

**DON'T
PANIC**

**Position your Brand in
Front of Thousands of
Global Digital Decision
Makers in 2022**

**WE ARE PR
WE ARE DEV
WE ARE TECH
WE ARE SOCIAL
WE ARE DIGITAL
WE ARE SEARCH
WE ARE CULTURE
WE ARE CONTENT
WE ARE PAID MEDIA
WE ARE eCOMMERCE
WE ARE AWARDS**

**SPONSORSHIP
OPPORTUNITIES**

Don't Panic! We've Got Your Sponsorship Needs Covered.

Don't Panic Events - International Award Organisers rewarding excellence across the globe since 2005.

Don't Panic deliver leading digital marketing awards programmes, events and ceremonies across the globe. Celebrating and rewarding excellence in search, social media, ecommerce, biddable media, marketing, tech, web development, content marketing and digital excellence is what we do.

We are ethical and transparent awards' organisers who deliver genuine accolades. We believe digital awards must have validity so that employees, business partners, and clients can trust in the system and the accolade.

All our awards are judged by leading industry experts who adhere to a strict judging code of conduct and are not permitted to enter the awards. Our robust, two-step judging process is objective and fair and can be applied to all entries that ensures consistency.

Why Sponsor?

Creating a quality dialogue between an organisation and its potential customers can be achieved by an effective marketing channel – Event Sponsorship.

BRAND VISIBILITY

You will be in the spotlight in front of a global audience.

LEAD GENERATION

You directly reach your target audience creating engaged leads.

BUSINESS RELATIONSHIPS

Your networking can lead to increased sales.

PUBLIC PERCEPTION

Sponsorship enhances your reputation and professionalism.

CONTENT MARKETING

Your brand will be across websites and social media.

ENGAGEMENT

Demonstrating your commitment to the digital industry and its success.

ROI

Cost effective way to reach target audience and guaranteed leads.

PARTNERSHIPS

Hook up with future collaboration partners.

SUPPORT INDUSTRY

Be part of a community striving to achieve success.

Previous Sponsors.

Some of our Previous Sponsors across our Awards portfolio include:



“Don't Panic Events continues to raise the bar of their events each and every year. Participating in each of the Search Awards is always a special experience for us as an organization, they provide an opportunity to celebrate the successes of our amazing industry with so many of our clients, partners and colleagues.

Jennifer Hoffman,
Marketing Director,
DeepCrawl

“Supporting the Search Awards feels like a true honour and we look forward to attending, sponsoring and supporting other shows in the years to come.

Philip Aggrey,
Head of Commercial Operations,
Majestic

Promotion Opportunities.

We will generate interest and raise awareness through a number of channels including:

DON'T PANIC & BESPOKE AWARDS WEBSITES

Promotion across the Don't Panic Events website and @dontpanicevents social channels. Dedicated, responsive Awards websites that promote each award and manage online entries and ticket sales.

STRATEGIC PARTNERSHIPS

We have strategic partnerships with a number of international associations who will be mailing their members to promote the event where relevant.

EMARKETING

The event will be promoted through an extensive eMarketing campaign including HTML eShots to the Don't Panic database of over 30,000 engaged, digital and marketing professional from across the world.

SOCIAL MEDIA

Each of the Awards will be promoted through organic social and highly targeted paid social campaigns across LinkedIn, Twitter, Facebook, and Instagram where appropriate.

TELEMARKETING

We take a highly proactive approach to telemarketing to promote the event and the call for entries.

PR & MEDIA

The Awards will be promoted through a traditional media PR campaign, including literature about the awards, as well as advertisements in relevant press and media partnerships.

Sponsoring one or more of our events gives you before, during and after event marketing opportunities via the event website, email marketing and social media promotion to an audience of key influencers and professionals you can do business with, whilst re-enforcing your brand positioning and enhancing your profile.

