

Heist Awards

showcasing the *best of the best* in education marketing

SPONSORSHIP PACK

THE ONE
CREATED BY
HAVAS EDUCATION.
AND MADE
POSSIBLE BY YOU.

It's been a busy year. People across education have been innovating, creating and delivering excellence. And they'll all be coming together to celebrate that hard work at the 2023 Heist Awards. The world's most ambitious colleges, universities, education partners and marketing agencies. All in one location. All ready to learn more about what you do.

Hosted by Havas Education, the 33rd edition of the awards is set to be the best yet. As a sponsor, you'll be an integral part of an event people will remember all year long. A name synonymous with brilliance, with a huge opportunity to tell your story to the people that count.

Visible throughout the Heist experience, your brand will appear across all the marketing materials, from the moment you get involved, through to the event, and on to the post-awards brochures and communications.

We can't wait to have you on board.

The Heist Awards Team

A bit about Havas Education

The proud hosts of the Heist Awards. We're part of the Havas Group – one of the world's largest communications networks. We're also the agency of choice for the education sector and have been for over three decades. What's more, we're a full-service specialist agency. Meaning we're equipped to take care of marketing, student recruitment, internal communications, and employee recruitment strategies for our clients. Our media planning and buying, strategy and insight, digital marketing and social media teams work every day to ensure our results are as impressive as the institutions we collaborate with.

HOW YOU CAN BE A PART OF IT?

Category sponsorship (15 available)

£3,095 per category with 2 tickets

£4,600 per category with 1 table

- Complimentary tickets to the Awards (2 or 10 dependent on package)
- The opportunity to jointly present the Gold Award in your category
- Your advert in the event guide
- Your logo and company details displayed on heistawards.com along with a link to your site

Possible add ons to a category sponsorship

(category sponsorship required in order to take part):

Table favours (3 available)

£1,500

A favour created alongside us that matches the theme of the night (excludes item costs)

Personalisation of the table favours, which are given to every guest attending the event

Pre-dinner reception (1 available)

£2,000

Your opportunity to provide your own branding during the reception

Heist Awards after party (1 available)

£3,000

Your opportunity to provide your own branding at the after-party celebrations, including the bar itself.



Flagship sponsorship (3 available)

£9,095 per category with 2 tickets

£10,600 per category with 1 table

- Category Sponsorship
- Your opportunity to provide your own branding as part of the 'theme' of the room
- One guaranteed place on the judging panel
- Your logo displayed across our entry submission and ticket purchasing portal
- A 30 second promo video played throughout the awards evening
- 2 feature slots in our emails sent out to Heist marketing list - 1 bio and 1 to include content of your choice to promote a product or service
- 3 dedicated social posts - the first to introduce you as a flagship sponsor, the second to promote a service or event of your choosing, and the third to thank you for your support during or following the event

Other opportunities available:

Event guide advert

£1,000

- Your full-page advert or editorial in the event guide given to all attendees
- Your logo and company details displayed on heistawards.com along with link to your site

Event tickets

- Additional seats - £260 per seat
- Additional tables - £2,500 per table

**All prices are exclusive of VAT*



Categories

2023HEISTAWARDS

1. Best Undergraduate Student Recruitment Campaign
2. Best Postgraduate Student Recruitment Campaign
3. Best International Campaign or Initiative
4. Best Use of Content
5. Most Effective Use of Digital or Social
6. Best Brand/Reputation Campaign
7. Best Event Experience
8. Best Widening Participation Initiative
9. Best Use of Data, Insight or Marketing Research
10. Best Community/Business Engagement Campaign or Initiative
11. Best Student or Alumni Engagement Initiative
12. Best Low Budget Initiative (under £15k)
13. Best Prospective Student Journey/Experience
14. Rising Star Award
15. Marketing Team of the Year (*sponsored by Havas Education*)

To be a real part of the 2023 Heist Awards, get in touch with jessica.carrington@havaspeople.com or heistawards@havaspeople.com