

# 2010 National Outsourcing Association Awards for Best Practice in Outsourcing

Sponsorship Pack



# Celebrating Excellence in Outsourcing

The 2010 National Outsourcing Association Awards (NOAAs) for Best Practice in Outsourcing, in association with The OUT Group and sourcingfocus.com invites you to be associated with this industry leading event.

After the phenomenal success of the 2009 NOAAs, the NOA is proud to present the seventh annual awards to recognise and reward innovation and achievement by suppliers, users and integrated teams within the outsourcing industry. The winners represent the length and breadth of the outsourcing industry, from banking to telecoms, small companies to large, individuals and major corporates.

With planned attendance of 500 guests, the glittering evening will provide an ideal setting to entertain and network with leading players from the industry. The NOAAs are unique in that they are completely independent, and as such they are highly respected and coveted within the industry.

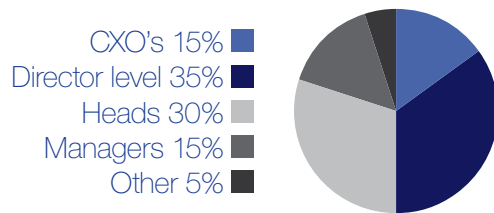
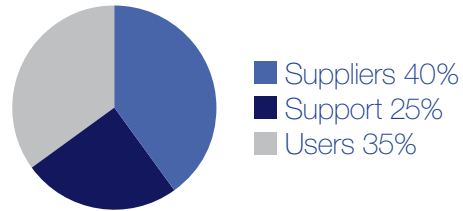
## Why sponsor the NOAAs?

- BUSINESS DEVELOPMENT**  
 Assisting with networking opportunities with the key influencers and decision makers in the outsourcing industry
- BRAND ASSOCIATION**  
 Long term brand affiliation with the "excellence in outsourcing" philosophy of the NOA
- PROMOTION**  
 High level of promotion throughout the year leading up to and after the Awards targeting key decision makers in the outsourcing arena

## Previous NOAAs sponsors

Fujitsu, IBM, KPMG, Invest Northern Ireland, Capita, Cognizant, NHS Shared Business Services, NelsonHall, Steria, Capgemini, Intelenet, NIIT Smartserve, HML, Luxoft, Digica, ITIDA, Infosys, Ventura, Lovells and RR Donnelley.

## 2009 Audience Profile



Audience relates to those in ITO, BPO, LPO, KPO, Offshoring, Procurement, Business Transformation/ Change, Customer Service, Finance, Quality Control, Vendor Relations, Contract Specialists etc

## Audience Profile

The awards will be attended by leading outsourcing professionals from end users, to suppliers and consultant companies. Some of the companies that were shortlisted and attended in recent years include:

- 3G
- Zurich Financial Services
- Universal Media Group
- Capita HR & Payroll Services
- Orange
- UK Border Agency
- Royal Mail
- BankGiroCentralen
- Co-operative Financial Services (CFS)
- Aviva
- Capgemini
- Centrica
- Vodafone
- Barclays
- HSBC
- Deutsche Bank
- National Trust
- Invest Northern Ireland
- BBC
- Gartner
- Steria
- IBM
- Cisco
- Homeloan Management Ltd
- NelsonHall
- Prudential
- Cognizant
- Infosys
- Virgin Media
- Boots
- BP Oil International
- Thames Water
- Johnson and Johnson
- NHS Shared Business Services
- Deloitte
- AstraZeneca
- Proctor & Gamble
- Cable & Wireless
- SLASSCOM
- Volkswagen Group UK
- Unilever
- Newcastle Building Society

## Sponsorship Packages

The OUT group has developed an exciting range of sponsorship packages exclusively for the 2010 Awards consisting of Gold, Silver, Bronze and the Global Destination packages. The packages have been designed to suit a range of budgets and requirements.

### GOLD Sponsorship Package

#### One package available

The Gold Sponsorship Package offers visibility across the whole of 2010 by giving the sponsor the lead package for the 2010 NOAAs and to become exclusively associated with the awards.

#### Exclusive benefits include:

- A unique 'In association with the 2010 NOAAs' logo for use on all promotional material
- 1 page advertisement and 600 word award case study to feature inside the 'Outsourcing Yearbook', to be published for early 2011 (valued at £6,000)
- Two guest tables for 10 at the Gala Dinner (valued at £1,950 each)
- Five slides dedicated to your company to feature on the slide show throughout the Awards gala dinner

**For a full list of benefits please see pages 4 and 5 Sponsor Package £18,000**



\* Example of NOAAs & Gold Sponsor co-branding

### SILVER Sponsorship Package

#### One package available

Throughout the awards evening there will be a plethora of entertainment. The Silver Package offers sole sponsorship of the entertainment and VIP pre-dinner drinks reception with a high degree of corporate branding during the evening. The 2010 NOAAs will feature a high profile celebrity compere who will be announced shortly.

#### Exclusive benefits include:

- Sponsorship of the VIP pre dinner drinks reception area exclusive for sponsors, sponsors guests and selected NOA end-user guests
- Your company logo to be projected on the large video screen during the sponsored category presentation, entertainment and dancing following the awards in the ball room

**For a full list of benefits please see pages 4 and 5 Sponsor Package £12,000**

### BRONZE Sponsorship Package

The Bronze Package provides sponsors with long-term association and ownership of an awards category. It also promotes brand awareness as your company logo is to be printed wherever the sponsored category is featured on promotional material.

