



**The Corporate  
Engagement Awards**



## Welcome

We're delighted that you could join us tonight. We've gathered to celebrate the winners of the second annual Corporate Engagement Awards – the most brilliant examples of corporate partnerships, sponsorships and philanthropy from around the globe.

The inaugural awards in 2011 captured the imagination of the corporate community and their partners in engagement. This year, the standard of entries rose, and we were pleased to see an even broader range, in subject and geography, than last year.

We hope that these awards will serve as a benchmark for best practice in all aspects of the corporate engagement process. Tonight's Gold, Silver and Bronze winners demonstrate the incredible results that can be achieved when partnerships and sponsorships are planned and executed so as to bring the most benefit to corporate organisations, agencies, and beneficiaries alike.

Tonight, we celebrate the people that made these fantastic campaigns possible and recognise the efforts of all involved, from internal stakeholders to comms practitioners, from start-up charities to FTSE100 members.

We'd like to thank everyone who entered the Corporate Engagement Awards, and all our sponsors for making such a memorable evening possible. Congratulations to the winners & finalists – we look forward to seeing you again next year!

**Molly Pierce**

Editor, *Communicate* magazine

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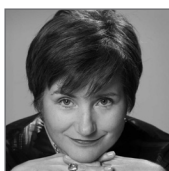
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## Meet the judges



### **Steven Atkinson, *HighTide***

Steven is a co-founder of HighTide Festival Theatre, and is its artistic director and chief executive. He was literary manager of Hull Truck Theatre 2006-2007, and he graduated from Reading University in 2005 with a BA in Film & Theatre. Steven has directed several productions for HighTide Festival Theatre, including *Clockwork* by Laura Poliakoff and *Dusk Rings*. His other directions have included productions for BBC Radio 4 and Edinburgh Festival. Steven is also currently a selector for the International Student Drama Festival.



### **Pippa Collett, *European Sponsorship Association and Sponsorship Consulting***

Pippa is a leading sponsorship practitioner with an extensive client-side career at Shell, American Express and Cisco. Her global sponsorship experience covers the full spectrum, from Ferrari in Formula One and the Olympics, to cultural projects including the Olivier Awards and the Unilever Series. An acknowledged expert in the field, Pippa is regularly invited to comment on sponsorship issues by both broadcast and print media, and co-authored 'The Sponsorship Handbook: Tools, Tips and Techniques for Sponsors and Sponsor Seekers'.



### **Jeremy Cooper, *Plan UK***

Jeremy Cooper is fundraising director at Plan UK. He is responsible for generating an income of £50m per annum for Plan's work overseas, but is equally interested in impact and accountability, and strategic partnerships have been key to Plan's growth. Prior to working at Plan, Jeremy worked at Crisis and the Red Cross.



### **Jackie Fast, *Slingshot Sponsorship***

Jackie is the managing director of Slingshot Sponsorship, which builds new revenue streams for businesses. This involves integrating sponsorship and developing brand partnerships but can also include licensing and overall commercialisation. Slingshot's current clients include BBC Worldwide, Haymarket Consumer Publishing, EA Sports, Outlook Festival and more. Recent events have included Little Noise Sessions with Chris Martin and Elbow as well as the infamous Autosport Awards. Another recent achievement has been winning the Young Entrepreneur of the Year Award last year.



### **Rob Jackson, *World Television***

Over the last 10 years, Rob has worked in business development and client services roles in TV production, corporate communications and broadcast PR sectors. Rob is now the client services director at World Television, and is responsible for rolling out sales and marketing strategies across the UK. Rob and his team manage relationships for companies such as Heineken, Highland Springs, M&C Saatchi and Unilever, working closely with clients to create video campaigns that add measurable value to their bottom line.



**Robert Nuttall, *MHP Communications***

Robert has over 20 years of in-house experience working in senior communications roles for organisations including Marks & Spencer, GlaxoSmithKline and the BBC. Whilst at Marks & Spencer, he played a key role in developing the sustainability communications strategy 'Plan A', now recognised as one of the most successful corporate responsibility programmes in the world. At MHP, he heads the corporate responsibility & sustainability practice which offers advice to corporate and non-governmental organisations on how to engage key stakeholders on sustainability strategies.



