

The UK Sponsorship Database

The premier online database of UK sponsorship opportunities

Banner advertising rate card and media pack 2016

The screenshot displays the UK Sponsorship Database website. At the top, there are navigation tabs for 'Arts Sponsorship Database', 'Charitable Sponsorship Database', 'Education Sponsorship Database', 'Media Sponsorship Database', 'Sport Sponsorship Database', and 'Other Sponsorship Database'. Below these, there are sections for 'Sponsors', 'Seekers', and 'UK sponsorship newsreel'. The 'Sponsors' section includes social media icons for Twitter, Facebook, and LinkedIn, and a 'Get Listed' button. The 'Seekers' section features a 'Get Listed' button and a 'Get Listed' button. The 'UK sponsorship newsreel' section has a search bar and a 'Search' button. The main content area is titled 'Latest UK sponsorship opportunities' and lists several opportunities with dates and brief descriptions. For example, '12th June, 2014: Wealdstone FC promote the benefits of an association with a winning football club that has immense potential ...'. Other opportunities include '8th June, 2014: London Lions Basketball Club can offer sponsors TV coverage and the highest level of outreach across all of London ...', '4th June, 2014: Olympian trained Alice Hurley's dressage skills represent a huge opportunity for sponsors in the international arena ...', '3rd June, 2014: Caribbean Venture seeks sponsors who would like to channel their investments into this innovative TV project ...', '2nd June, 2014: Now is the moving moment in time to explore this opportunity for sponsor artist Elaine Robinson ...', '2nd June, 2014: The International Marine Conservation Congress offers the ideal environment for science-based ...', and '29th May, 2014: Sponsors of top flight club Birmingham Bluenoses, Speedway will be on track for major TV and press exposure ...'. There is also a 'RELEASE TEMPLATE' section with a 'Demo' button and a 'More sponsorship opportunities' button. The right sidebar features a 'UK sponsorship newsreel' section with a search bar and a 'Search' button, and a 'UK sponsorship newsreel' section with a search bar and a 'Search' button. The bottom of the page has a 'SPONSORSHIP SHOWCASE' section with a 'View a sponsor' button and a 'View a sponsor' button.

The UK Sponsorship Database offers advertisers a means of reaching a broad cross-section of an industry sector that is otherwise difficult to target without wastage.

The sponsorship industry is large and highly segmented. As far as decision-making is concerned, in many instances clients are in the market for quite a short time.

Our website provides timely, across-the-board ("horizontal") coverage as well as the ability to target specific ("vertical") sub-sectors.

www.uksponsorship.com

Site content

The site's two primary roles are to provide details of [sponsorship opportunities](#) and also [sponsorship news updates](#).

But many other types of information are also available, including a large database of [suppliers](#), a [campaign cost calculator](#) and a range of [sponsorship advice features](#).

SCALA[©]
Sponsorship Cost And Leveraging Assistant

This calculator is intended to provide a checklist of items and associated costs that may need to be budgeted for when planning and implementing sponsorship activity. We believe the list covers most (if not all) of the possible items to be considered in the planning of a campaign, though clearly each sponsorship is different and many of the items listed will not be applicable to individual campaigns.

To use the SCALA calculator, simply type in the cost of each element and when complete click the 'Total' button.

Notes: please omit the currency symbol; don't use commas when entering amounts - eg use 1234 rather than 1,234.

Sponsorship opportunities

£

£

Sponsorship

£

Leveraging (cost)

1. Event management

How to find and attract sponsors - three golden rules

There is no magic "one size fits all" solution to the problem of finding and attracting sponsors. And, of course, finding them is one thing - a sponsor is something altogether

Customer Contact Strategy
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Develop Your Contact Strategy - Expert Contact Centre Consultants

Michael Owen unveils 3D Rio artwork for World Cup sponsor Coca-Cola

On behalf of Coca-Cola, former England international Michael Owen unveiled a giant, interactive football-inspired 3D street artwork in Canary Wharf today, designed to transport fans straight from the River Thames to Rio de Janeiro's iconic cityscape.

The dramatic artwork marks the launch of Coca-Cola's new [Win A Ball](#) promotion, which will see up to one million Coca-Cola footballs up for grabs this summer to inspire people

Recent news

4th June, 2014
The Royal Highland Show

Site traffic

This page provides the latest available figures for net and gross visits to **The UK Sponsorship Database**.

