



MEDIA, DIGITAL, CREATIVE

# MPA INSPIRATION AWARDS 2019

OPPORTUNITIES FOR  
SPONSORSHIP, ADVERTISING  
AND TICKETS



# WELCOME



**Christian James**

Managing Director, The IF Agency  
Chair, MPA

## Not for profit.

That is the clue as to how and why this awards event is unlike pretty much all of the others.

All shortlisted entries and the eventual winners are recognised because the inspirational quality of their work deserves to be celebrated – not because the organisers are trying to make a profit out of its members.

Being non-profit is a very liberating position to be in. It gives the MPA freedom to do everything in our power to help everyone across the entire spectrum of Greater Manchester's media, digital and creative community to thrive.

Showcasing the best work coming out of the region is one of the best ways we can do that, and it's amazing to see such a fabulously diverse pool of talent on display year on year. Such talent deserves the ultimate scrutiny of a world class judging panel with representatives from some of Manchester's (and the world's) best organisations, chaired by the effervescent Liz Bielinska from Planning Express.

The MPA is on a mission to have Manchester recognised as the best place on the planet to work in or with the Media, Digital and Creative community.

Being involved with the MPA Awards is an ideal platform for businesses and organisations to get in front of the very finest creative talent Greater Manchester has to offer. It gives you the platform to be seen supporting and championing an industry that is vibrant, exciting, innovative and forward thinking.

Our valued sponsors allow us to give the reward and recognition that this incredible industry and city deserves.

We would be delighted for you to be a part of what we truly believe is an important and invaluable awards scheme.



MEDIA, DIGITAL, CREATIVE



# THE AWARDS & THE MPA

## About MPA

Manchester's media, digital and creative industry is an ambitious and vibrant community – a network of the visionary and the passionate; those who aspire to create something better.

For almost a century, The MPA has brought these people together. Not for profit, but for the personal and professional gain of its members and our region.

The MPA is here to let our members voices be heard. We are their mouthpiece and their catalyst for debate. We inspire, enlighten, champion and celebrate.

Our vision is for Manchester to be recognised as the world's best place to work – in and with – media, digital and creative.

Our mission is to bring Manchester's media, digital and creative community together in ways that empower, enlighten and entertain.

Our purpose is to do everything in our power to help our members thrive.

## About the Awards

The MPA Inspiration Awards are all about inspiring Manchester's creative, digital and media community. They are a celebration of innovation, collaboration and creativity.

Finalists range from big agencies to small agencies, established businesses to newbies.

Judged by a panel of high-profile, highly respected industry luminaries, the awards provide the ideal platform to showcase your brand or business to the creative, digital and media sectors in Manchester.

## The 2018 Event

In 2018 the awards were hosted at the Midland Hotel in Manchester. We were delighted to welcome over 370 guests on the night.

We received a record number of entries from creative, digital and media companies across Manchester.

Hosted by star of ITVs Cold Feet, John Thompson the evening was sponsored by Business Growth Hub, Ideas Foundation, IG Agency, M.E.N Media, Trinity Mirror Solutions, Manchester Metropolitan University, News UK, Mighty Giant, The University of Salford and Salford Business School.

Take a look for yourself, it really was a night of celebration and success:

▶ **2018 Highlights Video**

## The 2019 Event

The Awards will take place on Thursday 17 October 2019 at the Midland Hotel in Manchester and will be hosted by legendary Manchester DJ Mark Radcliffe.



# WHY SPONSOR?

## Why sponsor?

The MPA Inspiration Awards provide the ideal opportunity to showcase your brand and business to the thriving creative, digital and media industry within Manchester.

We will be celebrating once again at the iconic Midland Hotel on Thursday 17 October 2019. The evening will start with a drinks reception and finalists exhibition at 6.30pm, and conclude after dinner, awards, dancing and plenty of celebrations at 1.00am.

As a sponsor of The MPA Inspiration Awards 2019 you will benefit from:

A unique opportunity to:

- Positively promote your business to an elite group at the ceremony as well as associated press
- Generate new leads and relationships whilst maintaining existing ones
- Enjoy unrivalled networking at the Awards ceremony and gala dinner

Positive association with:

- The MPA
- A high profile and well-established Awards ceremony and gala dinner
- Other leading agencies

"Sponsoring the MPA Awards for over 5 years now has really helped to showcase our reputation as a leading educator of talent and skills in the creative, digital, media and communications industries. Our presence at the awards has resulted in real return on investment through industry collaboration and networking resulting in live briefs, guest speakers, graduate jobs and so much more. Every year we are also delighted to see so many Manchester Metropolitan University alumni either winning awards or being finalists. We are proud of our long-term association with the MPA."