**Kate Pugh, *Heritage Alliance***

Kate was appointed chief executive of the Heritage Alliance in 2003, having earlier held various posts in the voluntary heritage sector, for the Victorian Society, SAVE Britain's Heritage, the International Council on Monuments, and RIBA. The Heritage Alliance is the leading advocate for the vast and diverse non-government heritage movement in England. It is currently heading up the development of a UK wide capacity-building philanthropy programme, and as CEO, Kate is responsible for securing corporate sponsorships to support the Alliance's core costs.



**Tom Rigby, *The Lord's Taverners***

Tom is head of fundraising, and has worked at The Lord's Taverners for five years. Tom has helped the organisation broaden its revenue streams through corporate partnerships, fundraising relationships and increased focus on achieving beneficiary status at events run by other companies. Working in the third sector has required Tom to engage with supporters using techniques familiar to many sponsorship and marketing agencies. The creation of robust new revenue streams has enabled the charity to increase its giving year on year.



**Simon Watson, *RBS***

Simon Watson is head of group community affairs. His team help the business engage with the communities RBS operates in by running a range of programmes that focus on financial education, support for enterprise and employee community engagement. Simon held senior policy and communications in the NGO sector before joining RBS Group in 2011. He is vice-chairman of a national community development charity, a fellow of the Royal Society for Arts and a member of the British Council Transatlantic Network 2020.

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### Focus

#### Best arts-centred corporate sponsorship activity

Gold - Lansons Communications sponsorship of HighTide Festival Theatre

Silver - BT Art Boxes in association with ChildLine

Bronze - Sharwood's sponsorship of Traders Unpacked Festival at Royal Museums Greenwich

#### Best charity-centred corporate sponsorship activity

Gold - LV= partnership with The Lord's Taverners and SOS Kit Aid

Silver - TelecityGroup and multiple charities

#### Best sports-centred corporate sponsorship activity

Gold - The Hitz Programme – partnership between Premiership Rugby, Metropolitan Police, Active Communities Network, Wooden Spoon, The Mayor's Office, RFU and the RFF (Glasshouse Partnership)

Silver - The G4S 4teen Programme (Fast Track)

Bronze - Future Flames – Coca-Cola sponsorship of the Olympic Movement (Blue Rubicon)

### Objective

#### Best corporate sponsorship to help raise brand awareness

Gold - Launching Ericsson Money to Filipino Community – Ericsson Money sponsorship of Barrio Fiesta sa London (Threepipe)

Silver - FedEx Express delivers Panda-monium – Fed Ex Express sponsorship of the Edinburgh Zoo Pandas (Ketchum Pleon)

#### Best corporate sponsorship for employee engagement

Gold - BT sponsorship of Sport Relief

Silver - The European Organisation for Research and Treatment of Cancer (EORTC) Charitable Trust partnership with Alliance Boots

Bronze - The Solidarity Holidays partnership with ArcelorMittal

#### Best relationship-building sponsorship programme

Gold - What Car? Awards sponsorship programme with Slingshot Sponsorship

#### Best corporate sponsorship to help align an organisation with brand values

Silver - ING sponsorship of Risks and Rewards initiative

Bronze - British Gas sponsorship of the British Gas Energy Trust

#### Best community involvement in a sponsorship activity

Gold - Volunteer It Yourself – partnership between Wickes, A4e, Pimlico Plumbers, London Youth and vnspired (The Co-Sponsorship Agency)

Silver - ING sponsorship of Risks and Rewards initiative

Bronze - Barclays Cycle Hire

### Type

#### Best ongoing corporate sponsorship programme

Gold - The G4S 4teen Programme (Fast Track)

