



iGB Affiliate Awards 2016

SPONSORSHIP OPPORTUNITIES

Thursday 4th February at Electric Brixton from 20:30



New Awards Style

After 9 years of running the iGB Affiliate Awards we are excited to announce big changes for this event making it a more inclusive event for the whole sector. We are investing huge amounts of time and money to make this not only the biggest networking event for iGaming affiliates but also the best.

With enhanced transparency and integrity, the 2016 awards will bring the market together to recognise outstanding achievement in a unique setting. Our new style of the awards will also give the opportunity for many more delegates to attend and be a part of the 2016 iGB Affiliate Awards.



New Venue: Electric Brixton

- ❖ With its phenomenal stage and unparalleled sightlines, Electric Brixton is the perfect setting for our 2016 iGB Affiliate Awards.
- ❖ Reopened in 2011 and split over two levels
- ❖ Located in Brixton and only 6 miles from Olympia



Diamond Sponsorship



This is your opportunity to align your company with the most prestigious, credible and well supported iGB Affiliate Awards in the industry and stand out from the crowd as our headline sponsor. The diamond sponsorship offers top level brand exposure throughout the 2016 awards venue as well as brand exposure on all marketing, advertising and promotional activity generated for the awards. Our diamond sponsor will also receive full VIP treatment on the night from a private limo service to front row tables.

Diamond Sponsorship Package:

- ❖ 2 x Branded limo's (10ppl per limo) with champagne as well as pick up for sponsor from hotel to venue
- ❖ 2 x Front tables for 20ppl (10 per table) on the night with four magnums of vodka, four magnums of champagne
- ❖ Sponsor to present one award on the night and sponsor that award
- ❖ Sponsor's branding on venue main entrance banner along with iGB Affiliate Awards.
- ❖ Branded ice boxes on VIP tables and bottle tags on all drinks on table
- ❖ VIP staff wearing sponsors branded t-shirts
- ❖ Option to distribute gift on all VIP tables
- ❖ Logo displayed on selected key event signage at the venue including indoor and outdoor clip frames
- ❖ Acknowledgement and thanks on the night from compere as Platinum Sponsor
- ❖ Advert in the awards round up of the next issue of IGB affiliate magazine
- ❖ Branding on all external communications as Platinum sponsor including emails and tickets
- ❖ Branding and exposure on main awards website listing Platinum sponsor
- ❖ 1 x Branded vodka luge on main event floor
- ❖ Logo on awards media wall as Platinum Sponsor

Can supply further images and information on demand.



Package Investment: £22,000 (1 x Available)

Gold Sponsorship



This will align your company with the most prestigious, credible and well supported iGB Affiliate Awards in the industry and stand out as the 2016 gold sponsor. The gold sponsorship offers high brand exposure throughout the 2016 awards venue as well as brand exposure on all marketing, advertising and promotional activity generated for the awards. Our gold sponsor will also receive full VIP treatment on the night from a private limo service to front row tables.

Gold Sponsorship Package:

- ❖ 2 x Branded limo's (10ppl per limo) with champagne as well as pick up for sponsor from hotel to venue
- ❖ 2 x Front tables for 20ppl (10 per table) on the night with two magnums of vodka, two magnums of champagne
- ❖ Sponsor to present one award on the night and sponsor that award
- ❖ Branded ice boxes on own VIP tables
- ❖ Option to distribute gift to each VIP
- ❖ Logo displayed on selected event signage at the venue including indoor and outdoor clip frames
- ❖ Acknowledgement and thanks on the night from compere as gold sponsor
- ❖ Advert in the awards round up of the next issue of IGB affiliate magazine
- ❖ Branding on all external communication including emails and tickets as our gold sponsor
- ❖ Branding and exposure on main awards website as gold sponsor
- ❖ 1 x Branded vodka luge on main event floor
- ❖ Logo on awards media wall

Can supply further images and information on demand.

