



Big Chip 2018

Thursday 4th July 2018

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 2018 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

- Best Digital Marketing and Branding Campaign
- Best Use of Search
- Best Mobile Application
- Best Game
- Big Chip Creative impact Award
- Best use of Digital Design

- Best Use of Animation
- Best User Experience
- Best B2C Project
- Best B2B Project
- Best Tech for Good Project
- Big Chip IoT Impact Award
- Most Innovative Application of Technology
- Best Application of Machine Learning
- Big Chip Transformation Award
- Best Start Up
- Best Freelancer / Micro Enterprise
- Little Chip Student Award
- Little Chip Placement or Apprentice Award
- Big Chip Leadership Award **SOLD**
- Big Chip Digital Business **SOLD**
- Anthony Wilson **SOLD**
- Grand Prix **SOLD**
- Big Chip Lifetime Achievement Award **SOLD**

Sponsorship Opportunities

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 2018)
- 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.
- 1/2 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 2018)
- 1/2 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

To enquire or secure sponsorship packages please contact helen@manchesterdigital.com