**For a full list of benefits please see pages 4 and 5 Sponsor Package £6,000**

### GLOBAL DESTINATION Sponsorship Package

Due to demand from our members, the NOA has developed a sponsorship package, which will see top offshoring destinations being promoted in the main area of the drinks reception at the Awards ceremony. A small selection of offshoring destinations from around the world will be represented, with the opportunity of raising that destination's profile in front of 500 delegates within the outsourcing market.

#### Exclusive benefits include:

- Your company to have a bespoke sponsored drink to be served at the reception and provided by the hotel
- Sponsored stand area to exhibit in the main area of the welcome drinks reception to consist of one large banner and table for promotional material

**For a full list of benefits please see pages 4 and 5 Sponsor Package £7,000**



Example of Global Destinations Sponsor Booth

## Sponsorship benefits

Benefit	GOLD	SILVER	BRONZE	GLOBAL DESTINATION	Benefit received
A 'sponsor of 2010 NOAAs' logo to be used on your company's marketing material and website	✓	✓	✓	✓	pre-event onwards
Your logo and hyperlink to your website to be featured on the 2010 NOAAs micro-site until January 2011	✓	✓	✓	✓	pre-event onwards
NOA team to optimise your visibility at all NOA events in the lead up to the NOAAs	✓	✓	✓	✓	pre-event onwards
Your company logo to be featured in the weekly sourcingfocus.com newsletter (valued at £2,100 a month) until 21st October 2011	✓	✓	✓	✓	pre-event onwards
Your logo to be rotated on the sourcingfocus.com homepage; the only community portal dedicated to the UK outsourcing industry until 21st October 2011	✓	✓	✓	✓	pre-event onwards
Access to the award attendee list two weeks prior to the event to assist your company in new business generation	✓	✓	✓	✓	pre-event onwards
A unique 'In association with the 2010 NOAAs' logo for use on all promotional material	✓				pre-event onwards
Exclusive ownership of one NOA Award category in order to establish your company's affiliation with the selected area of excellence	✓	✓	✓	✓	pre-event onwards
Marketing visibility to include your company logo and hyperlink next to the sponsored category and a full dedicated page on the NOAAs micro-site until January 2011	✓	✓			pre-event onwards
Marketing visibility to include your company logo and hyperlink next to the sponsored category and on the bronze sponsorship page of the NOAAs micro-site until January 2011			✓	✓	pre-event onwards
Access into the VIP drinks reception for your organisation and guests – the VIP area is exclusive for sponsors, sponsors guests and selected NOA end-user guest	✓	✓	✓	✓	during
Company VIP to present the NOA award	✓	✓	✓	✓	during
Guest tables for 10 at the Gala Dinner (valued at £1,950 each)	2	1	1	1	during
Three bottles of champagne for each table	✓	✓			during

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## CONTINUED

Benefit	GOLD	SILVER	BRONZE	GLOBAL DESTINATION	Benefit received
Sponsorship of the VIP pre dinner drinks reception area		✓			during
Five slides dedicated to your company to feature on the slide show throughout the Awards gala dinner	✓				during
Your company logo to be projected on the large video screen during the sponsored entertainment and dancing following the awards in the ball room		✓			during
Your company logo to be projected on the large video screen on a loop throughout the Gala Dinner	✓	✓	✓	✓	during
Your company logo to be projected on the large video screen during the sponsored category presentation	✓	✓	✓	✓	during
Your company to have a bespoke sponsored drink to be served at the reception and provided by the hotel				✓	during
Sponsored stand area to exhibit in the main area of the welcome drinks reception to consist of one large banner and table for promotional material				✓	during
Your company name / logo to feature prominently on all additional promotional and PR material including: <ul style="list-style-type: none"> <li>• Company name / logo to appear on direct mailers to senior executives and all email campaigns promoting the NOAAs</li> <li>• Company name / logo to appear on awards press material and news announcements</li> </ul>	✓	✓	✓	✓	pre-event onwards
1 page advertisement and 600 word case study to feature inside the NOA's annual 'Outsourcing Yearbook', to be published for early 2011 (valued at £6,000)	✓				post-event
1 page advertisement to feature inside the NOA's annual 'Outsourcing Yearbook', to be published for early 2011 (valued at £3,500)		✓	✓	✓	post-event
Unlimited use of official photographs from the awards	✓	✓	✓	✓	post-event
Your company can have first refusal on sponsorship of same awards category for 2011 Awards ceremony, providing the opportunity to take long-term 'ownership' of the category	✓	✓	✓	✓	post-event

# Award Categories

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01. BPO Project of the Year
02. IT Outsourcing Project of the Year
03. Financial Services Outsourcing Project of the Year
04. Public Sector Outsourcing Project of the Year
05. Telecommunications, Utilities and High-Tech Outsourcing Project of the Year
06. Offshoring Operation of the Year
07. Outsourcing Professional of the Year
08. Outsourcing Service Provider of the Year
09. Outsourcing Advisory of the Year
10. Award for Innovation in Outsourcing
11. Offshoring Destination of the Year
12. Outsourcing Contact Centre Provider of the Year
13. Outsourcing End-User of the Year
14. Award for Best Practice in Outsourcing
15. Award for Academic Achievement
16. Award for Corporate Social Responsibility