



Go:Tech
AWARDS.23

THE UK'S LEADING TECHNOLOGY AND INNOVATION AWARDS

SPONSORSHIP OPPORTUNITIES

**Business
Leader**
INSPIRE • INFORM • CONNECT

GOTECHAWARDS.CO.UK



Welcome to the Go:Tech Awards.23

Dear Reader,

This document will give you an overview of what you will receive as a sponsor of the Go:Tech Awards.23.

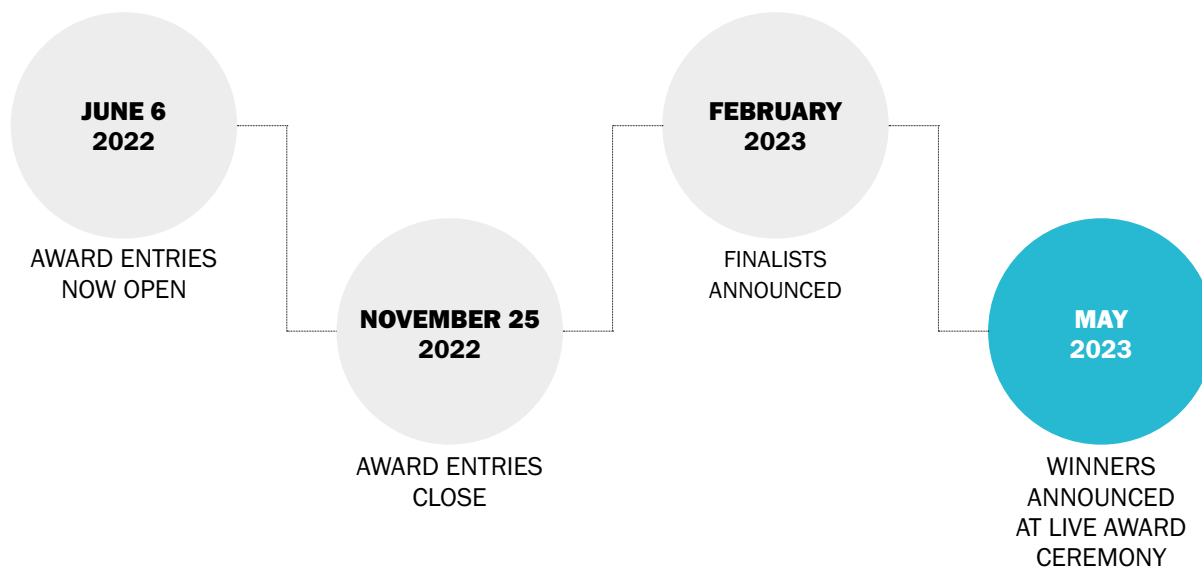
You will benefit from a multi-media marketing campaign that includes emails, video, PR, direct mail, social media activity, PPC, remarketing and much more which is outlined in this document. Sponsors receive over 1m brand impressions and many direct leads throughout the process.

You will also be involved in an extensive Business Development campaign which will put you in direct contact with your target list & potential clients.

If you have any questions, please contact the Business Leader team by calling **020 3096 0020** or via email **sponsorship@businessleader.co.uk**

Yours Sincerely,
The Business Leader and Go:Tech Awards team

WHAT IS THE TIMELINE FOR 2023?



The Go:Tech Awards are brought to you by



PREVIOUS SPONSORS OF BUSINESS LEADER EVENTS



SPONSORS WILL HAVE ACCESS TO SENIOR JUDGING PANEL



PREVIOUS AWARDS JUDGES

- ▶ **Alpesh Patel OBE** - Investor and Author
- ▶ **Ann Hiatt** - Armadillo
- ▶ **Anthony Rose** - SeedLegals
- ▶ **Asma Bashir** - Centuro Global
- ▶ **Caprice Bourret** - Entrepreneur & Founder of ByCaprice
- ▶ **Charles Robinson** - PwC
- ▶ **Dave Coplin** - Former Microsoft UK Chief Envisionary Officer
- ▶ **Donna O'Toole** - August Recognition Ltd
- ▶ **Dr Saima Rana** - GEMS World Academy
- ▶ **Guy Rigby** - Smith & Williamson
- ▶ **Douglas Hansen-Luke** - Future Planet Capital
- ▶ **Irene Graham OBE** - ScaleUp Institute
- ▶ **Jackie Fast** - REBEL Pi
- ▶ **Jenny Tooth OBE** - UK Business Angels Association
- ▶ **John Farrugia** - finnCap

