

# 2008 RATECARD

## 1. 2007/08 STUDENT AWARDS

The Promax UK Student Awards are a great chance to reach tutors and students in their colleges during the academic year, peaking in summer/autumn 2008. They also provide sponsors with advance access to a pool of talented potential employees.

### Student Awards Gold and Co-Sponsorship

<p><b>* Promax UK 2007/2008 Student Awards: Gold Sponsor. Benefits as below for a Co-Sponsor, but the Gold Sponsor will receive top billing and additional publicity</b></p>	<p><b>£7,500</b></p>
<p><b>* Promax UK 2007/2008 Student Awards: Co-Sponsor. Prolonged benefits package including credits in communications to tutors and students, in advertisements, on <a href="http://www.promax-uk.org">www.promax-uk.org</a> and at the Promax UK 2008 Awards. Includes complimentary tickets to the Promax UK 2008 Awards. Substantial additional general Promax UK benefits will apply throughout 2008. Co-sponsors can achieve a higher billing by providing resources such as design and production, PR, and facilities for judging.</b></p>	<p><b>£5,000 each for up to five co-sponsors. ONE CO-SPONSOR SIGNED. AN ABSOLUTE MAXIMUM OF FOUR MORE OPPORTUNITIES ARE AVAILABLE</b></p>

\* Sponsor qualifies for a 50% discount on conference programme and awards night brochure advertising rates (half page or more)

## 2. THROUGH-YEAR EVENTS

Promax UK has been organising its informal PUK Thursdays networking events in London for some time. And in the last year or so we have also gone nationwide with events in Cardiff, Belfast, Manchester and Glasgow. Our package of benefits offers exposure to a younger creative audience on the night as well as to the wider Promax UK community before and after via our website and database.

### PUK Thursdays

<p>PUK Thursdays – 2008 London membership cards. Includes on-card logo and through-year website and e-mail exposure</p>	<p>£3,000</p>
<p>PUK Thursdays - London event. Includes credit in invitation e-mail, web exposure, opportunities for branding at the event and £1,000 or £1,250 bar tab (inc VAT)</p>	<p>£2,000 or £2,500</p>
<p>PUK Thursdays – nationwide event. Includes credit in invitation e-mail, web exposure, opportunities for branding at the event and £400 to £800 bar tab (inc. VAT)</p>	<p>£800 to £1,600</p>

We are planning to launch an additional series of more formal evening networking events involving content. We would welcome further suggestions here.

### 3. ONLINE PROMOTIONAL OPPORTUNITIES

We offer a variety of opportunities to reach our audience year-round via our website [www.promax-uk.org](http://www.promax-uk.org). Latest figures show that over a 30-day period [www.promax-uk.org](http://www.promax-uk.org) had:

- 5,907 absolute unique visitors
- 9,370 visits
- 55,219 page views

#### **www.promax-uk.org**

Static logo and click-through weblink on "Our Supporters" page	£50 pcm. Or £400 pa
Showreel. Bi-monthly updates allowed	£50 per minute pcm. Or £400 per minute pa. Part minutes charged pro rata
Recruitment advertisements: lineage. Up to 1,000 words of copy. Weekly updates allowed	£50 pw
Recruitment advertisements: display. Up to 1,000 words of copy. Weekly updates allowed	£100 pw
Various other general branding, advertising and promotional opportunities	POA

### 4. 2008 CORPORATE PARTNERSHIPS

Our Corporate Partners receive gentle but prominent year-round exposure which increases steadily in the run-up to our conference and awards night and peaks at the events themselves. This opportunity is by invitation only and is limited to a maximum of six companies with no more than one company from any one business sector.

#### **Corporate Partners**

<b>* A Corporate Partnership offers brand exposure on much of Promax UK's communications and publicity. Please contact <a href="mailto:nick.roberts@promax-uk.org">nick.roberts@promax-uk.org</a> for full details</b>	<b>£5,000</b>
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\* Corporate Partners qualify for a 50% discount on conference programme and awards night brochure advertising rates (half page or more)

### 5. 2008 CONFERENCE & AWARDS

The Promax UK Conference is attended by over 500 promo makers, creatives and marketers spanning all media disciplines, whilst over 900 people attend our glittering awards evening. The venues and dates for 2008 are still to be finalised – watch this space.

#### **Conference headline event sponsor**

<b>* Substantial à la carte benefits package. Please contact <a href="mailto:nick.roberts@promax-uk.org">nick.roberts@promax-uk.org</a> for full details</b>	<b>POA. Guide price: between £15,000 &amp; £25,000 depending on the benefits required</b>
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#### **Awards headline event sponsor**

<b>* Substantial à la carte benefits package. Please contact <a href="mailto:nick.roberts@promax-uk.org">nick.roberts@promax-uk.org</a> for full details</b>	<b>POA. Guide price: between £20,000 &amp; £30,000 depending on the benefits required</b>
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Details of our many other sponsorship opportunities for 2008 are still to be confirmed, but we are taking advance bookings from sponsors with specific requirements – and the early birds are already picking the juiciest worms.

## **6. ADDITIONAL BENEFITS**

However you choose to support Promax UK in 2008, the more cash you spend on sponsorship opportunities the more **complimentary** bonuses we'll give you to make your marketing budget work harder. Our list of **cumulative** freebies will appear here in the near future.

## **7. THE SMALL PRINT**

Please note:

- All prices are subject to VAT.
- We are flexible and are happy to build an à la carte package that works best for you.
- We are open to any new ideas, wacky or otherwise– please contact [nick.roberts@promax-uk.org](mailto:nick.roberts@promax-uk.org)
- Where relevant, sponsors' requests will be allocated in order of booking.
- Certain sponsorship items are subject to production deadlines.
- In certain cases the sponsor is responsible for production and costs.
- Promax UK has overall content and design approval.
- Discounts will be considered for longer term deals.
- Exclusivity can be negotiated at a premium.
- No promises, but wherever possible we try to over-deliver.
- Payments in kind which reduce our costs will be considered.

The most recent version of this document is available in the sponsorship section of [www.promax-uk.org](http://www.promax-uk.org)  
This version was updated on 27th November 2007