

SPONSORSHIP  
PROSPECTUS

e-learning  
awards  
**e!**

2010  
*Celebrating  
e-learning excellence*



# e learning 2010 awards

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## INTRODUCTION

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The E-Learning Awards are organised and presented by **e.learning age**. They were set up to honour the best that e-learning can offer – the programmes, projects, teams, individuals and strategies which have enjoyed the greatest success. We pride ourselves on presenting an Awards scheme that recognises unique and outstanding work and therefore work with independent judges to maintain our impartiality.

**The glittering gala dinner will be held on Thursday 11 November 2010 at a 5 star hotel in central London.**

The E-Learning Awards attract eminent professionals from the learning, development and technology communities and corporate leaders, as well as the vendors, suppliers and teams whose hard work will be recognised.

The E-Learning Awards attracts a vast range of submissions from all over the world. Interest in the awards grew more than 100% in 2009 with entries being made from 15 different countries. Since the Awards evening in November more than 100 organisations have registered their interest in the 2010 Awards. NB This figure was correct as at January 2010.

The sell-out gala evening attracts nearly 450 people from both e-learning vendors and users and many more keep in touch via our website (which attracts almost 40,000 monthly visitors, a figure which rises exponentially during the Awards period) and via Twitter.



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## ABOUT E.LEARNING AGE

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Published 10 times a year, e.learning age is the only magazine focused on learning, development and technology issues, as well as the business and logistics issues posed by e-learning solutions and strategies. Aimed at senior management, learning, HR, training and information technology professionals, it examines how these organisations can develop and sustain their knowledge capital.

Our website attracts almost 40,000 visitors per month, a figure which continues to grow each year. e.learning age is seen as the focal point for e-learning practitioners, buyers and suppliers alike. Visit **[www.elearningage.co.uk](http://www.elearningage.co.uk)**

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## KEY SPONSOR BENEFITS

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There are many levels of sponsorship available and all packages can be tailored to suit your particular needs and we are flexible to ensure that your objectives are fully met. We also welcome ideas that would enhance the relationship for both parties.

By becoming a sponsor you become associated with the most celebrated independent Awards scheme within the e-learning industry and access exceptional benefits and recognition along the way. As well as networking with leading figures and senior professionals in the learning and development community, you will achieve extensive awareness and branding over a prolonged period. Your name and logo will be everywhere:

**On the Website** Your logo will be on the Awards home page and you will have a dedicated page about your organisation with a link to your site. Our website receives almost 40000 visits a month.

**In e.learning age magazine** Your organisation and logo will be in every issue in the lead up to the Awards, every month reaching many thousands of professionals involved in learning, training and development.

**On all promotional material** Your logo will appear on all handouts, leaflets and e-mail campaigns.

**At the Gala Dinner** Your name and logo will be on screen, in the script, on the Award certificates and on the programme and menu.

These are just the key sponsor benefits. See pages 5-7 for the full packages. Remember, all sponsorship packages can be tailored to suit your needs.

# e learning 2010 awards

## WHO ENTERS THE E-LEARNING AWARDS?

The E-Learning Awards attracts a vast range of submissions from all over the world. Interest in the awards grew more than 100% in 2009 with entries received from 15 different countries. Since the Awards evening in November more than 100 organisations have registered their interest in participating in the 2010 Awards\*.



