

Invitation to Sponsor



THE PLANET MARK AWARDS 2020

Thursday 15 October 2020



The Planet Mark Awards

The Planet Mark Awards is back! This year is the third year in a row that we'll be showcasing the outstanding achievements in sustainability from across our diverse and growing community of members. The awards offer a fantastic opportunity for our member teams to celebrate and be recognised for the amazing work they are doing, as well as network and learn from other businesses in The Planet Mark community.

“ONE OF THE BEST EVENTS OF THE YEAR, AND FOR ALL THE RIGHT REASONS”

The major difference for the 2020 awards is that we'll be celebrating virtually.

It's likely that you won't be a stranger to online events, certainly since March 2020.

The truth is, we don't know what October will be like for mass gatherings but what we do know is that we haven't taken the decision to host the event virtually lightly – of course the benefit that our virtual event will have a significantly lighter impact on the environment was a huge plus.

We feel the energy and the community that we've built around the awards after two very successful years, was important to harness again in 2020.

Whilst we recognise that moving on virtually may lose something, it surely can add more - in a challenging year, we will demonstrate that amazing work has continued and our new way of engaging in events and together can be just as good. That is our goal. We value your help and support in achieving this - making the 2020 awards even better.

About The Planet Mark

Last year, the awards were supported by some fantastic sponsors including:



The Planet Mark, launched in 2013, is a sustainability certification which recognises outstanding achievements, encourages action, and builds an empowered community of like-minded individuals.

Our mission is to enable organisations and their people to positively transform society, the environment and the economy.

2020-2030 will be the most important decade in our history. What we do in this period will determine the course for humanity. If we act now, we can avert irreversible environmental damage and hold on to a planet that is fit for life, now and in the future. As implored by the UN, we must all commit to a Decade of Action. This mission has never been more critical.

Members of The Planet Mark are bound by a common purpose: to help all people contribute to a thriving planet. We have no choice but to step forward; we see the cost of inaction played out in real time daily in the news.

Even while we are wrestling with the immediate and unfolding tragedy and impact of the Covid-19 pandemic, we are necessarily turning our minds to what is next, as we build back better. If people ask where you were when the climate debate became a national and international movement, you can say I stood up and I did my bit.

Let's make this the decade we put a stop to climate change. Join us in The Decade of Action. Together, we will make a world of difference.

Event Details

THURSDAY 15 OCTOBER 2020

18.00 - 20.00

VIRTUAL

We'll still have fantastic guest speakers, we'll still have the ceremonious giving of the awards, we'll still have the drinks reception and we'll incorporate everything else you love about the awards too...

...the only difference being, you'll be in the comfort of your own home.



[The Planet Mark Awards
2019 Event Highlights](#)

**"THE WHOLE EVENT FOR ME WAS BRILLIANT.
IT WAS A REAL CELEBRATION.
SO INSPIRING TO SEE THE NOMINEES AND WINNERS"**

Award Categories

MEASURE

ABSOLUTE CARBON REDUCTION

CARBON REDUCTION BY INTENSITY

DATA COLLECTION + QUALITY



ENGAGE

EMPLOYEE ENGAGEMENT

COMMUNITY ENGAGEMENT

SUPPLY CHAIN ENGAGEMENT



COMMUNICATE

SUSTAINABILITY CAMPAIGN

SUSTAINABILITY TRANSPARENCY

SUSTAINABILITY INFLUENCER



OVERALL

BEST NEWCOMER

BEST COMPANY

PERSONAL ACHIEVEMENT



PEOPLE'S CHOICE

KINDNESS IS CONTAGIOUS



Winner Stories

The Planet Mark works in collaboration to build a movement for sustainable business. It is energised by the people we engage with. This is our opportunity to recognise our community, be they award winners or nominees, the customers who help us stage these awards and the wider Planet Mark community; making stories like this come to life...



**ABSOLUTE CARBON REDUCTION
AWARD 2019**

MEDIACOM NORTH

With a huge reduction of 21% in total carbon emissions, MediaCom North took home the 2019 Absolute Carbon Reduction award in their second year of carbon footprint reporting.