Month	Unique visitors	Number of visits	Pages	Hits
Jan 2016	17627	54416	364601	1324198
Feb 2016	16904	47506	349756	1370936
Mar 2016	16559	45637	403024	1378787
Apr 2016	15783	45262	500346	1370794
May 2016	15500	44970	327138	1070099
Jun 2016	17196	46094	326750	1074989

Day	Number of visits	Pages	Hits
01 Jun 2016	1465	11219	36264
02 Jun 2016	1418	10184	34382
03 Jun 2016	1365	10092	33917
04 Jun 2016	1153	8959	22116
05 Jun 2016	1153	10638	25062
06 Jun 2016	1523	12003	37290
07 Jun 2016	1376	10226	36681
08 Jun 2016	1523	11971	41136
09 Jun 2016	1524	11292	39701
10 Jun 2016	1613	10409	35873
11 Jun 2016	1386	11598	27102
12 Jun 2016	1507	10526	34460
13 Jun 2016	1731	10773	40598
14 Jun 2016	1710	11067	48664
15 Jun 2016	1600	11743	44910
16 Jun 2016	1559	10555	37883
17 Jun 2016	1578	11877	36400
18 Jun 2016	1494	12717	29211
19 Jun 2016	1374	10232	30535
20 Jun 2016	1371	10786	39965
21 Jun 2016	1588	11212	38479
22 Jun 2016	1653	11175	38832
23 Jun 2016	1600	9857	36688
24 Jun 2016	2501	11771	31732
25 Jun 2016	1374	11737	27580
26 Jun 2016	1394	9771	29468
27 Jun 2016	1745	11604	43939
28 Jun 2016	1557	11132	37250
29 Jun 2016	1675	9387	40750
30 Jun 2016	1584	10237	38121
Average	1536.47	10891.67	35832.97
Total	46094	326750	1074989

Banner advertising rate card

Leaderboard

- 728px wide x 90x deep

Home page: £150.00 per month

News page: £90.00 per month total
for 3 x banners on news pages in
specified month

Other positions: subject to
availability/negotiation

MPUs

- eg 360px wide x 250px deep,
300px wide x 250px deep, etc.

Home page: £150.00 per month

News page: £90.00 per month total

Other shapes/positions: subject to
availability/negotiation

Skyscrapers

- eg 160px wide x 600px deep,
120px wide x 600px deep, etc.

As MPUs, but many positions
available at lower cost (please
enquire)

Standard banner

- 468px wide x 60px deep

As MPUs, but many positions
available at lower cost (please
enquire)

Other sizes

eg half vertical banner,
buttons, etc. - please enquire
for full details

Agency commission: 15%

Getting listed

If you or your organisation are seeking sponsorship and would like to have your details included in our listings pages, just **find and click** this button on our website (for instance, near the top of our home page):



Contact details

To discuss your advertising requirements, please contact

Richard Fox

on **01354 696961**

+ 44 (1) 354 696961

Email: **rf@uksponsorship.com**

Technical specifications

Please ensure that you provide the following information:

- the **URL** to which your advertisement should be linked (if a link is required);
- a **contact name/number** for technical queries;
- **alt text** - text to appear in place of your advertisement for old browsers or if graphics are turned off.

We can accept advertisements via a URL reference or via e-mail as an attachment.

Copy dates

Copy instructions and material are normally required **five working days** before the appearance of the ad.

This period may be shorter by arrangement.

In the case of advertisements where we work with you to develop more complex ads., copy date will be flexible.

Banner specifications

uksponsorship.com Ltd accepts most standard banner sizes.

(We reserve the right to reject banners on the grounds of file size, unacceptable copy, excessive download time, interference with the overall coding of our site (eg with alignment controls), etc.)

Standard banners - top and bottom of page

Pixel size: 468 wide by 60 high (max. 20 kbs)

Half banners

Pixel size: 234 wide by 60 high (max. 15 kbs)

Preferred file types: GIF, GIF89A, JPEG, JAVA, HTML

Animated banners: No restrictions on looping

Please remember that the maximum length for a URL is **256 characters**

- We do not accept banners
 1. that require the user to have a particular plug-in, or
 2. with sound.
- If an ad. banner sends cookies, this must not disrupt display of graphics or text, including cases in which the client browser rejects the cookie/certificate.