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3M Health Care Ltd	Diageo	NCALT
Accenture	Duke of Edinburgh's Award Scheme	NCSL
Adobe Systems	e2train	Nelson Croom
ALEAS Group Ltd	EdComs	Neusoft Corporation
Angus College	Edvantage Group	NHS 24
Aptech Software Ltd	E-FLI	NHS Blood and Transplant
Ashridge Business School	e-Learning for Healthcare	North West Regional Development Agency
Atlantic Link Ltd	Elearnity	Oracle Education Foundation
Attentiva Ltd	Elevator Learning	Orange
Atticmedia Ltd	Elsevier Ltd	Oxford University Press
Aurion Learning	Emirates	Peak Pacific Ltd
Autoglass	eOrigen.com	Peakdean Interactive
Autonomy E-learning	Epic	Pearson Education
Aviva UK	e-skills UK	Priory Group
AXA UK	essential.genius	Prudential
B & Q plc	Eukleia Training Ltd	Real Projects
Barclays Capital	Family Planning Association	RM Education
BBC	Ford of Europe	Rosetta Stone (UK) Ltd
BDP Learning	ForgeFX	Royal Bank of Scotland
Becta	Glasgow City Council	Royal Botanic Gardens, Kew
Bharat Petroleum Corporation Ltd	GlaxoSmithKline	Royal Caribbean Cruise Line
BMJ Learning	Greater Manchester Police	Royal College of Nursing
BMW (UK) Ltd	Guinti Labs	Royal Navy
Boots	Halifax and Bank of Scotland	Safety Media Ltd
BP Education Services	Hampshire County Council	Saffron Interactive
Brightwave	Hamptons International	Scottish Government
British Airways	Hibernia College	Scottish Power
British Army	Home Retail Group	Screenmedia
British Council	ILX Group plc	Sheffield College
British Library	Information Transfer	Shell International
BT	Inmarkets	Skillsoft
Bupa	Institute of Fundraising	Sky
Cabinet Office	Intellego	snowfish e-Learning
Cable & Wireless	Interactive Services	Social Care Institute for Excellence
Canon	Jigsaw Learning	Sponge UK
Care Management Group	Kineo	St George's, University of London
Caspian Learning	Kirklees Borough Council	SuperConnie Software BV
Cegos	KPMG	TechSmith
Chartered Insurance Institute	KTM Advance	The Creative Engine Ltd
Chartered Management Institute	Learndirect	Toyota
Childcare Company	Learning and Teaching Scotland	Trivantis Corp
Chisholm Roth Group	Learnosity	TVF Communications
CIPD	Legal & General	Unicorn Training
Circle Anglia	Leonard Cheshire Disability	Valuation Office Agency
City & Guilds	Lightbox Education	Venture Simulations Ltd
Cobent Ltd	LINE Communications	Walkgrove
Complinet	Maersk PEX	Wolseley UK
Coventry Building Society	Me Learning	XOR Ltd
DeltaNet International Ltd	Ministry of Justice	Xyleme Inc
Dental Channel	MyKnowledgeMap	
Department for Work and Pensions	Nationwide Education	

\* January 2010

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## AWARDS CATEGORIES

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- Meeting the needs of compliance for an external regulator or an internal workforce
- The best use of mobile learning
- The best use of rapid e-learning content
- The best use of synchronous e-learning
- The best online or distance learning programme
- The best learning game, simulation or virtual environment
- The best use of social media for learning (NEW)
- The most innovative new product or tool in e-learning
- The best e-learning project securing widespread adoption
- Excellence in the production of learning content – Not for Profit Sector
- Excellence in the production of learning content – Public Sector
- Excellence in the production of learning content – Private Sector
- e-learning internal project team of the year
- e-learning development company of the year
- e-learning industry award for outstanding achievement – individual
- e-learning industry award for outstanding achievement – corporate



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## SPONSORSHIP PACKAGES

All packages can be tailored to suit your particular needs and we are flexible to ensure that your objectives are fully met. We also welcome ideas that would enhance the relationship for both parties.



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### HEADLINE SPONSOR

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£12,500

- Prominent editorial mentions in e.learning age magazine.
- Dedicated web page and link to your website on the e.learning age website, which reaches almost 40000 visitors per month.
- Company logo throughout the Awards section of the e.learning age website.
- Logo and credit on all promotional material, including advertisements in e.learning age magazine, direct mail, e-mail campaigns and all awards literature (campaign runs throughout the year).
- Logo and credit on screen, in the script, on the Award certificates and on the programme and menu during the Gala Evening.
- One full colour page advertisement in the Awards issue of e.learning age distributed on the evening and also to the e.learning age circulation.
- One table for ten in a prime location for the Gala Dinner.
- Exclusive access for you and your guests to the Sponsors VIP Champagne Reception.
- Opportunity for company representative to present an award.
- Opportunity to include material (leaflets, gifts etc) in the Awards package given to attendees on the evening (subject to organisers approval)
- Exclusive access to Awards entries case material.
- Preferential rates on list rental prior to the event and for one month after.

Confirmed for 2010



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## CHAMPAGNE RECEPTION SPONSORSHIP

SOLD 

- Credit as champagne reception sponsor on all invitations and tickets.
- Logo on all signage for champagne reception.
- Opportunity to include material (leaflets, gifts etc) in the champagne reception area (subject to organiser's approval).
- Dedicated web page and link to your website on the e.learning age website, which reaches almost 40000 visitors per month.
- Company logo throughout the Awards section of the e.learning age website.
- Logo and credit on all promotional material, including advertisements in e.learning age magazine, direct mail, e-mail campaigns and all awards literature (campaign runs throughout the year).
- Logo and credit on screen, in the script, on the Award certificates and on the programme and menu during the gala evening.
- One table for ten in a prime location for the gala dinner.
- Exclusive access for you and your guests to the sponsors VIP champagne reception.