Silver - British Gas sponsorship of the British Gas Energy Trust

Silver - TelecityGroup and multiple charities

#### Best partnership between sponsoring company and sponsored organisation

Gold - Lansons Communications sponsorship of HighTide Festival Theatre

Silver - Three Trees – partnership between Velvet and Amata

Bronze - Kiln Sierra Leone Marathon – Kiln Group sponsorship of Street Child of Sierra Leone (Brandex Group)

#### Best pro-bono work for a charitable/social/ethical cause

Gold - The launch of the 30 % Club (MHP Communications & BNY Mellon)

Silver - Beat The Mozzy - Cartoon Network partnership with Malaria No More UK

Bronze - WPP and multiple charities

### Activity

#### Best communication of corporate sponsorship activity

Gold - Holiday Inn sponsorship of London 2012 (Hill+Knowlton & IMG)

Bronze - Three Trees – partnership between Velvet and Amata

#### Best execution of corporate sponsorship activity

Gold - What Car? Awards sponsorship programme with Slingshot Sponsorship

Silver - Barclays Cycle Hire

Bronze - Aviva & Railway Children

Bronze - Future Flames - Coca-Cola sponsorship of the Olympic Movement (Blue Rubicon)

#### Most effective long-term philanthropic scheme

Gold - Banking on Change – partnership between Barclays, Plan and CARE International UK

Silver - Three Trees – partnership between Velvet and Amata

Bronze - TelecityGroup and multiple charities

#### For sponsored organisations

##### Best collaborative approach

Gold - Volunteer It Yourself – partnership between Wickes, A4e, Pimlico Plumbers, London Youth and vnspired (The Co-Sponsorship Agency)

Silver - Three Trees – partnership between Velvet and Amata

Bronze - What Car? Awards sponsorship programme with Slingshot Sponsorship

#### Grand Prix

Volunteer It Yourself – partnership between Wickes, A4e, Pimlico Plumbers, London Youth and vnspired (The Co-Sponsorship Agency)

## FOCUS

### Best arts-centred corporate sponsorship activity

**Gold** Lansons Communications sponsorship of HighTide Festival Theatre

**Silver** BT Art Boxes in association with ChildLine

**Bronze** Sharwood's sponsorship of Traders Unpacked Festival at Royal Museums Greenwich

In the eyes of Lansons Communications, arts and culture are an important part of society and help communities to grow. In 2007 Lansons started working with HighTide, a small charity whose aim was to help emerging artists.

The chairman of Lansons saw the potential in HighTide. Lansons provided it with office space in order for the charity to focus on finding new and hopeful artists, rather than struggling to meet the costs of an office environment. This has led to Lansons now providing backup for some of HighTide's events, such as its festival launch party. Lansons was also involved in supporting one of the productions, as well as the talks programme. The relationship between the two companies has been such a success that HighTide was awarded National Organisation status by the Arts Council England, and has received a grant of £600,000 in order to develop the arts further:

As a result of the participation of the two companies, Lansons has been able to provide its clients with the opportunity to attend brainstorming sessions in order to keep creativity flowing within the company. This helps with internal engagement, encouraging outreach within the company and innovative thinking, encouraging growth. The work of the two companies has helped HighTide to gain support from the BBC Arts editor, who has in recent times expressed his thoughts that the partnership could be used as an example for the future.



### Best charity-centred corporate sponsorship activity

**Gold** LV= partnership with The Lord's Taverners and SOS Kit Aid

**Silver** TelecityGroup and multiple charities

LV='s objective is to be one of 'Britain's best loved insurers', and the company aims to achieve this by providing opportunities for local communities. In 2011, The Lord's Taverners, the UK's leading youth cricket and disability sports charity formed a partnership with SOS Kit Aid, and LV= came on board as the lead commercial sponsor.

The campaign was launched at Stewart Heldam School. The school's curriculum included both rugby and cricket, however many of the pupils were unable to participate due to a lack of kit. The partnership has provided disadvantaged children in the UK and overseas with access to rugby and cricket kit; it also encourages recycling along the way and aims to reduce CO2 emissions.