AWARDS TRUST MARK

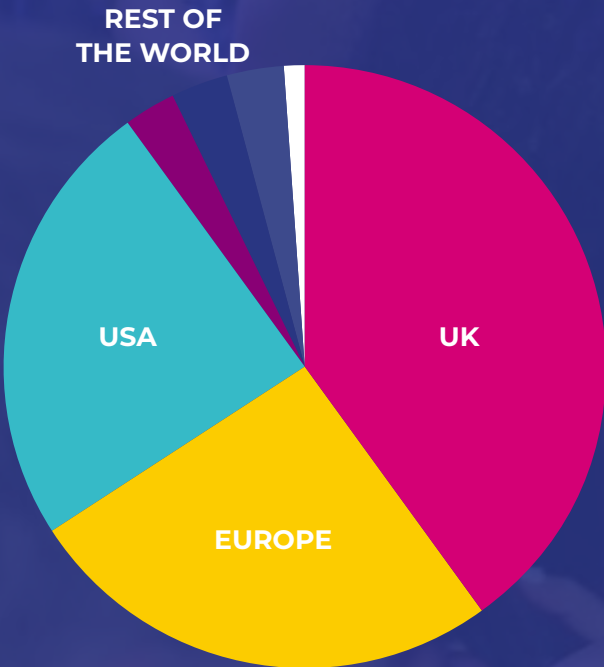
We are proud to have the Awards Trust Mark, an independent accreditation programme which validates the ethical process we operate on all our owned awards.



Audience Demographics.

REGIONAL SPLIT OF DATABASE

The regional split of our database is as below:



SOCIAL MEDIA REACH

Total Audience Size: 26,711

- Twitter: 17,724
- Facebook: 3,473
- LinkedIn: 3,539
- Instagram: 1,882

DATABASE

Database of over 75,000 Digital Marketing Professionals.

WEBSITE VISITORS

c1k users per month on DP Website.

PARTNERSHIPS DATABASE

We have partnerships with a number of international digital and/or marketing associations across our event portfolio who will promote to their membership.

TOP 2021 DON'T PANIC AWARDS ENTRANTS

Company Name	Company Size
33Seconds	11-50
Absolute Digital Media	11-50
Best Response Media	11-50
Chain Reaction	51-200
connective3	11-50
Directive	51-200
Elephate	11-50
Evolutd	11-50
Evolved Search	11-50
Gravity Global	51-200
Grupa TENSE Polska	51-200
Impression	51-200
iProspect	501-1000
Logical Position	251-500
Loud Mouth Media	11-50
Mediaworks	51-200
Megantic	11-50
Merkle	1001-5000

Company Name	Company Size
Pan Concept SRL	11-50
Peak Ace AG	51-200
Pipar	51-200
Rise at Seven	51-200
s360	51-200
Semetrical	11-50
SIDN	51-200
Squared.io	2-10
Starcom Worldwide	5001-10,000
StrategiQ	11-50
StudioHawk	11-50
The Media Image	51-200
The Think Tank	11-50
Tidal Digital	11-50
Traffic Builders	51-200
TrueClicks	2-10
Verify SRL	2-10
Victorious	11-50

Where in the World Are Our Awards?

GLOBAL AWARDS PORTFOLIO

GLOBAL Agency Awards

GLOBAL CONTENT AWARDS

GLOBAL DIGITAL PR AWARDS

GLOBAL SEARCH AWARDS

Global Business TECH AWARDS

GDEA Global Digital Excellence Awards

Global Social Media Awards

US SEARCH AWARDS

US Agency Awards

UK SEARCH AWARDS

EUROPEAN SEARCH AWARDS

EUROPEAN Agency Awards

EUROPEAN CONTENT AWARDS

EUROPEAN PAID MEDIA AWARDS

EUROPEAN eCommerce AWARDS

UK Agency Awards

UK app awards

UK PAID MEDIA AWARDS

UK Business TECH AWARDS

UK CONTENT AWARDS

UKDEA UK Digital Excellence Awards

UK COMPANY CULTURE AWARDS

UK Dev Awards

UK DIGITAL GROWTH AWARDS

UK eCommerce AWARDS

UK Social Media Awards

NORTHERN DIGITAL AWARDS

UK DIGITAL PR AWARDS

MENA SEARCH AWARDS

MENA Agency Awards

APAC SEARCH AWARDS

2022 Events Calendar

Don't Panic are excited to be delivering over 30 events in 2022. Due to the current worldwide climate, we have adapted our awards to deliver the best experience possible for all our sponsors, entrants, and partners. Our 2022 calendar includes both immersive virtual events and live events.

Don't Panic typically specialise in Digital and Marketing sectors around the world and many of our partners work with us across multiple awards and countries. You can identify on our event schedule below the most relevant for your business to target.

Don't Panic's portfolio of Awards offers companies, agencies, hosting platforms, recruiters and SaaS tools a unique opportunity to position their brand in front of a global audience.

