

The  
**PIE**oneer  
Awards  
2019

Celebrating innovation and achievement  
in international education

## Sponsorship opportunities for The PIEoneer Awards 2019



Building on the success of The PIEoneer Awards held in 2017 and 2018, The PIE News team is delighted the awards have now become a fixture in the international education calendar and are running the awards again in 2019. The awards celebrate innovation and achievement in the international education industry globally.

**When:** Thursday 19th September

**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 Helsinki, we are expecting a global audience of 450 people for a night to be remembered.

Full coverage of the awards will feature on [www.thepienews.com](http://www.thepienews.com), accessed by 60K unique users each month; in our magazine, The PIE Review, which is distributed globally; and via our social media platforms – we have over 50K followers.

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

2018 sponsors are given first refusal on what they sponsored previously. Other sponsorship packages are available on a first come, first served basis.

## Sponsorship packages



### Gold sponsor: £25,000

- Opportunity to give a short speech at the awards ceremony
- Complimentary table (10 seats)
- Facilitated introductions
- Logo featured prominently on event website
- Logo featured prominently on all pre-and post-event communications, covering a 12-month period
- Logo on digital screens at the event
- Logo on menu
- 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, currently sent to 17K subscribers (total value £1,395)
- Access to official event photographs

### Silver sponsor: 2 packages available £14,500

- Logo featured prominently on event website
- Logo on all pre-and post-event communications
- Logo on digital screens at the event
- Logo on menu
- 4 x free tickets
- 1 x full page ad in awards booklet
- Full page ad in The PIE Review magazine November 2019 edition
- Opportunity to present an award on stage



**Bronze sponsor:  
4 packages available  
£7,500**

- Logo 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
- 1/2 page ad in awards booklet
- 1/2 page ad in The PIE Review November 2019 edition

**Photo booth:  
£7,000**

- Logo on event website
- Branded photo pod featuring your company's logo, in use during drinks reception and after-party
- Your logo on all photos printed
- Logo on backdrop used for photos
- 2 x free tickets
- 1/2 page ad in awards booklet



**After party package:  
£9,000  
Or available to split  
between two companies  
at £4,500 each**

- Logo on event website
- Logo on all pre-and post-event communications
- Logo on digital screens at the after-party
- Logo featured prominently on step and repeat banner, used as a photo wall backdrop at after party
- 4 x free tickets
- 1/2 page ad in The PIE Review November 2019 edition
- Full page ad in awards booklet

## Sponsorship packages



### Drinks reception: £5,500

- Logo on event website
- Logo on large screen on show during drinks reception
- 2 x free tickets
- 1/2 page ad in awards booklet

### Award sponsors: £4,000

- Logo on event website
- Logo on digital screen behind the 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) PIEoneer of the year
- 2) Outstanding contribution to the industry
- 3) Marketing campaign of the year
- 4) Student support award
- 5) Accommodation provider of the year
- 6) Education agency of the year award
- 7) Championing diversity award
- 8) Progressive education delivery award
- 9) International alumni of the year
- 10) Association of the year
- 11) Language educator of the year
- 12) Real life learning award
- 13) Public/private partnership of the year
- 14) Digital innovation – learning
- 15) Digital innovation – technology
- 16) K-12 international impact award

## Testimonials



*“Great to see The PIEoneer Awards going from strength to strength. We need to celebrate the global nature of our sector through action not just words. Great to find so many colleagues from overseas at the event, on the judging panel and up for awards - keeping it real, staying connected!”*

*David Pilsbury, Deputy Vice Chancellor, Coventry University*

*“Spectacular event. Really appreciated the chance to be part of it. Everywhere I turned there were interesting people and fabulous conversations to have. Congrats to The PIE team for pulling it off flawlessly.”*

*Nicolle Merrill, Founder, GlobalMe School*

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

*Paul Irwin, General Manager Student Marketing, Education New Zealand*

*“An amazing evening spent with a delightful variety of sector-leading professionals – well done once again to The PIE and to all the Award recipients and the equally talented nominees – see you in 2019.”*

*David Staley, Head of Global Engagement, UVIC Ltd*

*“Excellent event! Congrats to the whole PIE team!”*

*Edwin van Rest, CEO, StudyPortals*

*“Quick note to say how much I enjoyed your PIEoneer awards last Friday. Great mix of people and great atmosphere. Looks set to be a real fixture on the annual events calendar!”*

*David Brown, Group President, Oxford International Education Group*



Professionals in International Education

## 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 and independent media brand accessed by 2.3 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 Mel on [melissa@thepienews.com](mailto:melissa@thepienews.com) or call her on +44 (0)203 535 0872.



Professionals in International Education

All prices are exclusive of VAT and are correct as at date of publication – January 2019