In 2011 the company collected 20,000kg of kit, with 1kg of kit given to each child, meaning that 20,000 children around the country were able to benefit from the programme and get more involved with sport.

Support for the campaign came from all levels, from directors to front line staff. As a result of the specified delivery slots for the kit, 68 tonnes of CO2 was saved.

Darren Bernatovitch, a PE teacher at Addington High School in Croydon, said that the help provided by LV= SOS Kit Aid has "helped pupils get more involved in sport during and after curriculum. It's also made pupils feel part of a team and get involved in sports they haven't had access to before."





## Best sports-centred corporate sponsorship activity

**Gold** The Hitz Programme – partnership between Premiership Rugby, Metropolitan Police, Active Communities Network, Wooden Spoon, The Mayor’s Office, RFU and the RFF (Glasshouse Partnership)

**Silver** The G4S 4teen Programme (Fast Track)

**Bronze** Future Flames – Coca-Cola sponsorship of the Olympic Movement (Blue Rubicon)

Hitz is a corporate partnership between the Aviva Premiership Rugby Cubs, the Metropolitan Police and the Active Communities Network. It strives to make rugby appeal to young people from inner city London in order to help promote confidence, self esteem, respect, discipline and team work.

Hitz runs rugby sessions as well as holding personal development sessions and workshops. The programme also hosts a number of one to one youth work activity in order to help improve some long-term behavioural issues. The programme is aimed at 11-19 years olds who are at risk of becoming involved in crime, as well as those who are already considered to be young offenders.

The financial aid from the Metropolitan Police has allowed Hitz to run sessions twice a week for 50 weeks of the year. The sessions proved to be valuable to the young people as it provided them with an education to help them to make more informed decisions as well as encouraging them to be respectful both on and off the rugby pitch.

The results of the programme have shown that crime levels have dropped by 39% in the areas in which the sessions were held, and have staff have reported that 69% have shown behaviour improvements while 75% of the Hitz venues have stated that at least one young person has gone from being a participant to a volunteer and ultimately becoming a paid coach.

## OBJECTIVE

### Best corporate sponsorship to help raise brand awareness

**Gold** Launching Ericsson Money to Filipino Community – Ericsson Money sponsorship of Barrio Fiesta sa London (Threepipe)

**Silver** FedEx Express delivers Panda-monium – Fed Ex Express sponsorship of the Edinburgh Zoo Pandas (Ketchum Pleon)

Threepipe helped to launch Ericsson Money in 2011, and by the end of the initial campaign the international mobile money transfer service aimed to get a total of 1,000 paying customers. The campaign was held in the Philippines after Ericsson Money found that due to the high number of migrant workers, Filipinos were sending money back to the Philippines and therefore became an obvious target market for the company.

As part of the launch campaign Threepipe and Ericsson Money secured space at the global Filipino music event 'Barrio Fiesta sa London'. The event, attended by 90,000 European Filipinos, provided the company with the perfect opportunity to attract new users. Ericsson Money understood the importance of the connection between migrant workers and their families, and for this reason the organisation set up a stand at the festival that provided a service allowing visitors to the festival to record video postcards and send them on to their family and friends via various social media networks such as Facebook and YouTube. Ericsson Money also used Filipino comedienne Janel Jamer to help advertise their stand at the festival in a number of short on-stage slots.

This use of social media helped to generate user interest and awareness of the company and as a result, during the festival the Twitter reach was 1,040,000, while YouTube views rose to 102,000. By the end of the campaign, of the 1.4 million Filipinos which were reached through various social media networks, the company was able to attract 3000 paying customers, exceeding its original goal of 1000.



### Best corporate sponsorship for employee engagement

**Gold** BT sponsorship of Sport Relief

**Silver** The European Organisation for Research and Treatment of Cancer (EORTC) Charitable Trust partnership with Alliance Boots

**Bronze** The Solidarity Holidays partnership with ArcelorMittal

Sport Relief and Comic Relief have been supported by BT since they began in 1985. Throughout the country BT employees volunteer to take donation calls to help fundraise for the charity. For Sport Relief 2012 BT sponsored a number of celebrity fundraisers and vowed to raise a total of £1 million for the charity.