Externally-served advertisements must take no longer than 5 seconds to download.

Where forms are included, the **GET** method of transmission must be used to allow for tracking.

In the case of **video banners**, please provide both an object declaration for the video banner and a standard ad. banner. The serving of the video banner will be the client's responsibility.

Terms and conditions

1. Definitions

- (a) "**The Company**" means uksponsorship.com Ltd, owners of **The Website**.
- (b) "**The Advertiser**" means a person, firm, company or organisation making a booking, otherwise than through an **Advertising Agent** or **Advertising Agency**.
- (c) "**Advertising Agent**" or "**Advertising Agency**" means a person, firm, company or organisation which carries on the business involved in selecting and buying advertising space on internet websites.
- (d) "**The Buyer**" means a person, firm, company or organisation which is principal in a transaction in which advertising space or a **Listing** on **The Website** is purchased from **The Company** and including its successors or assigns.
- (e) "**Listing**" means either a free or paid-for entry in the lists of sponsorship opportunities or in that part of **The Website** which is called "Sponsorship Showcase".
- (f) "**Advertising Copy**" means advertising material or material for use as a **Listing** on **The Website**, whether in printed or electronic form.
- (g) "**Copy Date**" means the latest date by which **Advertising Copy** or material for a **Listing** must be received by **The Company** in connection with a booking.
- (h) "**Working Day**" means Monday to Friday inclusive in each week, with the exception of any Bank Holiday or Public Holiday.
- (i) "**The Website**" may mean (subject to agreement with **The Buyer**) either or both of the internet websites whose home pages is/are located at the URL www.uksponsorship.com and at the URL www.sponsorscape.com.
- (j) "**The User**" means a person visiting the site and viewing a page or pages within it.

2. Acceptance of Terms and Conditions

The viewing by **The User** of three or more pages within **The Website** shall be deemed an acceptance of these terms and conditions by **The User**. The placing of an order with **The Company** by **The Buyer** shall be deemed an acceptance of these terms and conditions by **The Buyer**.

3. Copy Date and acceptance of advertisements

Advertising Copy and material for **Listings** must be delivered not less than 5 **Working Days** before the scheduled start date of the publication of the advertisement or **Listing** on **The Website**. If **Advertising Copy** or material for **Listings** is delivered later than the **Copy Date**, **The Company** will be under no obligation to refund any part of the cost of the booking, even if the **Advertising Copy** or material for **Listings** arrives later than the end date of the booking. **The Company** reserves the right at its absolute discretion to omit, decline, suspend or change the position of any advertisement which it accepts for publication. **The Company** reserves the right to require **Advertising Copy** or material for **Listings** to be amended to meet its approval or the approval of legal or other regulatory authorities or statute. **The Company** may decline to publish any advertisements received without giving any reason for doing so, but **The Buyer** shall not be liable to pay for the advertisement. Where links from a **Listing** or banner advertisement are deemed to be adversely affecting **The Website**'s position on search engines, **The Company** may at its discretion cancel the booking and refund all or part of the cost of such booking, proportional to the percentage of the display period agreed and elapsed for the booking.

4. Checking of advertisements and Listings

It is **The Buyer**'s responsibility to check the accuracy of the advertisement or **Listing** as displayed on **The Website**.

5. Warranties and Undertakings

Whilst **The Company** takes every care to ensure the accuracy of the content of **The Website** and the integrity of the organisations and companies listed, all details provided herein are offered in good faith only and **The Company** accepts no liability for any claim or actual loss arising out of use made of information and/or advertisements contained within this internet site, its associated newsletter(s) or any other of its associated publications by **The User**. **The Company** makes no warranty that any advertisement or **Listing** booked to appear on **The Website** will deliver any specific benefit to **The Buyer** or **The Advertiser**, whether in terms of audience, 'click-throughs', sales, awareness, profits or any other material or non-material effect. **The Buyer** warrants that no **Advertising Copy** or materials for **Listings** supplied for publication on **The Website** will breach any trademark, copyright, patent, license rights or any other rights of any third party or be defamatory. **The Buyer** warrants that nothing contained in the **Advertising Copy** supplied in connection with a booking will infringe UK data protection legislation. **The Buyer** will ensure that none of the electronic media (eg disks or hardware) containing the **Advertising Copy** or materials for **Listings** is or has been affected by any virus or harmful contaminant or malfunction. **The Buyer** will keep **The Company** indemnified against all actions, proceedings, liabilities and costs arising whether directly or indirectly from the publication or handling by **The Company** of any **Advertising Copy** or material for a **Listing** or **Listings** supplied by **The Buyer** or his

