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## Headline partner package (£15,000 +VAT)

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### Pre-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 bi-monthly.

Text mention on event homepage and logo on all related CQI website pages relating to the event

Short biography of up to 150 words and logo featured on CQI website

Logo featured on third-party event ticketing platform

Logo on all Quality Live email communications (footer)

### During the event

Delivery of welcome speech at the opening of Quality Live

Company profile in the event app

Logo on International Quality Awards trophies

Logo featured on certificates for award winners and finalists

Logo displayed on digital screens around the venue

Opportunity to participate in a panel discussion at Quality Live - subject to programme relevance.

A promotional stand in the marketplace

Six complimentary tickets to Quality Live\*\*

A 50% discount on any additional tickets

### Post-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 on end cards in post-event video content

\* Subject to deadlines (Appendix A)  
\*\* Additional information in Appendix B

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## Gold partner package (£7,500 +VAT)

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### Pre-event

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 bi-monthly.

Short biography of up to 100 words and logo featured on CQI website

Text mention on event homepage and logo on all related CQI website pages relating to the event

Logo on all event-specific email communications (footer)

### During the event

Company profile in the event app

Logo displayed on digital screens around the venue

Opportunity to participate in a panel discussion at Quality Live - subject to programme relevance.

A promotional stand in the marketplace

Three complimentary tickets to Quality Live\*\*

A 50% discount on any additional tickets

### Post-event

Logo displayed in post-event write-up for QualityWorld

Logo featured on end cards in post-event video content

\* Subject to deadlines (Appendix A)  
\*\* Additional information in Appendix B

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## Category partner package (£3,000 +VAT)

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### Pre-event

Partnership announced on social media across CQI and IRCA social media accounts in posts relating to your sponsored category

Text mention alongside your chosen 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

### During the event

Bio and logo in the event app

Logo displayed on digital screens alongside presentation of sponsored award

Text mention on award category certificates – finalists and winner

Presentation of sponsored award at the live event (alongside the head judge of the category)

Two complimentary tickets to the event\*\*

20% discount on further event tickets

### Post-event

Logo displayed alongside award category in post-event write-up for Quality World

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## Marketplace package (£1,500 +VAT)

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### Pre-event

Text mention on Quality Live webpage acknowledging the marketplace stall-holders

### During the event

Bio and logo in the event app

A promotional stand in the marketplace

Two complimentary tickets to the event\*\*

\* Subject to deadlines (Appendix A)

\*\* Additional information in Appendix B

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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 2024. The notable deadlines are as follows:

	Spring 2024	Summer 2024	Autumn 2023
Deadline for copy	16 Feb	06 Jun	30 Aug
Deadline for ads	23 Feb	14 Jun	06 Sep
Delivery date	12 Mar	2 Jul	24 Sep

### Knowledge newsletter

The CQI Knowledge newsletter is bi-monthly (published January, March, May, July, September and November) and is sent to the CQI/IRCA membership on or around the 15th of each month. Artwork for adverts need to be received no later than the 1st of the month. Your advertising slot should be agreed with the editorial team in advance. It can be included in any month from the date of the sponsorship agreement being signed and September 2024, subject to meeting these deadlines.

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## Appendix B: Additional information on tickets

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The event partner's complimentary ticket allowance must include the allocation to any individuals who have a participatory role on the event day at Quality Live, such as speakers and award presenters.

Headline and Gold partners may invite up to two additional staff members to support the running of the marketplace stand only. The complimentary tickets included in the marketplace package are for those who are staffing the stand.

Any remaining tickets can be allocated at the discretion of the event partner.

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

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