JAN	FEB	MAR	APR	MAY	JUN	JUL	SEP	OCT	NOV	DEC
<u>APAC Search Awards</u> January 20	<u>UK Dev Awards</u> February 16	<u>Global Social Media Awards</u> March 17	<u>UK Digital PR Awards</u> April 5	<u>Global Business Tech Awards</u> May 5	<u>Global Agency Awards</u> June 16	<u>UK Content Awards</u> July 7	<u>UK Social Media Awards</u> September 8	<u>US Search Awards</u> October 6	<u>UK App Awards</u> November 2	<u>Global Digital PR Awards</u> December 1
	<u>European Content Awards</u> February 17	<u>Northern Digital Awards</u> March 17	<u>UK Paid Media Awards</u> April 19	<u>European Search Awards</u> May 26	<u>UK Digital Growth Awards</u> June 22	<u>Global Search Awards</u> July 21	<u>UK Agency Awards</u> September 22	<u>UK Business Tech Awards</u> October 13	<u>UK eCommerce Awards</u> November 3	
			<u>UK Company Culture Awards</u> April 20				<u>European Paid Media Awards</u> September 29	<u>Global Digital Excellence Awards</u> October 19	<u>Global Content Awards</u> November 10	
							<u>European eCommerce Awards</u> September TBC	<u>European Agency Awards</u> October 20	<u>US Agency Awards</u> November 22	
									<u>MENA Search Awards</u> November 23	
									<u>UK Search Awards</u> November 29	



Click here for the most up to date
list of all our 2022 awards and events

Virtual Event Sponsorship Packages.

We have adapted our awards to deliver engaging virtual events for all our sponsors, entrants, and partners on a local and international scale.

HEADLINE SPONSOR £8,000 + VAT

- ▶ Position your brand or organisation as the headline sponsor, the awards will be billed in association with your organisation name e.g. 'Global Search Awards in association with XXX'.
- ▶ Opportunity to deliver welcome speech / midway advert / closing remarks for the virtual event (structure of these to be established with event manager & account manager).
- ▶ Individual sponsorship of a chosen category.
- ▶ Headline sponsor credits on all event marketing including website, HTML eshots, personal outreach mails, and social campaigns.
- ▶ A virtual social hub shown during the awards dedicated to the event hashtag, allowing interaction with guests as Headline Partner by displaying their tweets and Instagram posts.
- ▶ Data of entrants across all categories at the event (opted in for data sharing).
- ▶ Opportunity to stage a post event roundtable or webinar with entrants,.
- ▶ Inclusion in post-event 'Thanks for watching' email. Don't Panic will collaborate with Headline sponsor in relation to message and content.
- ▶ Opportunity to run a competition during the virtual ceremony.

CATEGORY SPONSOR £1,500 + VAT

- ▶ Opportunity to choose an individual category (subject to availability) and to announce and present the winner, along with a short introduction about your company ahead of the winner announcement.
- ▶ Category sponsor credits on all event marketing throughout the campaign including website, HTMLs, personal outreach mails and social campaigns.
- ▶ Sponsor credits during the award presentation of your chosen category.
- ▶ Inclusion in the post-event email.

**LOOKING TO SPONSOR,
BUT DON'T SEE THE
PACKAGE YOU NEED?**
TALK TO OUR TEAM, WE CAN
TAILOR MAKE A SPONSORSHIP
PACKAGE THAT SUITS YOU.

Sponsorship packages and associated costs are universal across the Don't Panic portfolio of virtual events and are subject to availability.

Live Event Sponsorship Packages.

Don't Panic are thrilled and delighted to be back delivering bespoke live and face to face award shows.

HEADLINE SPONSOR £15,000 + VAT

Position your brand or organisation as the headline sponsor, the awards will be billed in association with your organisation name e.g. 'UK Search Awards in association with XXX'.

- ▶ Opportunity to deliver welcome speech on stage at the event.
- ▶ Opportunity to present two awards on stage at the event.
- ▶ Headline sponsor credits on all event marketing including website, HTML eshots, personal outreach mails, social campaigns.
- ▶ Logo inclusion on presentation and branding at the event.
- ▶ Data of entrants across all categories at the event (opted in for data sharing).
- ▶ 10 tickets to attend the event.
- ▶ Double page advert in the Event Brochure.
- ▶ Inclusion in post-event 'Thanks for attending' email. Don't Panic will collaborate with Headline sponsor in relation to message and content.