The huge commitment led to the company encouraging employees to contribute as much as they could. Fundraising events included board members performing Zumba, baking cakes and even cycling the length of the country. As a result of its employees' hard work, BT was able to beat its target and raise a total of £1.2 million, a huge 243% increase from the previous year!

The aim of BT's employee engagement was to develop employee pride and create a united campaign that included all parts of the company. The internal comms were backed up by external sponsorship which encouraged volunteering.

BT ensured that there were multiple ways for employees and volunteers to get involved, from buying raffle tickets to individual and team fundraising events. Employees were also encouraged to line the route of various celebrity fundraising events such as John Bishop's triathlon from Paris to London.

As a result of the sponsorship of Sport Relief 94% of BT's employees said they were proud to work for BT and 99% said that they want to stay personally involved, while 81% agreed that the whole event helped them to develop new skills





## Best relationship-building sponsorship programme

**Gold** What Car? Awards sponsorship programme with Slingshot Sponsorship

Since the start of the What Car? Awards 35 years ago the company has established itself as one of the largest and most prestigious award shows for new car manufacturers. But over the years the awards have begun to struggle when it comes to attracting sponsors. So What Car? joined with Slingshot Sponsorship in order to try and increase its sponsorship revenue from the awards, as well as to develop new long lasting brand relationships for both the event and the magazine.

To build its relationship with sponsors the company held a number of events throughout the year, such as the Sponsors Lunch which allowed relationships with sponsors to form and flourish. The company were able to spread the name of What Car? beyond the motoring industry by signing on with a media partner, as well as heightening its use of social networks.

The results of the relationship building with the sponsors has meant that What Car? has seen an increase in revenue of 1032% in less than a year, while three new sponsors have a combined advertising revenue with the magazine of over £400,000, demonstrating a relationship that goes much further than just the sponsoring of the awards. What Car? has seen a 100% renewal rate for the 2013 award sponsors, with one sponsor increasing their sponsorship investment from £5,000 to £55,000, and revenue for 2013 has already shown an increase of 1500%.



## Best community involvement in a sponsorship activity

**Gold** Volunteer It Yourself – partnership between Wickes, A4e, Pimlico Plumbers, London Youth and vinspired (The Co-Sponsorship Agency)

**Silver** ING sponsorship of Risks and Rewards initiative

**Bronze** Barclays Cycle Hire

The aim of VIY (Volunteer It Yourself) was to find the next generation of potential tradespeople and cultivate them, in order to help them find work. There was also the matter of helping current businesses to find future employees to enable them to expand. Wickes, A4e and Pimlico Plumbers all joined together to start this teaching programme in which 14-19 year olds, who were not in full time education or work learn a trade.

The challenge the companies faced was to try and make the learning process relevant to the young people. They managed to achieve this by allowing them to work on a real trade job, which had a tangible value to the local community. This meant that the young people were able to feel a real connection to what they were doing as they were making a real impact on the community.

Each of the businesses contributed various different assests in order to help the cause, such as providing materials and products as well as the skills of their employees. In order to provide the trainees with a suitable work environment, London Youth, a charity responsible for 400 clubs throughout London, was chosen as the sponsor. As a result of this, London Youth suggested two clubs which required maintenance work and repairs to be carried out. The work completed on these two clubs saved an estimated £70,000 and helped train 43 young volunteers, all receiving an entry level building skills vocational accreditation. Some of the volunteers went on to the secure trade apprenticeships with local companies as a result of the VIY programme.

## TYPE

### Best ongoing corporate sponsorship programme

**Gold** The G4S 4teen Programme (Fast Track)

**Silver** British Gas sponsorship of the British Gas Energy Trust

**Silver** TelecityGroup and multiple charities

In 2006 London was awarded the chance to host the 2012 Olympic Games, and G4S, while based in London, felt it was the perfect opportunity to run an Olympic themed sponsorship programme. It was then that they joined forces with Fast Track. The union resulted in G4S 4Teen programme; the sponsorship programme meant that the company was able to invest in 14 young Olympic hopefuls from disadvantaged backgrounds and made an effort to help train and give them the support that they needed in order to achieve their full potential. Their main aim was to help the athletes in their attempt to qualify for the London 2012 Olympics, as well as supporting the range of communities that the athletes were from.