**Jeff McCarthy**

Manchester Metropolitan University

## PREVIOUS SPONSORS



# SPONSORSHIP PACKAGES

## Headline Sponsorship

As Headline Sponsor, your organisation will benefit from a bespoke package, tailor made to suit your own individual company requirements.

### The package includes:

Prominent company advertising  
Premium display of your company logo and credit on all pre and post event promotion including:

- Awards marketing and associated press coverage including eshots and social media
- Awards website

Premium display of your company logo and credit on all promotion during the Awards ceremony and gala dinner including:

- Awards brochure
- Your dinner table
- Main stage and networking areas
- Sponsors Loop' on the big screens

- Recognition in the presenter script throughout the evening
- Sponsorship of an Award of your choice
- Opportunity to give short opening address on the night.
- Nominated person from your organisation to present the chosen award live on stage
- Full page advert within the Awards brochure and promotion on the website
- Opportunity to network with other sponsors, presenters and judges
- Access for you and your guests to the Exclusive Sponsors Drinks Reception and the Main Drinks Reception
- Exclusive table of 10 with 3 course meal, seated in a prominent position



# SPONSORSHIP PACKAGES

## Drinks Reception and Exhibition Sponsorship

The drinks reception is a highlight of the MPA Awards. During the 45 minute drinks reception, finalists work is exhibited on large boards. Guests can network while reading more about the finalists and the creative work up for awards. We often find people turn up early just to get an early look at the work on display!

As Drinks Reception Sponsor you will be able to maximise the unique opportunity for brand exposure at both the Exclusive VIP Sponsors and Main Drinks Reception and exhibition.

### The package includes:

- Display of your company logo and credit on all pre and post event promotion including:
  - Awards marketing and associated press coverage including eshots and social media
- Awards website
- Display of your company logo and credit on all promotion during the Awards ceremony and gala dinner including:
  - Awards brochure
  - Main stage and networking areas
  - 'Sponsors Loop' on the big screens
- Opportunity to network with other sponsors, presenters and judges
- Branding as a sponsor on the main exhibition panels within the drinks reception plus additional 2 banner stands promoting your business as the sponsor
- Access for you and your guests to the Exclusive Sponsors Drinks Reception and the Main Drinks Reception
- Exclusive table of 10 with 3 course meal, seated in a prominent position
- Full company acknowledgement in the opening speeches
- Editorial/Advert in the Awards brochure





# SPONSORSHIP PACKAGES

## Award Category Sponsorship

As an Award Category Sponsor, your organisation will benefit from being directly associated with an individual Award of your choice (availability dependent).

### The package includes:

- Display of your company logo and credit on all pre and post event promotion including:
  - Awards marketing and associated press coverage including eshots and social media
  - Awards website
- Display of your company logo and credit on all promotion during the Awards ceremony and gala dinner including:
  - Awards brochure
  - Main stage and networking areas
  - 'Sponsors Loop' on the big screens
  - Presenter script
  - Your category Award
- Sponsorship of an available individual Award category
- Nominated person from your organisation to present the Award live on stage
- Opportunity to network with other sponsors, presenters and judges
- Access for you and your guests to the Exclusive Sponsors Drinks Reception and the Main Drinks Reception
- Exclusive table of 10 with 3 course meal, seated in a prominent position
- Inclusion in all official photographs associated with your Award





# OTHER SPONSORSHIP OPPORTUNITIES

We want the MPA Awards to be as inclusive as possible and have created further packages to suit smaller budgets.

## Event Sponsorship

This package allows you to promote your company as an Event Sponsor.

### The package includes:

- Display of your company logo and credit on all pre and post event promotion including:
  - Awards marketing and associated press coverage including eshots and social media
  - Awards website
- Display of your company logo and credits during the Awards ceremony and gala dinner promotion including on the following:
  - Awards brochure
  - Main stage and networking areas (including exclusive sponsors area)
  - 'Sponsors Loop' on the big screens
  - Presenter script
- Opportunity to network with other sponsors, presenters and judges
- Access for you and your guests to the Exclusive Sponsors Drinks reception
- 4 tickets to the awards ceremony with 3 course meal, seated in a prominent position

## Twitter Wall

Get your company logo on our live and lively Twitter Wall. Our guests enjoy interacting on Twitter with photos and comments all evening.

The Twitter goes live on the big screen at the following peak times:

- As guests enter the room
- Throughout dinner
- Throughout the after party

### Advertising

A limited amount of advertising space is available in the Awards brochure, providing an excellent opportunity to promote your company to a targeted business audience.