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## SPONSORSHIP OF AWARDS EVENING TABLES

£7,500

- Credit as evening tables sponsor on all invitations and tickets.
- Opportunity to include a promotional 'gift' or place material (leaflets, gifts etc) on each table (subject to organiser's approval).
- Dedicated web page and link to your website on the e.learning age website, which reaches almost 40000 visitors per month.
- Company logo throughout the Awards section of the e.learning age website.
- Logo and credit on all promotional material, including advertisements in e.learning age magazine, direct mail, e-mail campaigns and all awards literature (campaign runs throughout the year).
- Logo and credit on screen, in the script, on the Award certificates and on the programme and menu during the gala evening.
- One table for ten in a prime location for the gala dinner.
- Exclusive access for you and your guests to the sponsors VIP champagne reception.

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## SPONSORSHIP OF AV AND ENTERTAINMENT

£7,500

- Credit as AV and entertainment sponsor on all invitations and tickets.
- Logo and credit on video highlights package which will appear on our website after the Awards.
- Dedicated web page and link to your website on the e.learning age website, which reaches almost 40000 visitors per month.
- Company logo throughout the Awards section of the e.learning age website.
- Logo and credit on all promotional material, including advertisements in e.learning age magazine, direct mail, e-mail campaigns and all awards literature (campaign runs throughout the year).
- Logo and credit on screen, in the script, on the Award certificates and on the programme and menu during the gala evening.
- One table for ten in a prime location for the gala dinner.
- Exclusive access for you and your guests to the sponsors VIP champagne reception.

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## SPONSORSHIP OF DEPARTING GIFT

£7,500

- Credit as sponsor of departing gift on all invitations and tickets.
- Opportunity to place a promotional gift and one piece of promotional literature in a gift bag given to all guests (subject to organiser's approval)
- Dedicated web page and link to your website on the e.learning age website, which reaches almost 40000 visitors per month.
- Company logo throughout the Awards section of the e.learning age website.
- Logo and credit on all promotional material, including advertisements in e.learning age magazine, direct mail, e-mail campaigns and all awards literature (campaign runs throughout the year).
- Logo and credit on screen, in the script, on the Award certificates and on the programme and menu during the gala evening.
- One table for ten in a prime location for the gala dinner.
- Exclusive access for you and your guests to the sponsors VIP champagne reception.

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## EXCLUSIVE SPONSORSHIP OF MENU AND AWARDS PROGRAMME

£5,000

- Credit as sponsor of menu and programme on all invitations and tickets.
- Dedicated web page and link to your website on the e.learning age website, which reaches almost 40000 visitors per month.
- Company logo throughout the Awards section of the e.learning age website.
- Logo and credit on all promotional material, including advertisements in e.learning age magazine, direct mail, e-mail campaigns and all awards literature (campaign runs throughout the year).
- Logo and credit on screen, in the script, on the Award certificates and on the programme and menu during the gala evening.

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## 2009 E-LEARNING AWARD WINNERS

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- Atticmedia in partnership with learndirect
- Autonomy E-learning
- Aviva UK - Commercial Propositions Team
- Learning Innovations, AXA UK
- BBC Academy
- BBC World Service Trust - ZigZag Academy
- Boots UK
- Brightwave
- Caspian Learning for the UK Navy Maritime Warfare School
- Caspian Learning for Thinking Worlds
- E-FLI
- DH e-Learning for Healthcare – e-Learning Anaesthesia
- The British Army in partnership with Epic
- essential.genius
- Family Planning Association and Aurion Learning
- Lloyds Banking Group
- Hibernia College, Higher Diploma in Arts in Primary Education
- Hibernia College
- Information Transfer and Care Management Group
- Inmarkets and Aviva
- Canon & Kineo
- Learnosity Voice
- Legal & General
- Piers Lea - LINE Communications
- LINE Communications and Ford of Europe
- Nelson Croom
- NHS 24
- Kishor Mistry - Peak Pacific
- Royal Bank of Scotland
- Royal College of Nursing – Learning Zone
- St George's, University of London
- SuperConnie Software BV
- The Dental Channel
- Unicorn Training
- Venture Simulations



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## CONTACT

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Please contact Gemma Horsell ([gemmah@bizmedia.co.uk](mailto:gemmah@bizmedia.co.uk)) on 0118 960 2820 to discuss sponsorship packages further.