DRINKS RECEPTION SPONSOR £5,000 + VAT

Host the welcome drinks reception and provide our guests with a bit of bubbly before the award show begins.

- ▶ Drinks sponsor status on all marketing materials.
- ▶ Opportunity to deliver a welcome speech for the drinks reception.
- ▶ Opportunity to brand the drinks reception area at the event.
- ▶ Opportunity to utilise Neon Wing backdrop.
- ▶ Branded coasters/beer mats for drinks.
- ▶ Branded stem coaster for champagne flutes.
- ▶ 5 tickets to the event.
- ▶ Inclusion in the post event email.
- ▶ Opportunity to present a category award.
- ▶ Logo credits on screen at the event.
- ▶ One page advert in the Event Brochure.

SOCIAL WALL SPONSOR £3,500 + VAT

The Social Wall at an event is a hive of activity. Event hashtags are promoted throughout the event and guests interact via tweets and Instagram posts. The Social Wall is essential to any awards ceremonies and guests love them.

- ▶ Social wall sponsor credits on all event marketing, including website, HTMLs, personal outreach mails and social campaigns.
- ▶ Prominent branding on social wall at the event.
- ▶ Opportunity to have a continual advert loop on social wall at the event.
- ▶ 5 tickets to attend the event.
- ▶ Opportunity to present an award at the event.
- ▶ One page advert in the Event Brochure.
- ▶ Inclusion in the post-event email.

EXCLUSIVE OFFER

**MULTI-YEAR OR 2+ PACKAGES
= 10% DISCOUNT ON
SPONSORSHIP PACKAGES**

Live Event Sponsorship Packages.

GIF POD / PHOTO BOOTH SPONSOR **£4,000 + VAT**

An interactive GIF Pod/booth full of fun props with printed photo cards for guests to remember the night.

- ▶ Photo booth sponsor status on all marketing materials.
- ▶ Logo branding on photobooth artwork, print outs and backdrop.
- ▶ 5 tickets to the event.
- ▶ Inclusion in the post event email.
- ▶ Opportunity to present a category award.
- ▶ Logo credits on screen at the event.
- ▶ One page advert in the Event Brochure.

RED CARPET WITH PAPARAZZI WELCOME WITH BRANDED BACKDROP SPONSOR **£5,000 + VAT**

As our guests make an entrance, they will enjoy their red-carpet moment with paparazzi style in front of your branded backdrop.

- ▶ Sponsor credits on all event marketing throughout the campaign including website, HTMLs, personal outreach mails and social campaigns.
- ▶ 5 tickets to the event.
- ▶ Inclusion in the post event email.
- ▶ Logo placement or branded artwork on step & repeat backdrop. Opportunity to present a category award.
- ▶ Logo credits on screen at the event.
- ▶ One page advert in the Event Brochure.

CATEGORY SPONSOR **£2,500 + VAT**

Each event has categories that span multiple industry sectors, technology and innovation and teams and people.

- ▶ Opportunity to choose an individual category (subject to availability) and to announce and present the winner.
- ▶ Category sponsor credits on all event marketing throughout the campaign including website, HTMLs, personal outreach mails and social campaigns.
- ▶ Sponsor credits during the award presentation of your chosen category.
- ▶ 2 tickets to attend the event.
- ▶ Inclusion in the post-event email.

ADVERTISING SPONSOR **£4,000 + VAT**

- ▶ Your video advert played on screen in intervals at the event (subject to approval).
- ▶ Logo / credit on marketing materials.
- ▶ 2 tickets to the event.
- ▶ Opportunity to present an Award at the event.
- ▶ One page advert in the Event Brochure.

TAILOR MAKE YOUR PACKAGE

**CUSTOM PACKAGES ARE
AVAILABLE TO SUIT THE
NEEDS OF YOUR BUSINESS.**

Find Out More.

Sponsoring an Awards event is simply cost-effective, targeted direct marketing which leads to new collaborations, increased engagement, and new business.

Our Awards put you in the spotlight alongside some of the best digital decision makers from around the globe.

I'M INTERESTED, I WANT TO KNOW MORE...

Then call the Don't Panic Office
on +44 1706 828 855 or email
awards@dontpanicprojects.com
to talk further.



**DON'T
PANIC**

@dontpanicevents
dontpanicprojects.com