### Bespoke packages

We know that every sponsor is looking for something a little bit different from their involvement and their budget. We can tailor a bespoke package just for your company that perfectly suits your requirements to help you achieve your objectives.

We are happy to discuss the different elements of the packages outlined previously with you to advise on the benefits and help create the perfect sponsorship package for your company.

For all sponsorship enquiries get in touch with Cindy on [cindy@mpa.org.uk](mailto:cindy@mpa.org.uk) to discuss further or to set up a meeting.



# CATEGORIES AND CRITERIA

## 2019 Categories

The MPA Inspiration Awards categories are designed to make sure there are plenty of options for the industry to consider no matter what sector you represent.

This year we also have **3 new categories** - social media, video production and animation.

To find out more about the criteria for each award please visit the MPA Awards website:

[www.mpa.org.uk/awards/categories-criteria](http://www.mpa.org.uk/awards/categories-criteria)

- 1 **Best digital campaign**
- 2 **Best creative campaign**
- 3 **Best media campaign**
- 4 **Best sales team campaign**
- 5 **Best PR campaign**
- 6 **Best social campaign** (new for 2019)
- 7 **Best animation** (new for 2019)
- 8 **Best video** (new for 2019)
- 9 **Big Bang**
- 10 **Collaboration**
- 11 **Martyn Hett Inspiring Manchester Award**
- 12 **Digital agency of the year**  
(up to 25 employees)
- 13 **Digital agency of the year**  
(over 25 employees)
- 14 **Creative agency of the year**  
(up to 25 employees)
- 15 **Creative agency of the year**  
(over 25 employees)
- 16 **Media agency of the year**  
(up to 25 employees)
- 17 **Media agency of the year**  
(over 25 employees)
- 18 **Media sales team of the year**  
(up to 25 employees)
- 19 **Media sales team of the year**  
(over 25 employees)
- 20 **PR agency of the year**  
(up to 25 employees)
- 21 **PR agency of the year**  
(over 25 employees)
- 22 **Apprentice Award**
- 23 **Rising Star**
- 24 **Student Award**
- 25 **The MPA Award**

# PREVIOUS WINNERS

The MPA Awards have been privileged to recognise the achievements of some of the brightest talent Manchester has to offer.

Each year, it is an honour to read the submissions and see the quality work produced, created and delivered in Manchester.

Best Digital Agency Campaign	Apadmi	Argos Card App - Argos & Apadmi
Best Creative Agency Campaign	BJL Group Ltd	Swinton Insurance Nagging Doubt Campaign
Best Media Agency Campaign	Wavemaker	Dr Oetker & GBBO - Rising to the Social Occasion
Best Sales Team Campaign	Channel 4	Thomas Cook - The Secret Life of 5 Year Olds on Holiday
Best PR / Social Agency Campaign	Roland Dransfield	Raising the Bar: 20 Stories Manchester
Big Bang	PHD Manchester	PHD & Leith - It's Not Christmas Without IRN-BRU
Best Content Creation	Channel 4	Thomas Cook - The Secret Life of 5 Year Olds on Holiday
Large Digital Agency of the Year	Apadmi Ltd	Apadmi Ltd
Small Creative Agency of the Year	Trunk	Trunk - The Agencies' Agency
Large Creative Agency of the Year	TBWA/Manchester	TBWA/Manchester
Small Media Agency of the Year	KMS Media	KMS Media
Large Media Agency of the Year	Wavemaker	Wavemaker
Small Media Sales Team of the Year	TI Media	TI Media Manchester Office Leads The Way
Large Media Sales Team of the Year	Channel 4	Channel 4 Nations and Regions Sales Team
Small PR Agency of the Year	Roland Dransfield	Roland Dransfield Rebrands
Large PR Agency of the Year	MC2	
Apprentice Award	Zain Sattar, Sharp Futures	Zain Sattar
Rising Star Award	Jordan Lane, Stein IAS	In The Fast Lane
Student Award	Richard Lang, Manchester Metropolitan University	
The MPA Award	M.E.N Media	

# WHAT OUR JUDGES SAY



// I am delighted to judge this year's MPA awards. They are a true celebration of creative and strategic excellence of which Manchester is justifiably proud. The calibre of entries is always high and consistently demonstrates how effective communications can impact on a client's business.

**Joyce Kelso, IPA**



// I am proud to have been asked for the second year to judge in the MPAs, The MPAs are a fantastic opportunity to showcase the fantastic work coming out of Manchester and The North.

**Sean Keyes, Twitter**

## Get in touch

For further information about the awards please contact Cindy on [cindy@mpa.org.uk](mailto:cindy@mpa.org.uk)

You can find out more about the event online at [www.mpa.org.uk/awards](http://www.mpa.org.uk/awards)



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