The programme provided the teens with the chance to train in specific training camps while being provided with their required equipment, travel and accommodation needs. As a result of the sponsorship some of the athletes have gone on to become national and world champions, as well as one receiving a gold medal in the 2008 Beijing Olympics, and five have secured their place at the London 2012 Olympics.

As well as the athletes benefiting from this sponsorship, the communities the athletes were from have also been rewarded. Over 3500 children are now benefiting from better sports and coaching facilities and 13 countries now have structured sport programmes in place as a result of the G4S 4Teen sponsorship programme.



### Best partnership between sponsoring company and sponsored organisation

**Gold** Lansons Communications sponsorship of HighTide Festival Theatre

**Silver** Three Trees – partnership between Velvet and Amata

**Bronze** Kiln Sierra Leone Marathon – Kiln Group sponsorship of Street Child of Sierra Leone (Brandex Group)

The partnership between Lansons and HighTide Festival Theatre is the perfect example of how two companies can work together to help each other out. Lansons Communications has a history of charitable giving, with one percent of its profits going to charity; staff have also been willing to give up their time to provide support for various charities.

In 2007 Lansons Communications became involved with HighTide, which at the time, was a start-up charity. The relationship between Lansons and HighTide is unique but effective. HighTide is based at the Lansons offices which means it is able to access everything that a successful business needs, from office space to IT support. The charity is also provided with enough space to run auditions for hopeful actors, directors and writers. With this help from Lansons, HighTide can invest in its creative work rather than office requirements. The staff at Lansons can also reap the rewards of the partnership by gaining access to the annual Suffolk festival and various theatre productions. Clients attend a range of brainstorming sessions in order to add a creative outlook on things and to help keep ideas flowing.

As a result of the partnership, HighTide is now a leader for its work within the business sector as well for its art. HighTide has since received National Portfolio Organisation status and a grant for £600,000. Lansons' aim was to open up more opportunities for the arts world, and the sponsorship has helped this small charity grow into something much more.





## Best pro-bono work for a charitable/social/ethical cause

**Gold** The launch of the 30 % Club (MHP Communications & BNY Mellon)

**Silver** Beat The Mozzy - Cartoon Network partnership with Malaria No More UK

**Bronze** WPP and multiple charities

The 30% Club was formed in 2010 by MHP and BNY Mellon, fronted by a group of leading industry women, whose main purpose was to alter the hiring model of chairmen of FTSE 100 companies. The 30% Club believed that boards should recruit more women into senior positions and attempt to achieve a minimum of 30% female representation by 2015.

The pro bono campaign was a straightforward media relations strategy, which targeted the main decision makers and chairmen into considering the number of women that were hired on to their boards.

In order to achieve their goal, the 30% Club had to get significant amounts of media attention to get their message across. They set up a number of key media profiles and worked with some of Europe's largest investors. They also got in touch with various leading trade bodies and magazines and submitted their own written work in order to promote their message further. Participation with a number of headhunting communities was also an essential part of the 30% Club's campaign, as it enabled them to get an alternative perspective on the matter.

As a result of the campaign 37 FTSE 350 Chairmen are currently signed up, which is an increase from only 4 in 2009. Many chairmen have also shown overwhelming interest in the matter, and media attraction has been a constant throughout all sectors. Over the past two years the number of female directors has increased from 12.5% to 16% and the number of all-male boards has reduced by a third in the FTSE 100.