successors or assigns. **The Company** may remove or omit any **Listings** which are clearly out of date or where it believes the listing contains information which is clearly erroneous and/or misleading.

6. Advertising agencies and commissions

If **The Buyer** is an **Advertising Agent** or **Advertising Agency**, **The Buyer** shall be deemed to contract with **The Company** as principal and will be responsible for the payment of all accounts and will have full authority over all bookings made and approval or amendment of **Advertising Copy** or material for **Listings**. Agency commission (as a discount from the gross rate agreed at the time of booking) of 15% on advertisements will be payable to all Advertising Agencies recognised as such by **The Company**, at the discretion of **The Company**. Agency commission will not be paid in connection with **Listings**.

7. Liability for loss

Whilst **The Company** will endeavour to take every care in the handling, transmission, recording, delivery and processing of **Advertising Copy**, material for **Listings** and any other material supplied, **The Company** cannot accept liability arising out of any loss, damage or delay thereof, whether the **Advertising Copy**, material for **Listings** or other material has been received by **The Company** or not. **The Company** cannot accept liability for any damages or losses, including loss of business, profits or revenue, arising out of the use of, the intermittent appearance of, the changed layout of, the technical malfunction of, or the inability to access, **The Website**. **The Company** makes no warranty that **The Website** or any websites to which it is linked is or are free from computer viruses or other malicious computer programs. **The Company** shall not be liable for any losses sustained by **The Buyer** caused by the presence on **The Website** of material, links or links to material, created by any third party.

8. Advertisement rates and rates for Listings

Advertisement rates are subject to increase at any time. In the event of an increase, **The Buyer** will have the option to cancel without a surcharge or continue at the new rates. **The Company** may from time to time make special charges for certain types of advertisements.

Prices charged for Gold and Platinum **Listings** are one-off costs. If rates for **Listings** are increased, such new rates will not apply to **Listings** already booked. Any sponsorship opportunity **Listings** or **Sponsorship Showcase Listings** included as free bookings prior to the levy of Gold and Platinum rates may remain as free bookings until otherwise classified, at the discretion of **The Company**. In the event that **The Company** determines that payment will be required for **Listings** or **Sponsorship Showcase Listings** included as free bookings prior to the levy of Gold and Platinum rates, the free entries will be deleted, save only that **The Buyer** will be offered the option to book at the existing rates. **The Company** reserves the right at its sole discretion to change the layout, order, format and sequence of **Listings** on **The Website** and **The Buyer** accepts that in the event that such layout, order, format and sequence is or are changed, no rebate of payment(s) made will be due.

9. Cancellation of advertisements

Any booking may be cancelled by **The Buyer** or **The Company** provided that cancellation is received in writing not less than ten **Working Days** prior to the first publication date booked for the advertisement.

10. Accounts

Credit is granted at the discretion of **The Company**. Where credit terms are agreed, payment for advertisements shall be due monthly, on or before the 10th of the month following the appearance of the advertisement. Payment for Gold and Platinum sponsorship opportunity **Listings** shall become due 14 days after the appearance of the **Listings**. In the event of late payment, **The Company** shall have the option to impose interest payments amounting to a surcharge of 4% per above Base Rate accruing from day to day, both before and after judgement. Payment for all **Listings** shall be due in advance of appearance of the **Listing**.

11. Change of terms and conditions.

The Company may make changes to these terms and conditions at any time, but will post notice of such changes to **The Website** and will on request make available a copy of the new terms and conditions to **The Buyer**.

12. Jurisdiction

The contract which is embodied in these terms and conditions shall be governed by the law of England and the parties to it hereby submit to the exclusive jurisdiction of the English courts.