Package Investment: £15,000 (1 x Available)

Bar Sponsor



As the 2016 awards bar sponsor you will have physical branding throughout the bar area in Electric Brixton, including the main internal venue banner which will be visible to all who attend as well as being featured as a lead sponsor in all marketing before, during and after the awards. As our 2016 Awards bar sponsor you and your selected “special” guests will receive a host of VIP perks on the night from limo pick up to a private box to view the awards.

Bar Sponsorship Package:

- ❖ 2 x Branded limo’s (20ppl) to pick up sponsor and guests from hotel to venue with champagne
- ❖ 1 x Private viewing box for 10 ppl with two magnums of vodka, two magnums of champagne and a private drinks cabinet/fridge and service
- ❖ Co-Branded (with igb) balcony banner (10ft x 4ft- see image)
- ❖ All bar staff branded with sponsors branding
- ❖ Branded glasses and coasters
- ❖ Branding on front of bar (foamex)
- ❖ Option for sponsor to distribute gift to attendees at entrance/exit to bar area
- ❖ Branding on bar top
- ❖ Sponsor to present one award on the night and sponsor that award
- ❖ Logo displayed on selected event signage at the venue including indoor clip frames
- ❖ Acknowledgement and thanks on the night from compere
- ❖ Branding on some external communication including emails and tickets
- ❖ Branding and exposure on main awards website
- ❖ Logo on the awards media wall



Package Investment: £19,000 (1 x Available)

Can supply further images and information on demand.

Private Bar and Clubroom Sponsor



At the 2016 iGB Affiliate Awards there will be one opportunity for someone to have complete ownership of the venues private club room which would be exclusive to the sponsor for the entire evening. The private clubroom and bar will allow the sponsor to invite 50 of their very best clients to experience the awards in absolute luxury. As well as its privacy, the clubroom benefits from a private bar and staff and large viewing window overlooking the main stage.

Private Bar and Clubroom Sponsorship Package:

- ❖ 2 x Branded limo's (20ppl) to pick up sponsor and guests from hotel to venue with champagne
- ❖ 100 x Branded wristbands for sponsor to give to guests
- ❖ 1 x Branded vodka luge and magnum of vodka
- ❖ Selection of free drinks (option to expand this at cost as currently covers wine and beer)
- ❖ Branded staff and bar tops
- ❖ Branded glasses and coasters
- ❖ 4 x Pull up banners
- ❖ Low and high seating throughout
- ❖ Opportunity to offer giveaway to guests
- ❖ Branding and exposure on main awards website
- ❖ Logo on awards media wall



Can supply further images and information on demand.

Package Investment: £17,500 (1 x Available)

Smoking Area Sponsorship



There is no hiding the fact that a lot of people like to smoke and network as well as step outside for some air, especially while enjoying a drink- so be the brand at the forefront of their minds while the delegates are outside relaxing. Our smoking area sponsor will get on site physical branding as well as selected online branding through the awards marketing and website. Our sponsor will also benefit from a 2nd row VIP table in front of the main awards stage.

Smoking Area Sponsorship Package:

- ❖ 1 x Limo (10ppl) to pick up sponsor and guests from hotel to venue
- ❖ 1 x VIP table for 8 ppl with two magnums of vodka, two magnums of champagne
- ❖ 4 x Roller banners placed around the smoking area
- ❖ Branded lighters handed out in the smoking area and at the cloakroom
- ❖ Branded lanterns and tea lights throughout smoking
- ❖ Sponsor has the opportunity to offer branded promotional items in the smoking area
- ❖ Logo displayed on selected event signage at the venue including clip frames
- ❖ Branding on some external communication including emails and tickets
- ❖ Branding and exposure on main awards website
- ❖ Logo on awards media wall
- ❖ Sponsorship recognition in iGB Affiliate marketing emails for awards

Can supply further images and information on demand.

Package Investment: £9,000 (1 x Available)

Photo booth Sponsorship



Give the 2016 awards delegates the unique chance to take a memento home with them. The pictures will all have your company logo on them as well as the booth being completely branded. You will also keep copies of all pictures.

