



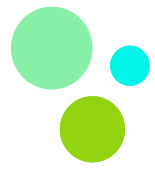
Consumer
credit
awards

British
bank
awards

Insurance
choice
awards

Sponsorship overview 2024

Partner with us for maximum exposure



Introducing our awards

Since 2014, Smart Money People have been on a mission to help financial services companies deliver outstanding service by giving their customers a voice. As the UK's dedicated financial services review site, our unique platform helps us empower consumers to make more informed choices while enabling better business decisions for financial services companies.

Powered by the the reviews we receive, Smart Money People runs three leading awards that put the customer at the heart of financial services, and help us to find the best providers on the market. Each year, customers have their say to decide the best products that the UK industry has to offer.

But what sets our awards apart is that it's the voice of the customer that counts. So if you offer truly stand-out products and services and want the world to know about it, partner with us at our awards. We have a range of sponsorship options designed to meet your individual requirements.





Who runs the awards?

The awards are run by us, Smart Money People. We're the UK's dedicated financial services review site, with more detailed and in-depth insight than any other review site.

We give consumers a platform to write and read impartial reviews so they can feel confident in their financial purchases, while delivering data-driven insights to help companies better meet their customers' needs.

Founded in 2014, Smart Money People's mission is to help people and financial companies create better outcomes. The awards help to achieve this mission by acting as a symbol of excellence to both consumers and industry peers.

The awards are a core part of what we do, alongside providing insight to companies and sharing the collective wisdom and experiences of customers.



Smart
money
people



Why sponsor the awards?

As a sponsor, you'll be partnering with us at the awards. This is something we truly value. So we'll work alongside you to make sure you get as much out of our partnership as possible.

First and foremost, you'll gain significant brand exposure. We'll feature you prominently at the event itself, and before and afterwards on our website and socials.

The awards are highly regarded in the industry, presenting the perfect opportunity to showcase your company. So another huge benefit of getting involved is the excellent networking opportunities that come with the event. Our awards feature an exciting range of companies year-on-year, from household names to newer start-ups.

And remember, as your partner, Smart Money People will support and work with you every step of the way. We can provide assets and collateral to promote the awards and PR activity, to achieve maximum reach and exposure.



Partnership options

As well as the unique opportunity to partner with us as headline sponsor, you can partner with us as category sponsor, or sponsor an element of our awards celebration evenings or virtual awards reveal. If you can't see an option listed and would like to be involved in the awards, please contact us.

We're very happy to accommodate bespoke requirements to match your objectives.

Contact the team today

 sales@smartmoneypeople.com



The British bank awards



The British bank awards have celebrated the best in the banking industry since 2015. The awards are widely recognised as the ultimate symbol of excellence across the banking industry, determined by those who matter most, the customer.

Previous winners include big names in the industry, such as Starling, Chase Bank, and Zopa.



Voting opens
8 January 2024



Finalists announced
20 March 2024



Voting closes
16 April 2024



Winners announced
9 May 2024

The Consumer credit awards



Launched in 2016, the Consumer credit awards recognise the achievements of the credit industry – including loan providers, credit unions, credit information partners, retail finance and more.

Previous winners include big names in the industry, such as Klarna, Ratesetter, and Glasgow Credit Union.



Voting opens
4 March 2024



Finalists announced
22 May 2024



Voting closes
18 June 2024



Winners announced
11 July 2024



The Insurance choice awards



The Insurance choice awards find and recognise the very best of the insurance industry. Since starting in 2016, the awards have seen fierce competition each year, from industry giants to InsureTech start-ups.

Previous winners include big names in the industry, such as Aviva, Direct Line, and LV=.



Voting opens
8 July 2024



Finalists announced
18 September 2024



Voting closes
15 October 2024



Winners announced
7 November 2024



Sponsorship options

Headline sponsor £15,000 +VAT

Headline sponsorship for the awards is available exclusively to one company for each of the awards. As a headline sponsor, you'll benefit from significant brand exposure, PR opportunities and networking before, during and after the event.*

Event table

VIP table for ten at our event

Speaker slot at the event

A presentation slot for your company at the start of the evening

Present four awards on the night

Choose three awards aligning with your own strategy and present them alongside the headline award

Name on trophies

Your name will appear on all trophies you present on the night

VIP break-out

Opportunity to host break-out or pre / post award event for key clients / target clients (available at an additional cost)

Facilitated introductions

We'll help to make sure you speak to key target clients on the night

Access to the attendee list pre-event

A list of firms and attendees two to three days before the event

Quote in winners press release

Featuring in our write-up and the press release

Logo displayed on stage

Your logo will be displayed on stage throughout the night and during your award announcements

Logo displayed on logo wall

Photos of attendees are taken in front of the logo wall

Double page profile to appear in our event program

Printed and given to all attendees on the night

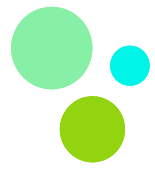
Profile on [smartmoneypeople.com](https://www.smartmoneypeople.com)

With a link to your website to help attendees find out more

Social media promotion

Multiple posts before, during and after the event featuring your brand

*Our Consumer credit awards winners reveal is currently virtual, meaning some of the benefits listed don't apply and the sponsorship rate is cheaper. Please get in touch for more information.



Sponsorship options

Category sponsor £5,000 +VAT

All sponsors will be the sole sponsor in their business category

As a category sponsor in Smart Money People's awards, you'll benefit from significant brand exposure and networking before, during and after the event.*

*Our Consumer credit awards winners reveal is currently virtual, meaning some of the benefits listed don't apply and the sponsorship rate is cheaper. Please get in touch for more information.

Event table

Standard table of ten at our event

Present one award on the night

Choose a category aligned to your strategic objectives and have your name displayed on the award

Access to the attendee list pre-event

A list of firms and attendees two to three days before the event

Logo displayed on stage

Your logo will be displayed on stage at various times throughout the night and during your category announcement

Logo displayed on logo wall

Photos of attendees are taken in front of the logo wall

Full page profile to appear in our event program

Printed and given to all attendees on the night

Profile on [smartmoneypeople.com](https://www.smartmoneypeople.com)

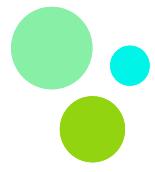
Linking to your website to help attendees find out more about your company

Social media promotion

Multiple posts before, during and after the event featuring your brand

Name on trophy

Your name will appear on the trophy for your sponsored category



Sponsorship options

Event entertainment

£3,500 +VAT*

There's one entertainment package opportunity available

Choose an entertainment option designed for either target clients or all attendees. We'll work with you to personalise the experience for both yourself and your chosen guests so you can meet your objectives. Suggestions could include:

- **hosting a mixology class**
- **caricaturist**
- **DJ**
- **photo booth**
- **at table magicians**

*Our Consumer credit awards winners reveal is currently virtual, so event entertainment sponsorship is not available.

Tickets

Two tickets to the event (additional tickets available at a discounted price)

Entertainment sponsorship

Branding and promotion specific to the entertainment package

Access to the attendee list pre-event

A list of firms and attendees two to three days before the event

Logo displayed on stage (post-awards)

Appearing on the stage post the awards ceremony

Full page profile to appear in our event program

Printed and given to all attendees on the night

Social media promotion

Multiple posts before, during and after the event featuring your brand

Profile on [smartmoneypeople.com](https://www.smartmoneypeople.com)

Linking to your website to help attendees find out more



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We'd love for you to partner with us at the awards

To find out more about sponsoring our 2024 awards, email us:

 sales@smartmoneypeople.com  smartmoneypeople.com/awards



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