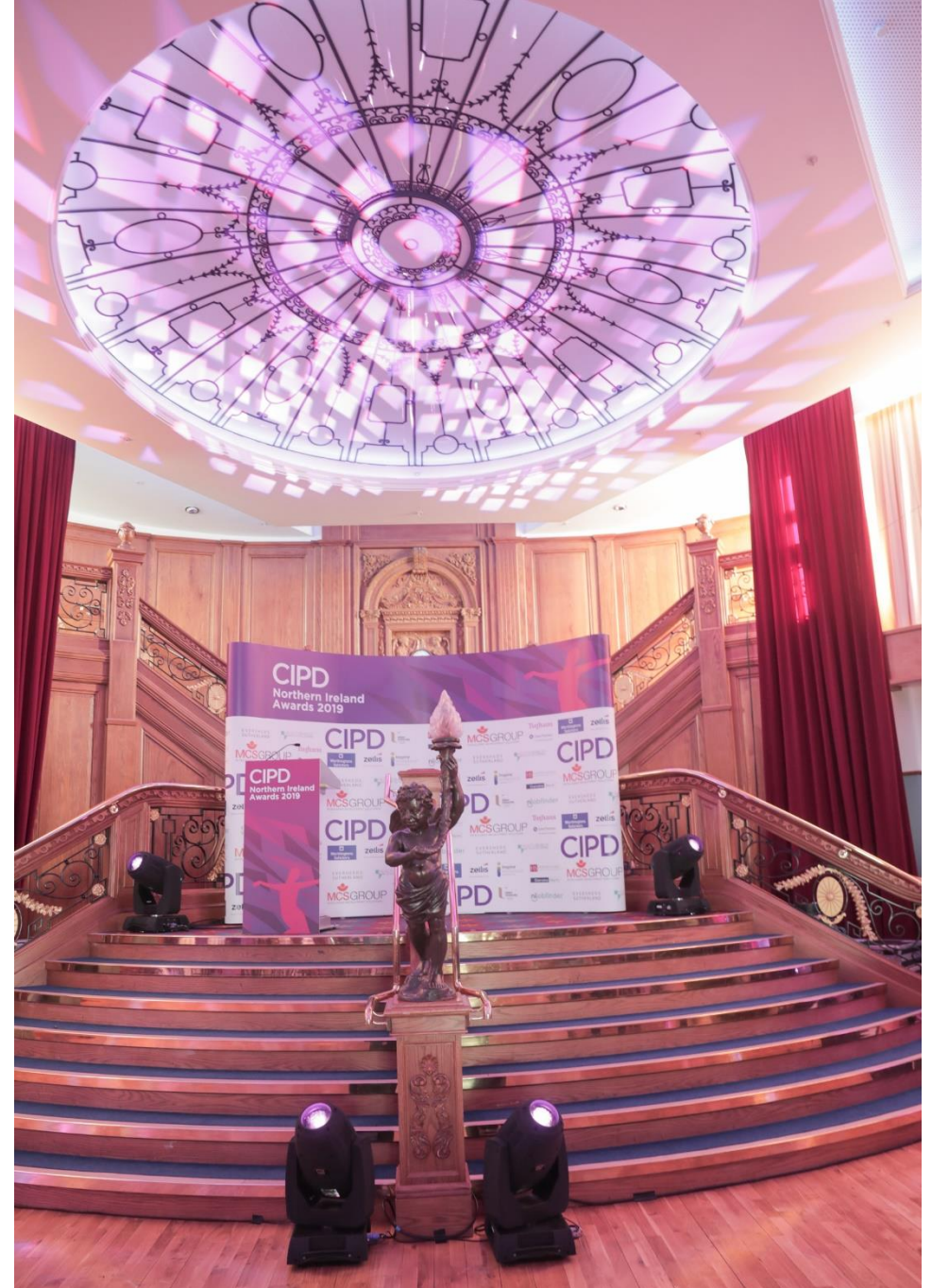


CIPD | Northern Ireland HR Awards 2020

Thursday 21 May 2020
Titanic, Belfast

Sponsorship
Opportunities



About the awards

The CIPD NI Awards are entering their eighth year and are the most prestigious awards for the HR profession in Northern Ireland - with over 350 HR professionals coming together for this celebration of HR and people development excellence. This year's programme sees a total of 12 awards being presented and the introduction of a new online entry system.