- ▶ **Jonathan Lister Parsons** - PensionBee
- ▶ **John Stapleton** - Entrepreneur & Investor
- ▶ **Josh Robson** - ScaleUp Institute
- ▶ **Juliet Barratt** - Grenade
- ▶ **Kenneth Siber** - WeWork Labs
- ▶ **Konstantin Sidorov** - London Technology Hub
- ▶ **Laura Couch** - Boost&Co
- ▶ **Laura Stevens** - Future Space
- ▶ **Maggie Rodriguez-Piza** - Funding London
- ▶ **Manjula Lee** - World Wide Generation
- ▶ **Mark Nutter** - Entrepreneur & CEO of Emirates HR
- ▶ **Matt Gubba** - Biz Britain
- ▶ **Martha Krupinska** - Head of Google for Startups
- ▶ **Mike Clare** - Entrepreneur & Founder of Dreams Beds
- ▶ **Nicole Junkermann** - NJF Holdings

- ▶ **Oz Alashe MBE** - CybSafe
- ▶ **Patricia Keating** - Tech Manchester
- ▶ **Paul Brown** - Mail Handling International
- ▶ **Peter Cowley** - Oxford Innovations
- ▶ **Piers Linney** - Entrepreneur, Investor & Former Dragon
- ▶ **Rita Liu** - Mode
- ▶ **Roland Emmans** - HSBC
- ▶ **Steve Malkin** - PlanetMark
- ▶ **Susan Hooper** - Non Executive Director, Uber & Moonpig
- ▶ **Theo Paphitis** - Theo Paphitis Retail Group
- ▶ **Touker Suleyman** - Dragons' Den investor
- ▶ **Will Robertson** - Osborne Clarke
- ▶ **Richard Harpin** - CEO, Homeserve & founder of Growth Partners

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OPPORTUNITY TO MEET FINALISTS AND COMPANIES THAT ENTER THE AWARDS

2022 FINALISTS



[GOTECHAWARDS.CO.UK](https://www.gotechawards.co.uk)

FEATURES AND BENEFITS



WHAT PROMOTION DO SPONSORS RECEIVE LEADING UP TO THE AWARDS?

▶ NATIONAL PUBLICITY CAMPAIGN

Business Leader Magazine has a total readership of over 100k decision makers in companies that turnover between £1m and £500m. As a sponsor, you will receive a minimum of four dedicated editorials about a subject of your choice to be published in print and online.

The Business Leader website receives 170k page views per month on average from business professionals and directors across the UK.

▶ SOCIAL MEDIA PROMOTION

You will receive a weekly mention on our Twitter and LinkedIn accounts, specifically promoting you as a partner of the UK's leading event supporting the brightest entrepreneurial minds.

Regarding reach, our past two awards events have seen the event hashtag trend on Twitter with over three million impressions nationally on both occasions.

▶ VIDEO PROMOTION

As a sponsor, you will be included in the pre-event video – giving you and your brand reach amongst our readership of over 100k business directors and VIPs. You will have up to 60 seconds' coverage in the video.

The video will be packaged and given to you, so you can 'white label' it and share amongst your network.

▶ YOU WILL BENEFIT FROM EMAIL PROMOTION

Your brand will be included in one email per week leading up to the event. The emails reach a requested readership of 120k subscribers – which are typically directors, business leaders and professionals. This gives you brand targeted exposure to an audience of potential customers and contacts.

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WHAT PROMOTION DO SPONSORS RECEIVE LEADING UP TO THE AWARDS?

▶ YOU CAN ATTEND THE PRE-AWARDS EVENT SHOWCASE

As a sponsor, you will also be given one VIP place at the event lunch that happens before the Go:Tech Awards. This is attended by finalists, sponsors and judges. Plus a world famous host to be announced.

▶ YOU CAN TARGET A SELECT AUDIENCE VIA DIRECT MAIL

All sponsors are included in a monthly direct mail that is promoting the awards to our audience. You can opt to be included in all direct mail comms or you can select just to target a certain sector, such as:

1. Investors and funding decision-makers
2. Professional services (including legal, accountancy, insurance and advisers)
3. Banks – both challenger and established retail
4. Manufacturing and exporters
5. Retail
6. Food and drink

And many more!

