



penguin awards

2019 Sponsor Information



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Background

In 2018, we thought of a stupid idea to raise money for charity, the "Penguin Awards", the alternative awards for the Digital Marketing Industry

- A Low entry fee of £10
- Unusual & Silly Categories celebrating the fun side of the industry
- Live streamed ceremony
- Actual awards sent out to winners
- 100% of all sponsorship and entry fees going to the charity (all other costs covered by us)

Last year, we raised almost £7000 for Martin House Children's Hospice

In 2019, we've gone much bigger, more awards, an actual ceremony and a lofty goal.

Digital Marketing Day



It costs £8 million a year to keep Martin House and the services it provides operational.

That works out to £22,000 a day.

So In 2019, we (the Digital Marketing Industry) are going to raise £22,000 through events such as this and fund a whole day in 2020.

We will call it Digital Marketing Day and to celebrate, there will be a party.

In typical Digital Marketing Geek fashion, we are aiming for July the 18th

It's the 200th day of the year OK.



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This year we are offering category sponsorship packages for a £500 donation directly to the award's JustGiving Page.

For this you will receive.

- Branded sponsorship of a single category
- The ability to announce the award winner via video or in person
- Logo on website under sponsors (with link!**)
- Mentioned in launch announcement and any blog / press release.
- Dedicated slide and message at the presentation
- The ability to write this off as a charity donation*
- A warm feeling that you are helping a worthy cause and having some fun with it
- My eternal love.

When sponsoring the awards, we also ask that you commit to help promote your category as much as possible (without pissing people off)

Sponsors of the 2018 awards will have first dibs on their previous category until April 8th 2019.

**not an lawyer, speak to your accountant*

*** this isn't a paid link John Mu, leave us alone.*



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Example Categories

- Best Office Pet
- Best use of Fiverr
- Best side project
- Best talk / presentation of the year
- Best Boss
- Old Search personality of the year
- Best digital marketing software (logo) - TAKEN
- Best Job Perk
- Best About us page
- Best Drunk Domain name purchase
- We really really really want to win this award
- Best Category suggestion for the 2020 Penguin Award.
- We've not won an award before award
- Worst Beard in search
- Best SEO Joke / Meme
- Worst photo of you at an event
- Penguin Awards Ranking Competition
- Most Disappointing tweet response

Other categories are being announced and sponsors are welcome to work with us for alternatives



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How to Sponsor

Send an email to awards@littlewarden.com with your category request.

Please also send across a logo and a paragraph about your service

If the category is available, You can then make a donation via our Just Giving page and we can add you to the website.

We can then provide copy and images for a blog post or any content you'd like.

We will then be in touch periodically with updates on the event.

Once the judging has occurred, you'll be sent the winner of the award and have the ability to either submit a video of the announcement or turn up to our ceremony and do it yourself.



About Martin House

Martin House provides family-led care for children and young people with life-limiting conditions.

We accept referrals for children and young people aged 0-19, including babies diagnosed in the antenatal stages.

The hospice itself is a place where children, young people and their families can come to stay from time to time along their journey and find support, rest and practical help.

We also have a growing community team who support families in hospital and in their own homes, and are often involved in advanced care planning.



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Poker Tournament

This year the Penguin Awards are running several poker tournaments with the aim of finding the Digital Marketing Industry champion.

Using the poker stars software, a £10 buy-in gives every marketer the opportunity to prove themselves the industry best and win fabulous prizes

Sponsorship of this tournament series is £250 and we ask for some sort of prize donation if possible.

The Poker tournament will have it's own microsite and signup process launching in June.

For sponsorship of this please email

poker@littlewarden.com



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Thank you

Thank you for reading our sponsorship document, I hope you'll join us in raising money this year.

Have a magical day

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