Delivered in partnership with strategically chosen sponsors, the awards recognise and celebrate outstanding achievements in HR and the impact HR has on business success. Our aim is to continue to uphold the CIPD NI Awards as the most prestigious in the region, whilst ensuring they remain relevant in such a rapidly evolving environment. The culmination of the awards is a glittering gala ceremony, hosted by a leading personality – in keeping with the quality and profile it deserves.

The awards are open to all types of organisations, regardless of size or sector. This year's awards dinner will be held at Titanic Belfast on Thursday 21 May, 7pm.

Categories for 2020

1. Best Change Management Initiative
2. Outstanding HR Student of the Year
3. Best Employee Engagement Initiative
4. Best HR/L&D Team of the Year
5. Embedding a culture of workplace well-being
6. Best L&D Initiative
7. **NEW** - HR SME of the Year
8. Best Diversity and Inclusion Initiative
9. Excellence in HR Leadership Award
10. Best Talent Management Initiative
11. **NEW** - External Consultancy
12. Outstanding contribution in the field of people development in Northern Ireland



About the CIPD

We're the professional body for experts in people at work. For more than 100 years, we've been championing better work and working lives by setting professional standards for HR and people development, as well as driving positive change in the world of work.

With hubs in the UK, Ireland, Middle East and Asia, we're the career partner of choice for 150,000 members around the world. We're the only body in the world that can award Chartered status to individual HR and L&D professionals, and our independent research and insights make us trusted advisers to governments and employers.

We are independent and not-for-profit and hold a highly respected Royal Charter. We exist to make work and working lives better. And at a time of unprecedented change we have the vision, the agility and the strength to make a real difference for our members, for businesses, for the economy and for all working people.

As an organisation, we stand for better work and working lives.

Why sponsor the awards?

The CIPD NI HR Awards Gala is a key event in the Northern Ireland HR profession's calendar. Sponsorship of the awards enables sponsors to build brand awareness among the 350+ attendees at the event and also CIPD members and the wider HR community.

The CIPD NI Awards provide:

- A unique opportunity for sponsors to access and build brand awareness with HR and L&D professionals
- An opportunity for sponsors to build brand awareness among the profession of the products and services they offer
- Access and networking opportunities at the Awards and other CIPD events to meet with delegates
- Align with the CIPD through association with our excellence and credibility
- A unique opportunity to compliment business development activities and other promotional activities



Award gala attendees

With over 3,400 members in Northern Ireland the CIPD Awards have a strong market penetration; with entries received from organisations of all sizes and sectors.

The awards attract organisations across public, private and third sectors with over 340+ HR and L&D professionals in attendance in 2019. Guests of the gala evening include:

- HR and L&D professionals
- Finalists
- Sponsor Organisations
- Regional Media
- Corporate guests including MD's, FD's, CEO's, directors and senior level decision makers within Northern Ireland businesses.



Past gala attendees include;

- Danske Bank
- Coca Cola HBC
- Ulster Bank
- Belfast Health and Social Care Trust
- Queen's University Belfast
- Northern Ireland Policing Board
- Queen's University Belfast
- Diageo
- Henderson Group
- Northern Ireland Electricity
- Viridian Group
- Moy Park
- Translink
- First Trust Bank
- Belfast City Airport
- Hughes Insurance
- B/E Aerospace
- Education Authority
- Allstate Northern Ireland
- Lidl NI
- Thales
- CITI
- Northern Ireland Housing Executive
- FinTru
- Baker McKenzie
- HeartSine
- Northern Ireland Fire & Rescue Service
- Acheson and Glover
- Interface Europe Ltd
- Macklin Group
- Dennison Commercials
- Liberty IT
- PriceWaterhouseCooper
- IKEA
- SHS Group
- Robinson Services

CIPD | Northern Ireland HR Awards 2020

Sponsorship Package

Category Sponsor package

£2,995 + VAT

Pre Event

- Name and logo featured on CIPD NI awards promotional material
- Mention of sponsor and re-tweet in social media where relevant
- Sponsor spotlight in CIPD Northern Ireland email newsletter – reaching over 3,500 mailing list subscribers
- Company logo featured in all press adverts relating to awards entries and ticket sales
- Mention in selected press coverage in Belfast Telegraph / NIJobfinder
- Official category sponsor logo to use for marketing purposes
- Name, logo and bio featured on CIPD NI Awards website sponsors section

Awards Gala

- 2 x complimentary tickets to the awards dinner
- Member of your team to present the award to the category winner

- Your company logo will be prominently promoted at gala, including on the media backdrop, menus and on stage throughout the evening on main stage backdrop; as well as during the awards presentation itself
- Company name on category award and company name and logo on the award certificate

Post event opportunities

- Use of event photography for promotional purposes



Sponsorship Package

Drinks Reception Sponsor

£1,995 + VAT

The welcome drinks reception is the perfect start to the Awards Gala evening, and the sponsor enjoys a high profile during the reception.

