

The
PIEoneer
Awards
2020

Celebrating innovation and achievement
in international education

Sponsorship opportunities at The PIEoneer Awards 2020



The PIEoneer Awards celebrate innovation and achievement across the international education industry globally, and will be running for the fourth time in 2020. No other awards in our sector has the same global reach or impact as the PIEoneers. We have received overwhelmingly positive feedback from people who have been involved with the awards over the past three years – entrants, winners, judges, sponsors, and attendees.

The awards have grown significantly year on year. In 2017 we had 250 guests, 350 in 2018 and 445 in 2019. In 2020, we are expecting 500.

When: Friday 11th September 2020

Where: Guildhall, London

Why: A chance to network with fellow professionals in international education from around the world and honour those achieving and innovating in the industry. It is also a great corporate hospitality and team-building opportunity.

Held just before the EAIE Conference in Barcelona, you can arrange your travel to spend some time in London before heading to Spain.

Full coverage of the awards will feature on www.thepienews.com, accessed by an average of 78K unique users each month; in our magazine The PIE Review, which is distributed globally at key industry events; and via our social media platforms – we currently have 55K followers.

This is your chance to be associated with The PIE's highly-engaged, global audience.

Sponsorship packages



Gold sponsor: £20,000

- Opportunity to give a short speech at the awards ceremony
- Complimentary table (12 seats)
- Facilitated introductions
- Logo featured prominently on event website
- Logo on all pre-and post-event communications, covering a 12-month period
- Logo on digital screens at the event
- Logo on menu
- Logo made into moving gobo and visible in the Great Hall during dinner
- 1 x double page ad in awards booklet (inside front cover)
- 2 x full page ads in The PIE Review magazine September and November editions (total value £5,040)
- 1 x top banner on The PIE Weekly, sent to 19K subscribers (value £1,395)
- Access to official event photographs
- Company membership of our members' club, The PIE Insider (value £999)



Silver sponsor: 2 packages available £15,000

- Logo featured prominently on event website
- Logo on all pre-and post-event communications
- Logo on digital screens at the event
- Logo on menu
- Logo made into moving gobo and visible in the Great Hall during dinner
- 4 x free tickets
- 1 x full page ad in awards booklet
- 1 x full page ad in The PIE Review magazine November 2020 edition (value £2,520)
- Opportunity to present an award on stage

Sponsorship packages



Bronze sponsor:
4 packages available
£8,000

- Logo featured prominently on event website
- Logo on all pre-and post-event communications
- Logo on digital screens at the event
- Logo on menu
- 2 x free tickets
- ½ page ad in awards booklet
- ½ page ad in The PIE Review November 2020 edition

Photo booth:
£7,500

- Logo on event website
- Branded photo pod featuring your company's logo
- Your logo on all photos printed
- Logo on backdrop used for photos
- 2 x free tickets
- ½ page ad in awards booklet



After-party package:
£9,500
Or available to split between
two companies at £4,750 each

- Logo on event website
- Logo on all pre-and post-event communications
- Logo on digital screens at the events
- Logo featured on step and repeat banner, used at the after-party
- Logo made into a moving gobo and visible throughout the after-party
- 1/2 page ad in The PIE Review November 2020 edition
- 4 x free tickets
- Full page ad in awards booklet
- ½ page ad in The PIE Review November 2020 edition

Drinks reception:
£6,000
Or available to split between
two companies at £3,000 each

- Logo on event website
- Logo made into a moving gobo and visible throughout the drinks reception
- 2 x free tickets
- 1/2 page ad in awards booklet

Sponsorship packages



Category sponsors: £4,500

- Logo on event website
- Logo on digital screen on stage when award is presented
- Logo in awards booklet next to award being sponsored
- Opportunity to present the award to the winner on stage
- 1 x free ticket

- 1) Accommodation provider of the year
- 2) Association of the year
- 3) Championing diversity award
- 4) Digital innovation of the year – Learning
- 5) Digital innovation of the year - Technology
- 6) Education agency of the year
- 7) International alumni of the year
- 8) Language educator of the year
- 9) Marketing campaign of the year
- 10) Outstanding contribution to the industry
- 11) PIONEER of the year
- 12) Progressive education delivery award
- 13) Public/private partnership of the year
- 14) Real life learning award
- 15) Secondary learning international impact award
- 16) Student support award
- 17) Sustainability impact award

Table sponsor: £2,750

- Logo on event website
- Logo on all table numbers at the event
- 1/2 page ad in awards booklet
- 1 free ticket
- 1 x middle banner on The PIE Weekly, currently sent to 19K subscribers

Testimonials



“What an inspiring night #PIEoneers19 was! Hundreds of international education professionals gathered together to recognize excellence in our field. It was great to connect with old friends, make new ones, and celebrate all finalists and winners.”

Isaac Garcia-Sitton, Director, International Education and English Language Institute (YUELI), York University

“The PIEoneer Awards are the international education industry’s equivalent of the Oscars.”

Paul Irwin, General Manager Partnerships and Marketing, Education New Zealand



“Thank to The PIE for running the awards. The room on the night was full of people running amazing processes for the wider good of humanity and not themselves. Spectacular and exhilarating.”

Bill Russell, Associate Dean Internationalisation and Global Engagement, School of Business, University of Dundee

“Thank you for such a superb Awards evening, to celebrate the diversity of innovative skills & talent in global education. #PIEoneers19 - you’re an impressive team. Well done!”

Colin Bell, CEO, COBIS

“On behalf of the team, thank you so much for such an incredible event last night! It was a stunning venue but even more special was the atmosphere with colleagues from all corners of the world.”

Katie Duncan, Head of Communications, IDP Connect

Further information



Why should you decide to become a sponsor?

- Like us, you'd like to become involved in an event which celebrates what's best about international education for our globally engaged audience
- You're keen for your brand to be allied with The PIE News – a global, independent media brand accessed by 3 million stakeholders since we launched in 2011
- Unique cross-section of stakeholders and thought leaders from higher education, commercial education, language teaching, education agencies, professional services and government bodies
- Invaluable corporate entertainment/team-building: bring your team to find out first-hand about the nominees finalists and their achievements
- Associate your brand with integrity and excellence
- Long-term brand awareness via ongoing photos, social media reach and PIE media resources



Contact

For more information and to book your sponsorship package, contact contact Jane on jane@thepienews.com or +44 (0)7734 939549