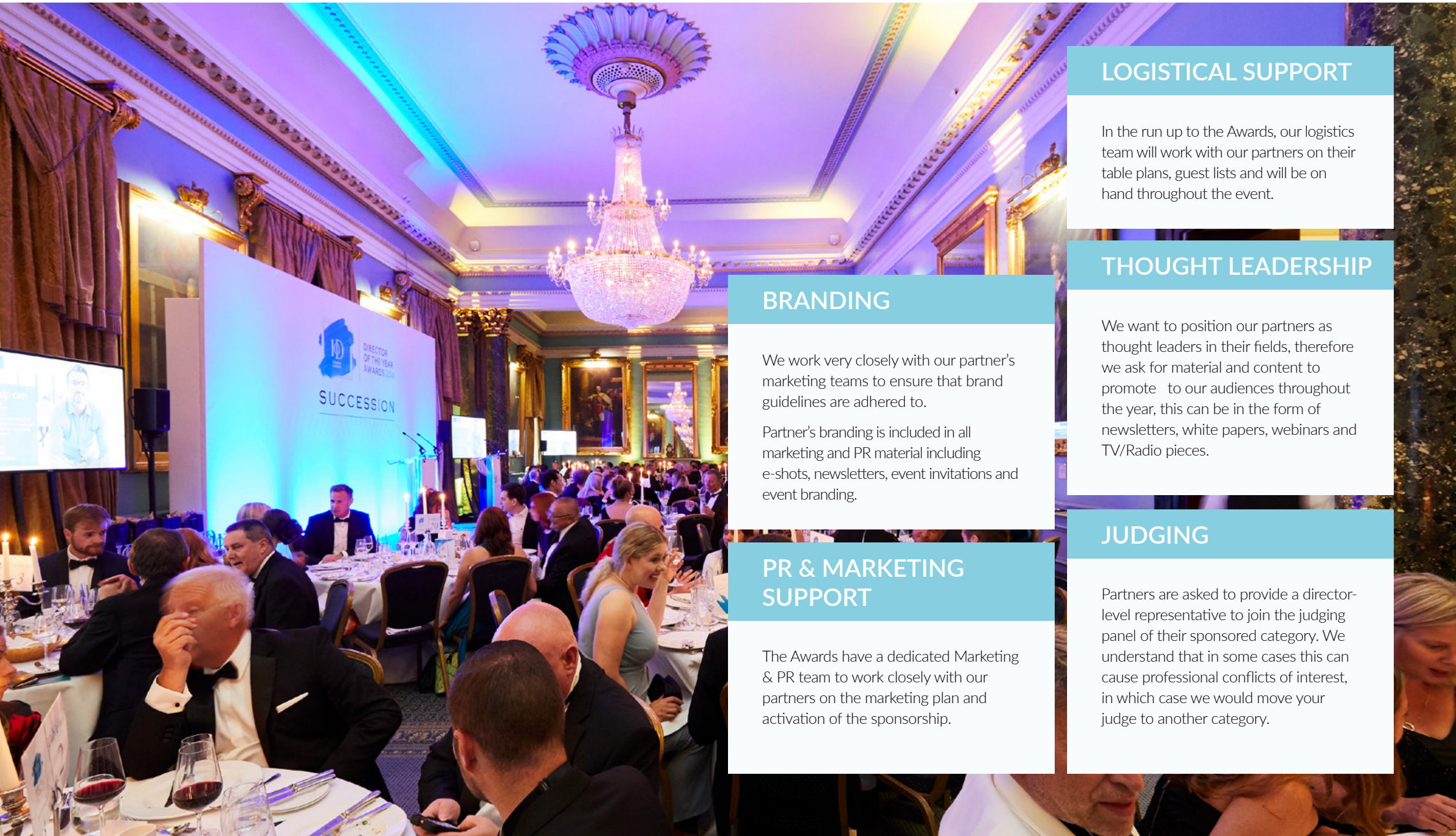
BRANDING

We work very closely with our partner's marketing teams to ensure that brand guidelines are adhered to.

Partner's branding is included in all marketing and PR material including e-shots, newsletters, event invitations and event branding.

PR & MARKETING SUPPORT

The Awards have a dedicated Marketing & PR team to work closely with our partners on the marketing plan and activation of the sponsorship.





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Get in touch

If you would like to get involved by sponsoring the IoD London & South Director of the Year Awards 2020, then please contact one of the team below for more information:

Lesley Bennett | lesley.bennett@iod.com | 07814 386 178

Juliet Rushent | juliet.rushent@iod.com | 07908 358 740

We understand that sponsors are an essential part of any successful event and we are very keen to create partnerships that provide real benefits to our sponsors, so if none of the packages achieve your aims and you have any other ideas then give us a call and we'll be happy to chat.