You will be included in a minimum of one direct mail per month.

▶ YOU CAN MEET WITH BUSINESSES VIA THE JUDGING PROCESS – REACH YOUR TARGET AUDIENCE

By joining this panel, you'll be able to select up to three categories you would like to be a judge for. This will give you direct access to the businesses that have entered – and you are able to meet or call them.

Here is an overview of the profile of business that typically enters:

- Entrepreneurs running high-growth companies
- Recognised global brands
- Tech scale-up businesses from various verticals
- Professional services and finance companies
- Tech leaders and cutting-edge disruptors

FEATURES AND BENEFITS

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BUSINESS DEVELOPMENT

JUDGING

- ▶ You can select the businesses you want to enter the awards. Previous sponsors have given us their target list and our marketing and telemarketing team have professionally encouraged them to enter the awards. This then gives you a business development opportunity because you can meet them through the judging process.
- ▶ You will be given their contact details and the judging process lasts two months.

DIRECT MAIL/CONGRATULATIONS PACK

- ▶ Sponsors can also connect with the businesses who enter by sending them congratulatory emails, direct mail or dedicated packs.

ON THE NIGHT

- ▶ On the night itself we can ensure you sit with targets who you'd like to meet or businesses you've met via the process & already building a relationship with.

EVENTS AND NETWORKING

- ▶ You will have invitations to the Go:Tech Awards launch party.
- ▶ You will have a place at the sponsors & judges lunch.

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HSBC Head of Technology Anna O'Brien
presenting on the night



The Business Leader team



Business Leader CEO Andrew Scott with event
host Ortis Deley & Oz Alashe MBE

FEATURES AND BENEFITS

WHAT PROMOTION DO SPONSORS RECEIVE ON THE NIGHT OF THE AWARDS?

On the night of the awards, the pre-event marketing campaign will culminate at a spectacular awards evening that will attract over 500+ guests.

You will receive the following:

- Table of ten
- Four-course dinner
- Champagne reception
- Branding throughout the venue and displayed on VT screens
- You will present the award you have sponsored and receive a keepsake photo with the winner and host
- You will be profiled in the event programme given to all guests





SPONSORSHIP OPPORTUNITIES

HEADLINE SPONSOR	£30,000
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EVENT SPONSOR	£15,000
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CHAMPAGNE SPONSOR	£8,000
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EVENT PROGRAMME	£8,000
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TABLE CENTRES	£8,000
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All prices exclude VAT

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FEATURES AND BENEFITS

HERE ARE THE GO:TECH AWARD 2022 CATEGORIES

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**5G INNOVATOR OF
THE YEAR**



**AI/MACHINE LEARNING
AWARD**



**BEST MOBILE TECHNOLOGY
AWARD**



**BEST USE OF
BIG DATA**



**BEST USE OF
VR/AR AWARD**



**FINTECH BUSINESS
OF THE YEAR**



**HEALTHTECH
BUSINESS OF THE YEAR**



**INCUBATOR OR
ACCELERATOR OF THE YEAR**



**IT/TELECOMS SUPPORT
AWARD**



**TECH START-UP
BUSINESS AWARD**



**SUSTAINABLY TECH
BUSINESS AWARD**



**TECH DEALMAKER
OF THE YEAR**

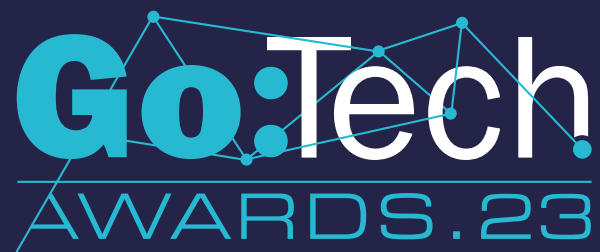


**MOST INNOVATIVE USE OF
SOFTWARE OR CLOUD
TECHNOLOGY**



**TECH ENTREPRENEUR
OF THE YEAR**

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**FOR MORE INFORMATION, OR TO DISCUSS SPONSORSHIP, CALL US ON 020 3096 0020
OR EMAIL SPONSORSHIP@BUSINESSLEADER.CO.UK**