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# Headline partner package (£15,000)

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## Lead up to the event

- A sponsored feature (two pages) in the CQI's leading print publication, Quality World
- 2x standard page adverts (inside pages) in Quality World or one premium (under standard CQI advertising terms and conditions)\*
- A news item about the partnership published on the CQI website
- Partnership announced on social media across CQI and IRCA social media accounts and further promotion on the day of the event
- One advertising slot in either the CQI or the IRCA Knowledge newsletter\*, which are sent to members monthly.
- Text mention on event homepage, and logo on all event related CQI website pages
- Short biography of up to 150 words and logo featured on CQI website
- Logo featured on awards entry platform and event ticketing platform
- Logo on all event-specific email communications
- 10 complimentary tickets to the event

## During the event

- Delivery of welcome speech at the opening of Quality Live **or** the International Quality Awards presentation ceremony
- Logo featured as headline partner on awards trophies
- Logo featured on certificates for all award winners and finalists
- Exposure in the event app:
  - Short bio
  - Logo
- Logo displayed on media wall (for photography)
- Logo displayed on digital screens around the venue
- Speaking opportunity at Quality Live, either as part of a panel discussion or workshop facilitation. This is subject to programme relevance and agreement with the CQI.
- A promotional stand in the registration/catering space

## After the event

- Text mention in the post-event news item promoted across CQI and IRCA social media accounts
- Logo displayed in post-event write-up for QualityWorld
- Logo featured in post-event video content
- Logo featured on winners' and finalists' case studies

\*subject to deadlines: see appendix A

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## Gold partner package (£7,500)

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### Lead up to the event

- A news item about the partnership published on the CQI website
- Partnership announced on social media across CQI and IRCA social media accounts
- One advertising slot in either the CQI or the IRCA Knowledge newsletter\*, which are sent to members monthly.
- Text mention on event homepage, and logo on all event related CQI website pages
- Short biography of up to 100 words and logo featured on CQI website
- Logo on all event-specific email communications
- Five complimentary tickets to the event

### During the event

- Exposure in the event app:
  - Short bio
  - Logo
- Logo displayed on media wall (for photography)
- Logo displayed on digital screens around the venue
- Speaking opportunity – either as part of a panel discussion or workshop facilitation – subject to programme relevance and agreement with the CQI
- A promotional stand in the registration/catering space

### After the event

- Logo displayed in post-event write-up for QualityWorld
- Logo featured in post-event video content

\*subject to deadlines: see appendix A

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## Category partner package (£5,000)

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### Lead up to the event

- A news item about the category sponsorship published on the CQI website
- Partnership announced on social media across CQI and IRCA social media accounts in relation to your sponsored category
- One advertising slot in either the CQI or the IRCA Knowledge newsletter\*, which are sent to members monthly.
- Text mention alongside your sponsored category on awards webpage
- Logo and text mention alongside your chosen category on awards application platform\*
- Short biography of up to 100 words and logo featured on CQI website
- Two complimentary tickets to the event

### During the event

- Exposure in the event app:
  - Short bio
  - Logo
- Logo displayed on media wall (for photography)
- Logo displayed on digital screens alongside presentation of sponsored award
- Presentation of sponsored award at the live event (alongside the Head Judge of the category)

### After the event

- Logo displayed in post-event write-up for QualityWorld

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## Appendix A: CQI publication deadlines

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The sponsorship package includes a number of opportunities for the event partners to have content featured in one of the Chartered Quality Institute's online or print publications. This offering is subject to the partner being able to meet the below deadlines for the content to be submitted for inclusion:

### **Quality World**

Event partners have the option of being included in the Spring, Summer or Autumn editions of Quality World in 2023. The notable deadlines are as follows:

	Spring 2023	Summer 2023	Autumn 2023
Deadline for copy	17 Feb	02 Jun	25 Aug
Deadline for ads	24 Feb	09 Jun	08 Sep
Delivery date	22 Mar	05 Jul	04 Oct

### **Knowledge newsletter**

The CQI Knowledge newsletter is monthly and circulates on or around the 15th of each month. Artwork for adverts need to be received by the 1st of the month. Your advert can be included in any month from the date of the sponsorship agreement being signed and October 2023, subject to meeting these deadlines.

### **Award platform deadlines**

The sponsorship package includes opportunities for logo inclusion on the awards portal which is used by applicants to submit entries to the International Quality Awards. Please note that the portal will close to entries on 8 March 2023. The sponsors logo will be added to the portal within two working days of the partnership agreement being announced.

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For further information, or to express an interest in becoming an event partner, please contact:

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