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## Best communication of corporate sponsorship activity

**Gold** Holiday Inn sponsorship of London 2012 (Hill+Knowlton Strategies & IMG)

**Bronze** Three Trees – partnership between Velvet and Amata

The job of an Olympic sponsor is not an easy one. The partnership between Holiday Inn, H+K Strategies, and IMG was developed in order to brought about to face the challenge of separating themselves from other Olympic sponsors. The businesses realised that they needed to make the Olympics more accessible to the public, so strived to praise the 'everyday hero': the person who enjoys being active, yet lives and works in the same way as everyone else.

IMG initiated a Masterclass programme, then H+K focused on three of the classes to build up excitement and anticipation. The events included 'Breakfast with Champions', where Paula Radcliffe and Shelley Woods were present, and there was also a chance to 'Run with Mo Farah' and to 'Ride with Cav'. Each of the events helped to achieve the partnership's aim which was to make the athletes and the Olympic and Paralympic Games more accessible to the public.

H+K also looked to increase popularity by inviting journalists to participate in some of the events, which provided them with the opportunity to interview people like Mark Cavendish while cycling alongside them. This resulted in the events receiving extensive media coverage over various news channels such as Channel 4 News, Sky Sports News and ITN News, as well as newspaper coverage in The Sun, The Mail on Sunday and The Independent. The sponsorship events were able to attract 22,206 target consumers, 1,550 of whom participated in a Masterclass.



## Best execution of corporate sponsorship activity

**Gold** What Car? Awards sponsorship programme with Slingshot Sponsorship

**Silver** Barclays Cycle Hire

**Bronze** Aviva & Railway Children

**Bronze** Future Flames - Coca-Cola sponsorship of the Olympic Movement (Blue Rubicon)

The What Car? Awards were launched 35 years ago, and in recent times sponsorship has become a struggle. It was for this reason that the company joined with Slingshot Sponsorship and aimed to create long term brand relationships and sustainability that would help to increase both revenue and sponsorship for the event.

In order to achieve their aims, What Car? and Slingshot Sponsorship had to focus on restructuring assets. This was done by introducing a 'foot-in-the-door' strategy in order to connect with brands on an easier financial level; using this method they were able to increase on sponsorship investment from £5,000 last year to £55,000 the following year. They also added many more promotional events throughout the year, such as the Sponsorship Lunch in order to develop stronger relationships with sponsors. What Car? also signed on a new media partner to attract more attention from potential sponsors and promote the shortlist as well as developing the magazine's social network presence.

The company saw an increase in sponsors from 1 to 9 and had an increase in revenue of 1032% in less than a year. Of the sponsors, those that had not worked with What Car? before had a combined revenue with the magazine of £400,000.

When looking to the future of the awards, revenue for the 2013 awards has already surpassed the previous year with a 50% increase, meaning that over the two years that Slingshot and What Car? Have been working together, they have been able to achieve a 1500% increase of revenue.

## ACTIVITY

### Most effective long-term philanthropic scheme

**Gold** Banking on Change – partnership between Barclays, Plan and CARE International UK

**Silver** Three Trees – partnership between Velvet and Amata

**Bronze** TelecityGroup and multiple charities

In 2009 Plan UK, CARE International UK and Barclays joined together to develop the £10 million Banking on Change scheme. The partnership aimed to provide 400,000 people across eleven countries with the opportunity to develop skills for effectively saving and managing their money.

By joining with Plan UK, Barclays was able to help support the global Community Investment that focuses on providing the next generation with the essential skills needed to secure financial independence and safety. As well as this Barclays are able to narrow the space between formal banking and marginalised communities, thus advancing its agenda in financial inclusion.

As a result of the partnership, Barclays have been able to exceed the target. There are now 435,000 people across the target countries who have access to basic financial services, including facilities to help them save, meaning that they are able to manage their household income more effectively as well as organise any disposable income they may have. This results in families more capable of paying school fees as well as maintaining a healthier diet and lifestyle.

Since the Banking for Change scheme begun, it has been reported that a total of \$6.4 million has been saved by the groups collectively. The influence of the partnership and its effectiveness has been recognised by the Accenture Development Partnerships as “leading the way in cross-sector partnerships”, and over 350 groups have now opened up bank accounts with local Barclays Branches.



