

iGB Affiliate Awards Ceremony 7th February Sponsorship Opportunities.

Every year over 500 people from the iGaming affiliate community gather to honour the ongoing success within the industry at the iGB Affiliate Awards. Now in its 6th year, the iGB Affiliate Awards is the only industry awards ceremony that celebrates the growth, innovation and achievements within this sector of the gaming industry. This year's awards will be held at the Lancaster Hotel London.



- **More Streamlined Judging Process** - To ensure the integrity of the iGB Affiliate Awards was upheld, this year all categories will be open for voting. The top 10 with the most votes will then be shortlisted and will go to a judging panel of industry experts for the winner to be selected
- **Premium Venue** - This year's Awards will be once again hosted at an exclusive, 5* venue
- **Professional Compere** - Well-known comedian and entertainer who will keep you captivated throughout the night, watch this space!
- **More Networking** - More time to socialise following the Awards Ceremony, giving attendees time to network, celebrate and congratulate the winners
- **A Later Start** - Kicking off later to give you time to get ready after the first day of LAC, but never fear the party will go on into the night
- **Exciting New Theme** - watch out for clues on this year's theme in emails and news!

Drinks Sponsorships

Welcome Drinks Sponsor



This is a fantastic opportunity to sponsor the first drink of the night for all who attend the awards, from a glass of bubbly to innovative cocktails.

- Exclusive welcome drink sponsor
- Company branding on awards website
- Branding on awards PR before and after
- Physical signage at the welcome drinks (in the form of 2 x roll up banners)
- Sponsor mention during awards by the host
- Opportunity to have branded glasses (sponsor to provide)

Total Cost = £6,000 (this is a minimum cost and could vary dependant on drink)

Table Bottle Sponsor



This is a great opportunity to get your brand in front of all 600 attendees at the 2014 iGB Affiliate Awards while they are at their table.

- Exclusive table bottle sponsor (min 1branded bottle per table)
- Announcement of drinks sponsorship and toast by awards host during event
- Cards placed on EVERY table announcing sponsorship with your logo and brand message (client to provide)
- Bottle neck branded tag
- Branding on awards PR before and after the awards

Total Cost = £3,500 (this is a minimum for the basic)

Awards Bar Sponsor



The iGB Affiliate Awards bar is populated by all attending before the dinner and at the after party post the dinner, it is a hugely popular part of the awards and gets your brand out to all.

- Exclusive awards bar sponsor
- PR before and after the awards
- Announcement from the host as well as a toast during the awards
- Signage around the bar (pull up banners)
- Branding on the bar (supplied by sponsor)
- Opportunity to have branded glasses (supplied by the sponsor)
- Branded bar staff (tops provided by the sponsor)
- Logo on awards website as a sponsor

Total Cost = £10,000

Category Sponsorship



We have seven category sponsorship opportunities to choose from and which enables your brand to be associated with the best of the best.

Included in the awards sponsorship:

- Exclusive category sponsorship (with first right of refusal for sponsorship in the following year)
- Host a table for 10 at awards (*valued at £2,250*)
- Pre and post branding both on the iGB Awards website and event signage
- Present the award to the winner
- Digital signage on stage during award presentation
- Company branding on all awards advertising (time sensitive)
- Company branding on post awards feature in iGB Affiliate Magazine

Total Cost = £5,000 per category

ed@igamingbusiness.com

+44 (0)20 7954 3527

Photo Booth Sponsor

The cost includes 2 copies of each picture taken on the day for the guests to take home with them, after the event we will also give you a disc of all the pictures and access to an online gallery. The cost includes use of a props box (not costumes although these can be supplied at additional cost)



Package:

- 1 x Photo booth with a supervisor for the evening
- Customised branded skin wrap
- Opportunity to give promotional material away
- Logo on iGB Awards website
- All pictures to go onto iGB events facebook page

Total Cost: £3750

Washroom Sponsorship



This will give you exclusive sponsorship of both ladies and gents toilets throughout the evening. What you do to promote yourselves in this location is up to you. Items to consider are anything from posters, branded soaps, tissues or towels, hand lotions and cosmetics. You can even hire a toilet attendant to wear branded clothing and hand out promotional items. This is a great way to guarantee brand visibility in a unique and memorable way at the iGB Affiliate Awards.

- Exclusive washroom branding rights (sponsor to provide branding)
- Company logo on awards site

Total Cost: £2,250

Awards Cloakroom Sponsor



London in February isn't known to be the warmest or driest time of year, so we anticipate a lot of heavily dressed delegates arriving at the iGB Affiliate Awards which makes our cloakroom sponsorship a lucrative way of gaining exposure.

- Exclusive cloakroom sponsorship
- Branded tags for all who hand their items in
- Branded pull up banner next to cloak room (sponsor to supply)
- Logo on awards website

Total Cost: £2,250

Awards Goodie Bag Sponsor

Nothing quite says awards like a goodie bag, given to each awards attendant (600 max) they will walk away with your brand under their arms, the perfect way to be remembered. A small goodie bag will be placed either on the tables for each attendee or handed to them on the way out branded by the sponsor and filled by the sponsor.

- Exclusive branding right of goodies and goodie bag
- Sponsor to supply goodie bag and inserts
- Logo on awards website
- Mention in pre awards and post awards PR emails
- Brand shout out and cheers from host during awards.

Total Cost: £4,500

Caricature:

Adding some fun and simple entertainment to the evening our caricaturist will draw attendees in a comical fashion for them to take home.



- Logo on awards website
- All pictures with your logo on them
- Opportunity to give out business card with each picture

Total Cost: £1,750

Coconut Shy:

Going hand in hand with our circus theme the coconut shy adds an enjoyable and interactive element to the awards, with the opportunity to hand out prizes to all or some of those who take part.



- Logo on awards website
- Customised branding of the shy
- Opportunity to give prizes to participants (supplied by sponsor)
- 1 x Pull up banner opportunity (next to stand and supplied by sponsor)

Total Cost: £3750

High Striker

A fairground favourite, the High Striker tests your strength in a fun way at this year's affiliate awards. As the sponsor your high striker will be branded and you will have the opportunity to give away branded prizes.



- Logo on Awards website
- PR mention in awards email prior to ceremony
- Branded high striker
- Opportunity to give away branded gift/s

Total Cost: £2,600

Tin Can Alley

Target attendees with Tin Can Alley, a fun and safe shooting experience as you take aim (with a cork gun) at can targets! A great attraction at this year's awards as attendees put their skills to the test.



- Customised booth with sponsors branding
- Opportunity to give away prizes (sponsor to supply)
- Logo on awards website
- Mention in pre awards email with logo

Total Cost: £3,250