
Headline partner package (£15,000 +VAT)



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

A digital advertising slot in the sponsors carousel on the Quality Live webpage

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 standard sized exhibition table (6ft) in the marketplace

Six complimentary tickets to Quality Live including refreshments and lunch**

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

A copy of the delegates list (names and company names only)

* Subject to deadlines in Appendix A
** Additional information in Appendix B

Gold partner package (£7,500 +VAT)



Pre-event

Partnership announced on social media across CQI and IRCA social media accounts

A digital advertising slot in the sponsors carousel on the Quality Live webpage

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 standard sized exhibition table (6ft) in the marketplace

Three complimentary tickets to Quality Live including refreshments and lunch**

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

A copy of the delegates list (names and company names only)

* Subject to deadlines in Appendix A
** Additional information in Appendix B

Category partner package (£3,000 +VAT)



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 including refreshments and lunch**

20% discount on further event tickets

Post-event

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

A copy of the delegates list (names and company names only)

* Subject to deadlines in Appendix A
** Additional information in Appendix B

Premium marketplace package (£2,250 +VAT)



Pre-event

Logo inclusion on Quality Live webpage acknowledging sponsors and marketplace holders

Short bio of up to 75 words on CQI website

Mention on social media pre-event

During the event

A large exhibition table (12ft)

Premium positioning for foot traffic

Bio and logo in the event app

Company logo featured on slides around the venue

Two complimentary tickets to the event including refreshments and lunch**

Post-event

A copy of the delegate list (names and company names only)

Standard marketplace package (£1,750 +VAT)

Pre-event

Text inclusion on Quality Live webpage acknowledging sponsors and marketplace holders

During the event

A standard sized exhibition table (6ft)

Bio and logo in the event app

Two complimentary tickets to the event including refreshments and lunch**

Post-event

A copy of the delegate list (names and company names only)

* Subject to deadlines in Appendix A
** Additional information in Appendix B

Appendix A: CQI publication deadlines



The sponsorship packages include 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

All content must be delivered by the end of the contracted date - 31 October 2024. It is the responsibility of the event partner to ensure timely communication with the CQI team to ensure delivery.

Appendix B: Additional information on tickets

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.

All partnership slots will be allocated on a first come, first served basis. Availability is as follows:

Headline	1 available
Gold partner	8 available
Category partner	6 available - limited to one partner per category
Premium marketplace	6 available
Standard marketplace	10 available

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

Katie Steingold - Events Manager

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