**COMMUNITY ENGAGEMENT
AWARD 2019**

BIDFOOD

Over a 6 month period in 2018, Bidfood distributed the equivalent of over 40,000 meals to 480 charities/community groups and in doing so were presented with the Community Engagement award in 2019



**EMPLOYEE ENGAGEMENT
AWARD 2019**

COMMERCIAL GROUP

In 2019, Commercial Group received the Employee Engagement award for their 4 phase Change Champions programme that helps unleash the activists in their people

Sponsorship

We offer a range of ways for you to show your support and get your brand in front of The Planet Mark Awards attendees and beyond.

We're all about community and want to support your requirements – we can be flexible with the packages in order to help you achieve your own goals and we're happy to discuss adjustments to make sure you get the return on your investment.

The event will be free for all to attend, going virtual enables us to open doors beyond our members, therefore we expect attendance to be far beyond previous years.

We will also share success stories through our media partners, social platforms and outreach to press and media contacts.

Whichever package you choose will ensure brand exposure to over 700 businesses that hold The Planet Mark. Our member list is regularly updated on our website, we invite you to take a look.



10K+ FOLLOWERS



2.5K+ FOLLOWERS

SECTORS WE WORK WITH

Built Environment
Architects
Construction
Property Developer
Property Management
Logistics
Professional Services
Legal
Finance
Investment Funds
Media + Digital Tech
Creative Agencies
Trade Associations
Travel, Tourism + Leisure
Cleaning
Office Supplies
Fashion
Food + Beverage
Education
Waste Management

Headline Sponsor

£6,500 +VAT

As Headline Sponsor you'll have exclusive naming rights, picture this... "The Planet Mark Awards sponsored by...your company" it has a nice ring to it doesn't it?

In the lead up to the event you'll help to judge every category of the awards, we'll have a Headline Sponsor spotlight for you on our dedicated newsletter (500 words, supporting image, distribution 1800+), and we'll use the material you provide across associated PR and social media.

You'll get a big thank you for being Headline Sponsor from the awards host on the evening. Your branding will appear on the event web page, the front page of the digital programme and a full page advertorial which will be distributed in the weeks leading up to the event, and just in case you're worried about the lasting impression – every single award will have your company name permanently etched.

Your branding will appear on all presentation visuals during the event as well as a 30 second advert (provided by your organisation) played at the start of each section of the event (at least three slots). As well as all that, your logo will also appear on promotional videos in the lead up to the event - of which there will be at least three.

Every ticket holder to the event will be receiving a party pack, as Headline Sponsor you will be invited to add a little contribution to the package – sustainably sourced of course! Included in your package is also the chance to be category sponsor for the 2020 People's Choice Award 'Kindness is Contagious', which you will present on the evening.

Party Pack Sponsor

£2,000 +VAT

You will be solely responsible for bringing the party to the people. Every ticket holder to the event will be receiving a party pack... with your name on it. Help bring the celebration home and provide a branded gift that we'll include in the party pack should you so wish.

You'll get a big thank you from the awards host as well as a chance to introduce attendees to their party pack on the evening – getting everyone geared up for an evening of fun.

Your branding will appear on the event web page and the digital programme which will be distributed in the weeks leading up to the event...as well as on every single party pack.

We'll have a sponsor spotlight for you on our dedicated newsletter (250 words, supporting image, distribution 1800+), and we'll use the material you provide across associated PR and social media.

Digital Programme Sponsor

£1,750 +VAT

The digital programme will be distributed in the weeks leading up to the event and your branding will appear on the front page as well as a full colour back page advert.

Your branding will also appear on the event web page and we'll have a sponsor spotlight for you on our dedicated newsletter (250 words, supporting image, distribution 1800+), we'll use the material you provide across associated PR and social media.

You'll also be thanked by the awards host on the evening and enjoy watching attendees guide themselves through the evening's entertainment thanks to the helpful programme you provided them.

Category Sponsor

£1,750 +VAT

Choose any award category and you'll have your organisation's name printed on the trophy.

You'll get a big thank you from the awards host as well as getting your own two minutes in the spotlight to present the winner with their award (you can even offer them a little extra gift if you fancy).

Your branding will appear on the event web page, the digital programme which will be distributed in the weeks leading up to the event and on the award category graphics on the evening.

We'll have a sponsor spotlight for you on our dedicated newsletter (250 words, supporting image, distribution 1800+), and we'll use the material you provide across associated PR and social media.

Contact us

Let's have a chat about sponsorship, we'd be delighted to work with you and understand more about how we can develop The Planet Mark Awards Virtual 2020 to be the best yet.

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