Photo booth Sponsorship Package:

- ❖ 1 x Limo (10ppl) to pick up sponsor and guests from hotel to venue
- ❖ 1 x VIP table for 10 ppl with two magnums of vodka, two magnums of champagne
- ❖ 1 x Branded photobooth
- ❖ All pictures branded
- ❖ Branded booth operator
- ❖ Logo displayed on selected event signage at the venue including clip frames
- ❖ Company mention in awards round up of the next issue of IGB Affiliate magazine
- ❖ Branding on some external communication including emails and tickets
- ❖ Branding and exposure on main awards website
- ❖ Logo on awards media wall
- ❖ Sponsorship recognition in iGB Affiliate marketing emails for awards



Can supply further images and information on demand.

Package Investment: £6,500 (1 x Available)

Awards Category Sponsorship



Our awards category sponsorship will align your brand with the very best within the chosen vertical and show the industry that you are truly a market leader in your sector. The sponsorship comes with a fantastic host of branding opportunities too.

Awards Category Sponsorship Package:

- ❖ Exclusive category sponsorship (with first right of refusal for sponsorship in the following year)
- ❖ Pre and post branding both on the iGB Affiliate Awards website and event signage
- ❖ Present the award to the winner
- ❖ Digital signage on stage during award presentation
- ❖ Company branding on selected awards advertising (time sensitive)
- ❖ Company branding on post awards feature in iGB Affiliate Magazine
- ❖ Opportunity to add a VIP table for 10 to sponsorship (cost increase outlined below)

Award Package Investment: £2,500 (19 x Available)

Award Package and VIP Table For 10: £6,000

Can supply further images and information on demand.

VIP Tables and Box Sponsorship



At the 2016 iGB Affiliate Awards there is the opportunity to sponsor VIP table's in front of the main stage as well as a private box (overlooking the main stage) so that you and your selected guests can spend the evening in ultimate luxury.

Directors Box (overlooking the main stage)

- ❖ 1 x Limo (12ppl) to pick up sponsor and guests from hotel to venue
- ❖ Two magnums of vodka, two magnums of champagne
- ❖ Private drinks fridge and mini bar
- ❖ 18 x wristbands for sponsor to give to guests
- ❖ Opportunity to offer giveaway to guests in box
- ❖ Branding and exposure on main awards website
- ❖ Logo on awards media wall

Package Investment: £8,000 (1 x Available)

Double VIP Table (in front of main stage)

- ❖ Four magnums of vodka, four magnums of champagne
- ❖ 25 x wristbands for sponsor to give to guests
- ❖ Opportunity to offer giveaway to guests on table
- ❖ Branding and exposure on main awards website
- ❖ Logo on awards media wall

Package Investment: £7,750 (1 x Available)

VIP Tables and Box Sponsorship



Enjoy the iGB Affiliate Awards 2016 from the comfort and luxury of a VIP table along with your invited guests. All tables come with a selection of drink as well as table service on the night. Pricing varies between categories based on size and location.

VIP Table Category A

- ❖ Two magnums of vodka, two magnums of champagne
- ❖ 15 x wristbands for sponsor to give to guests
- ❖ Opportunity to offer giveaway to guests on table
- ❖ Logo on main awards website
- ❖ Logo on awards media wall

Package Investment: £4,000 (3x Available)

VIP Table Category B

- ❖ One magnum of vodka or champagne and one bottle of vodka or champagne
- ❖ 12 x wristbands for sponsor to give to guests
- ❖ Opportunity to offer giveaway to guests on table
- ❖ Logo main awards website
- ❖ Logo on awards media wall

Package Investment: £3,000 (5 x Available)

VIP Table Category C

- ❖ Two bottles of vodka or two bottles of champagne (or 1 of each)
- ❖ 10 x wristbands for sponsor to give to guests
- ❖ Opportunity to offer giveaway to guests on table
- ❖ Logo on main awards website
- ❖ Logo on awards media wall

Package Investment: £1,750 (6 x Available)