

14 September 2015

**2015 ESA EXCELLENCE AWARDS NOW INVITING ENTRIES
FROM ACROSS THE EUROPEAN SPONSORSHIP INDUSTRY**

Submissions for the 9th annual Excellence Awards close on 30th September, with a glittering presentation ceremony taking place at London's Café de Paris on February 11th 2016

The **European Sponsorship Association (ESA)**, the membership body that works to inspire better marketing across rights holders, brands and agencies, is today inviting interested parties to submit their best work in order to be considered for a prestigious ESA Excellence Award.

Now in its ninth year, the ESA Excellence Awards are the only awards to recognise and celebrate the best sponsorships across Europe and reward the outstanding work achieved by sponsorship industry professionals.

Earlier this year, ESA announced that it was overhauling its Awards categories to better reflect the way sponsorships are being conceived and then activated across Europe. The 2015 ESA Excellence Awards will now feature 18 new-look categories across various industry sectors, including music, sport and arts and culture.

The full list of 2015 ESA Excellence Award categories are:

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| 1. ESA Best of Europe Award | 10. Arts & Culture Sponsorship Award |
| 2. B2B Activation Award | 11. Best Use of Social Media |
| 3. Best Use of Hospitality Activation | 12. Sports Sponsorship Award |
| 4. CSR/Community Sponsorship Award | 13. Best Use of Digital |
| 5. Mass Participation Sponsorship or Event Award | 14. Best Use of PR |
| 6. Sponsorship of the Year Award | 15. Rights Holder Achievement Award |
| 7. Media Sponsorship Award | 16. Multi-National Award |
| 8. Employee Engagement Award | 17. Best Use of Insight |
| 9. Live Music Sponsorship or Activation Award | 18. Best Use of Integrated Marketing |

After inviting candidates to submit applications to become a judge for the 2015 Excellence Awards, ESA is delighted to be gathering together a group of industry experts who will review and select the best campaigns according to a strict set of judging criteria.

The deadline to submit an entry for the Awards is 30th September 2015 and the shortlist for each category will be publicly announced in October 2015. The ESA Excellence Award winners will then be revealed at a glittering awards ceremony in central London's Café de Paris on February 11th 2016.

To enter the 2015 ESA Excellence Awards agencies, rights holders and brands should visit <http://sponsorship.org/awards/awards-home/> for the online application forms, and to obtain further details of the Awards process.

Karen Earl, Chairman of the European Sponsorship Association, said:

“For almost a decade now the ESA Excellence Awards has come to represent the industry ‘gold standard’ and it is a great opportunity to celebrate the best-in-class sponsorship projects from across the continent.”

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She continued: “The sponsorship industry goes from strength to strength and the new-look ESA Excellence Awards highlights how we have evolved the initiative to better reflect this progress and change, and so ensure that we remain relevant to the professionals who are producing outstanding work across a vibrant European sponsorship landscape.”

Slingshot MD and ESA Board Member Jackie Fast, who has chaired a team of professionals working within the sponsorship industry to revamp the Awards, commented:

“We now encourage the whole industry to enter their best campaigns for these Awards. There are opportunities for everyone from across Europe to be involved, no matter what the size of the sponsorship budget. The judges will look for creativity, campaigns that have achieved the business objectives, and where there are clearly measured and evaluated results that prove success.

“Winning an ESA Excellence Award provides a valuable marketing platform to showcase your great work and promote your achievements to industry peers, and helps foster new, valuable sponsorship connections. The very best of luck to everyone who enters!”

Further general information about the 2015 ESA Excellence Awards can be found here: <http://sponsorship.org/awards/awards-home/>

Full details of the new Award categories can be viewed here: <http://sponsorship.org/awards/categories>

For information on how to enter the Awards: <http://sponsorship.org/awards/how-to-enter>

To purchase a table for the Awards ceremony, please visit: <https://billetto.co.uk/en/events/esa-excellence-awards> (UK Sterling payments) or <https://billetto.eu/en/events/esa-excellence-awardseu> (Euro payments)

For further information about the Awards, contact the ESA office, Tel +44 (0) 20 8390 3311 or email awards@sponsorship.org

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About the European Sponsorship Association:

The European Sponsorship Association (ESA) exists to inspire, educate and raise standards within the sponsorship and wider marketing industry. As a membership association, ESA's vision is to encourage consumer engagement through effective multi-channel marketing. Its many activities, which include policy, governance and corporate responsibility, education and training, information, networking and the ESA Excellence Awards, all have these goals as their core objectives. ESA's reach encompasses all types of sponsorship activity from sport, broadcast, education, the arts and culture through to environment and the community. Its membership includes sponsors, rights holders, agencies and consultants, professional advisors and suppliers.