



## Big Chips 2017

Thursday 15<sup>th</sup> June 2017

The Hilton Hotel, Manchester

7pm 'til late

### Event Overview

The Big Chip awards is a celebration of digital and technology excellence in the north of England. Now the UK's longest-running industry awards, the Big Chips are far and away the biggest outside London and perhaps the best known and loved of any.

The Big Chip Awards is organised by not-for-profit trade association Manchester Digital, working with like-minded partners such as Creative Sheffield, Digital Union in the North East, Ignite Accelerator, and Tech North and media partners Trinity Mirror and Business Cloud.

The Big Chip Awards hold a mirror up to the digital and technology industries in the North, reflecting the breadth and depth of excellence from all parts of the sector. For the 2017 event, as ever keeping pace with the fast moving industry, the Big Chips are introducing new categories, which highlight the industry change and evolution.

## Engagement

The Big Chip Awards reach over 30,000 individuals via the Big Chip's own network and through Manchester Digital and supporting partner networks.

The awards receive upwards of 300 entries each year and at the event itself, there are approximately 450 attendees. The audience is made up of those working in, or in partnership with the digital and technology sectors including ecommerce, mobile, software, infrastructure, digital marketing, innovation and start-ups, together with corporate and public sector clients.

Your brand will receive the additional benefit of promotion through the programme of roadshows, which take place in major cities across the North. The roadshows bring Big Chips into contact with approximately 500 additional businesses

## The Award categories

- Digital Marketing and Branding
- Best Use of Search
- Best Mobile Application
- Best Game
- Best use of Digital Design
- Best Use of Animation - **SOLD**
- Best User Experience - **SOLD**
- Best B2C business Project
- Best B2B business Project - **SOLD**
- Best Public Sector Project
- Best Tech for Good Project
- Big Chip IoT Impact Award - **SOLD**
- Most Innovative Application of Technology - **SOLD**
- Big Chip Transformation Award - **SOLD**
- Best Start Up - **SOLD**
- Best Freelancer / Micro Enterprise
- Little Chip Student Award
- Little Chip Placement or Apprentice Award – **SOLD**
- Big Chip Leadership Award - **SOLD**
- Big Chip Digital Business - **SOLD**
- Anthony Wilson
- Grand Prix - **SOLD**

## Sponsorship Opportunities

### Headline Sponsorship Package

#### POA

- **Opportunity to give a welcome speech to guests on the awards evening**
- **Opportunity to welcome guests at Big Chip launch event (early 2017)**
- **20 priority seated tickets to the awards evening (2 x tables of 10)**
- **An opportunity to present 2 awards on the night (categories TBC)**
- **Quote in the press releases from headline sponsor**
- **Opportunity to provide expert blogs and content on the Big Chip website, on topics such as innovation, transformation, state of the industry and more.**
- Full page advert in the event brochure
- Full page 'welcome' in the event brochure
- Sponsor profile in the event brochure
- Social media mentions across all channels (Facebook, LinkedIn and Twitter) on both the Big Chip Awards and Manchester Digital accounts
- Your logo and a tracked link back to your website on all email communications (from both Big Chips and Manchester Digital)
- Designated as the title / headline sponsor and accredited in all event literature online and offline
- Designated as the sponsor of the champagne drinks reception held at the beginning of the awards evening
- Premium placement for company logo on all literature, including front page of the event brochure
- Organisation named as sponsor on category pages of website, alongside logo
- Your logo showcased throughout the awards evening on presentation slides and photo board
- Prominent positioning of your logo on the Big Chip website

## Category Sponsorship Package

**£3,000 + VAT**

- **10 priority seated tickets to the awards evening (1 x table of 10)**
- **Opportunity to attend Big Chip launch event (early 2017)**
- **An opportunity to present category award on the night (categories TBC)**
- **Opportunity to provide expert blogs and content on the Big Chip website, on topics such as innovation, transformation, state of the industry and more.**
- Full page advert in the event brochure
- Sponsor profile in the event brochure
- Designated as a category sponsor and accredited in all event literature online and offline
- Social media mentions across all channels (Facebook, LinkedIn and Twitter) on both the Big Chip Awards and Manchester Digital accounts
- Your logo and a tracked link back to your website on all email communications (from both Big Chips and Manchester Digital)
- Prominent positioning of company logo on all literature
- Organisation named as sponsor on category pages of website, alongside logo
- Your logo showcased throughout the awards evening on presentation slides and photo board

## Aftershow party Sponsorship Package

**£2,000 + VAT**

- **5 priority seated tickets to the awards evening**
- **Opportunity to attend Big Chip launch event (early 2017)**
- Full page advert in the event brochure
- Sponsor profile in the event brochure
- Designated as an associate sponsor of the after show party of the awards and accredited in all event literature online and offline
- Prominent positioning of your logo on the Big Chip Website with a dedicated page
- Social media mentions across all channels (Facebook, LinkedIn and Twitter) on both the Big Chip Awards and Manchester Digital accounts
- Your logo and a tracked link back to your website on all email communications (from both Big Chips and Manchester Digital)
- Your company logo on all literature
- Your logo showcased throughout the awards evening on presentation slides and photo board

**Bespoke sponsorship packages can be created on request.**

## PR & Media Coverage

The Big Chip Awards generate significant media coverage of the highest quality and the profile of the awards grows year on year. In 2016, The Big Chips received 38 pieces of coverage, up from 28 in 2014 and 36 in 2015.

Website traffic in 2016 also increased (year on year comparison):

- Total users up 21%
- Organic users up 50% year on year in same time period
- Organic sessions up 66%

Big Chip is partnered with Trinity Mirror who promote the awards online and in several of their Northern publications:

- Manchester Evening News
- The Journal in Newcastle
- Liverpool Echo
- Greater Manchester Business Week

The awards are so well respected; they've also received national coverage in the following places:

- Guardian.co.uk
- Wired.co.uk
- The Drum

Big Chip is also partnered with Business Cloud for the first time in 2017.

The awards also receive a huge amount of coverage on social media platforms, through our own networks and through the networks of our partners based around the North including Creative Sheffield, Digital Union, Tech North and Leeds Digital.

### **For further information, please contact:**

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