## FOR SPONSORED ORGANIZATIONS



### Best collaborative approach

**Gold** Volunteer It Yourself – partnership between Wickes, A4e, Pimlico Plumbers, London Youth and vinspired (The Co-Sponsorship Agency)

**Silver** Three Trees – partnership between Velvet and Amata

**Bronze** What Car? Awards sponsorship programme with Slingshot Sponsorship

The aim of VIY (Volunteer It Yourself) was to find the next generation of trades people and to help develop their skills by training in a real work environment. The three sponsors, Wickes, A4e and Pimlico Plumbers all wanted to look to recruit more younger workers, traditionally hard to reach, and to improve sales with other traders. VIY helped to make these aims a reality as the programme helped to encourage the younger generation to take up vocational learning, and also allowed smaller businesses to get involved alongside the larger companies.

The need for the organisation was raised when it became apparent that smaller trades companies were struggling to find young people who were willing to learn a trade. VIY is aimed at those aged 14-19 who aren't in full time education or work and provides them with a solid alternative to the traditional classroom environment.

The beneficiary for the project was London Youth, a charity that recognised that two clubs were in need of a revamp, therefore providing the youth workers with a suitable work site in order for them to develop their skills in a realistic environment. Each of the three participating companies donated various essentials to help VIY achieve its goal. Overall the repairs to the two clubs helped saved an estimated £70,000. 43 young volunteers participated and each gained an entry level building skills vocational accreditation.

## GRAND PRIX



### **Volunteer It Yourself – partnership between Wickes, A4e, Pimlico Plumbers, London Youth and inspired (The Co-Sponsorship Agency)**

With a fully integrated programme designed to achieve real results and sponsors with the ability and knowledge to fulfill the mission statement, Volunteer It Yourself (VIY) is this year's Corporate Engagement Awards Grand Prix winner.

The pilot programme of the VIY initiative was a cross-sector project that combined different approaches to a difficult problem facing London's youth. The concept driving VIY was to provide training and skills for 14-19 year-olds who lack professional or educational qualifications. Wickes, A4e and Pimlico Plumbers sponsored the endeavour – as trades companies, the sponsorship aligned with their commercial interests of employing qualified and experienced young people.

Wickes and Pimlico Plumbers got involved as a means to inspiring a new generation of tradespeople to take the apprenticeship route toward gainful employment. A4e sponsored VIY to raise awareness among young people of its free vocational training services. VIY allowed for corporate engagement to be achieved with both commercial success and social responsibility in mind.

In order to get young people to take part in the initiative, London Youth, a charity with 400 sponsored clubs around London, was chosen as a partner. Wickes and Pimlico Plumbers brought in professional tradesmen to mentor the volunteers and have mobilised more than 200 to volunteer as mentors in the expansion of the project.

Two London Youth clubs in Streatham were renovated by the 43 teenagers, saving London Youth £70,000. Four VIY graduates have pursued further apprenticeships and thirty other graduates have proceeded to additional work placements.

VIY in and of itself is a successful programme. It has been chosen as the Grand Prix winner due to its integration between corporations, trainers, recipients and participants. The project fulfilled its mission to inspire at-risk young people to pursue trade qualifications. In doing so it simultaneously benefited a local charity and enhanced the workforce and reputation of its sponsor companies.

The award is bestowed upon the best corporate partnership or sponsorship. VIY is unique in that it fulfills both of these criteria. The project engaged its target participants to their own benefit and the benefit of the sponsoring corporations all in a unique, creative manner.

As of July, the project, which is supported by the Big Lottery Fund, is being extended to 47 new clubs around the country.

Streatham MP Chuka Umunna praised VIY for its innovation and integration of purpose.


"The volunteers have transformed this club – and themselves – doing much needed physical repairs whilst learning practical DIY trade and building skills on the job," he said.

The Volunteer It Yourself pilot programme is a worthy and exemplary recipient of the Grand Prix prize of the Corporate Engagement Awards.





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