Pre Event

- Name and logo featured on CIPD NI awards promotional material
- Sponsor spotlight in CIPD Northern Ireland email newsletter – reaching over 3,500 mailing list subscribers
- Company logo featured in all press adverts relating to awards entries and ticket sales
- Official awards sponsor logo to use for marketing purposes
- Mention of sponsor and re-tweet in social media where relevant
- Name, logo and bio featured on CIPD NI Awards website sponsors section

Awards Gala

- 2 x complimentary tickets to the Awards Dinner

- 4 x Pull Up Banner Stands around the atrium area during welcome drinks reception
- Your company logo will be prominently promoted at gala, including on the media backdrop, menus and on stage throughout the evening

Post event opportunities

- Use of event photography for promotional purposes

Sponsorship Package

Table Gift Sponsor

£995 + VAT

Pre Event

- Name and logo featured on CIPD NI awards promotional material
- Sponsor spotlight in CIPD Northern Ireland email newsletter – reaching over 3,500 mailing list subscribers
- Company logo featured in all press adverts relating to awards entries and ticket sales
- Official awards sponsor logo to use for marketing purposes
- Mention of sponsor and re-tweet in social media where relevant

- Name, logo and bio featured on CIPD NI Awards website sponsors section

Awards Gala

- 2 x complimentary tickets to the awards dinner
- Your company logo will be prominently promoted at gala, including on the media backdrop, menus and on stage throughout the evening
- Branded table gift to be supplied by sponsor (not included in package investment)

Post event opportunities

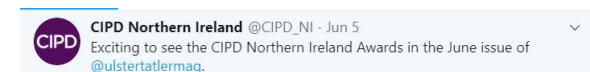
- Use of event photography for promotional purposes



CIPD | Northern Ireland HR Awards 2020

Press and Social

The awards programme benefits from a 7 month period of press and digital coverage offering a great opportunity to raise your profile pre and post event.



Do tag anyone you know who is featured to make sure that they know to go out and buy a few copies!

#CIPDNIAwards

@MCSGroupBelfast @NHSCTrust @DanskeBank_UK @radiostephenn @breakfastcate



Only three tables remaining - can be booked as full or half tables.

#CIPDNIAwards



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2020Timeline

Wednesday 13 November 2019
Awards open for entries and marketing campaign commences

Friday 7 February 2019
Deadline for entries

Friday 13 March 2020
Shortlist Announced

Tuesday 31 March 2020
Judging Day

Thursday 21 May 2020
Awards Gala

For further information on sponsorship opportunities please contact:

Avril Anderson
a.anderson@cipd.co.uk

Sponsorship Packages Overview

Package	Price (excl. VAT)	Status
Headline Sponsor	£6,995	Booked – MCS Recruitment
Category Sponsor: Best Change Management Initiative	£2,995	Available
Category Sponsor: Outstanding HR Student of the Year	£2,995	Available
Category Sponsor: Best Employee Engagement Initiative	£2,995	Available
Category Sponsor: Best HR/L&D Team of the Year	£2,995	Booked – Hunter Savage
Category Sponsor: Best Health and Well-being Initiative	£2,995	Booked - Inspire Workplaces
Category Sponsor: Best L&D Initiative	£2,995	Booked – Grant Thornton
Category Sponsor: Best Diversity and Inclusion Initiative	£2,995	Booked – Eversheds Sutherland
Category Sponsor: Excellence in HR Leadership Award	£2,995	Booked – Worthingtons Solicitors
Category Sponsor: Best Talent Management Initiative	£2,995	Booked – Danske Bank
Category Sponsor: HR SME of the Year	£2,995	Available
Category Sponsor: External Consultancy	£2,995	Available
Drinks Reception Sponsor	£1,995	Available
Table Gift Sponsor	£995	Available

