



# BESMA

The British Excellence in Sales & Marketing Awards

## ★ Sponsorship opportunities



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The British Excellence in Sales & Marketing Awards (BESMA) represents the UK's highest level of recognition for outstanding sales achievement.

Organised by The Institute of Sales & Marketing Management, BESMA is the benchmark standard in its field.

BESMA 2011 will be held in May at the Lancaster London as a black tie event with a champagne reception, gala dinner, entertainment and an awards ceremony comparable to the OSCARS of the film industry.

Over 600 senior executives from the corporate world will attend, including CEOs, Sales and Marketing Directors and the UK's top sales professionals – a 'who's who' of the sales and marketing elite.

## Sponsorship opportunity

Sponsoring BESMA impacts significantly on awareness of your brand, raising your profile and creating a variety of new business opportunities. Your support of BESMA demonstrates your company's commitment to professional selling – adopting ethical standards, working with integrity, optimum staff management and development, and creation of 'win-win' relationships with clients.

Companies are invited to sponsor one of the categories in this exciting and enjoyable event.

Your decision to sponsor the awards will communicate to your staff, customers and shareholders that, as a company, you are committed to supporting and delivering the highest possible standards and endorsing outstanding sales and marketing achievement.

The association of your brand with the BESMA awards will be a valuable addition to

“An excellent event. It was great to see the sales profession receiving recognition on a national scale.”

KPMG

“The ISMM does a fantastic job of promoting and rewarding proven excellence in sales and marketing”

DR LAURENCE WILLIAMS,  
ASHRIDGE BUSINESS SCHOOL



your marketing activity, raising the status of your company amongst key corporate decision-makers in leading organisations who participate in the event and business leaders who are made aware of the awards through our extensive national advertising and promotional campaign.

## Sponsorship benefits

The breadth of features in the sponsorship package ensures significant return on investment for all sponsors. There are extensive opportunities for marketing and brand awareness:

### ■ National press coverage

*The Daily and Sunday Telegraph* is the media sponsor for BESMA and provides 16 advertisements which include sponsors' logos plus an announcement of the winners once confirmed.

### ■ Promotion in *Winning Edge*

BESMA will be continuously promoted in *Winning Edge*, the ISMM's sales and marketing magazine. Each issue includes information on BESMA, accompanied by logos of all the sponsors who are encouraged to contribute editorial on suitable topics.

## KEY OBJECTIVES

- To provide employers with an opportunity to demonstrate to employees the value they place on them and their efforts
- To acknowledge top achievers and contribute to raising the profile of professional selling
- To acknowledge the vital role sales personnel play in today's fast-moving business arena and motivate them to produce more business and become more successful

### Recognition for companies

- To be recognised for your sales and marketing talent and achievement
- To enable you to demonstrate best in class whether you are in the field, in-house or in a board level environment
- To use your BESMA as a career development path and be recognised as one of the best in British sales and marketing

### Recognition for sales personnel

- Your company is supporting industry and the economy while at the same time demonstrating to your customers that it is a centre of excellence
- Your organisation is acknowledging and celebrating the value your salespeople bring to the business

### ■ Advert in *Winning Edge*

Two full colour pages are available for you to make use of, whether through advertising, editorial or as a general PR exercise.

This is just one opportunity to leverage interest in your organisation and its business purpose and it is sure to raise awareness of your company, products and services.



The Institute of Sales & Marketing Management is the UK's only professional body for salespeople. Founded in 1911 to promote standards of excellence and to enhance the status and profile of sales as a profession, the ISMM has been the voice of selling and sales standards, ethics and best practice for over 40 years. For more details, call **01582 840001**, email **sales@ismm.co.uk** or visit **www.ismm.co.uk**

“A true sense that my management appreciate and value my efforts. I feel very proud to be recognised in this way.”

BRAKES

“Congratulations on a superb evening once again – it really was a great occasion celebrating the sales profession.”

RBS MENTOR SERVICES

### ■ E-newsletter advertising

You will be given two free adverts in the ISMM's monthly e-newsletter which provides an invaluable service to members, delivering key information on the many activities of the Institute. It is received by members who have elected to benefit from this service and will ensure that your marketing message is communicated to a receptive and forward-thinking audience.

### ■ Corporate branding

Your logo will be appear on every item of marketing material generated from the ISMM during the sponsorship period including:

- Promotional flyers which are included in all ISMM correspondence
- Individuals who visit the BESMA website will see your brand every time they return for updates. Thousands of salespeople will see your logo every month and a microlink from your logo detailing further information about your organisation
- e-ticket featuring your logo
- Nomination forms to include your logo
- Event programme with your logo on distributed to all guests on the evening.

This continual exposure ensures that recipients remember your brand in a positive way.

### ■ BESMA logo

The BESMA logo can be used on your website and literature, aligning your brand's professional integrity with the best organisations in the world.

### ■ Get involved in the judging day

Judging an award is an option for every sponsor.

Learn new ideas from the most talented salespeople working in a variety of settings. Transfer that skill or experience to your company to sharpen its competitive edge.

Benchmark your staff against the challenging criteria and the performance of the finalists in your category.

Network with the other judges, share experience and practice.



### ■ Signage at the event

Your signage and corporate branding will be extensively promoted on the night. The list below speaks for itself:

- Logo on banners in the champagne reception area
- Logo on plasma screens in dining area
- Acknowledgement from the stage
- Logo on screen during the presentation of the award

### ■ Networking

The event provides an inviting way to network with guests over a glass of champagne at the drinks reception.

### ■ Presentation of the award

An exceptional opportunity to be called on stage to present an award to the winner and runner up in the category you are sponsoring, which is recognised by all professionals in the sales and marketing industry.

### ■ Photo opportunity

Photography with finalists and your award winner on stage provides a permanent reminder of your brand. The photograph goes onto the ISMM website, into the magazine and back to your office as a tribute to your involvement in promoting excellence in sales and marketing practice.



COMPANIES WHO ATTEND BESMA...

Action Today Group Ltd  
 Alliance & Leicester  
 Allianz Cornhill  
 ASK Learning  
 Barclays  
 Bladen Taylor & Associates  
 Bluecycle  
 British Energy  
 BT Global Services  
 Calor Gas Ltd  
 Cambridge Professional Academy  
 Campaign Master (UK) Ltd  
 Cannon Hygiene Limited  
 CD Sales Recruitment  
 CLM Ltd  
 DHL (Express (UK) Ltd  
 domnick hunter limited  
 EDF Energy  
 Friedman Training  
 Gazing Performance UK Ltd  
 Global Freight Solutions Ltd  
 Growth & Sales Marketing  
 Hayley Conference Centres  
 Health Shield  
 Hewden Plant Hire  
 Hexagon of Highgate Ltd  
 House of Commons  
 Huthwaite International  
 IMSERV Europe Ltd  
 In2Focus SDS Ltd  
 iSales Ltd  
 IT Training Magazine  
 Jobsgroup.net  
 KAO Professional Salon Services Ltd  
 KPMG  
 Leadership Management UK Ltd  
 Leisure Vouchers  
 LMI  
 Lyreco UK Ltd  
 Maddison Media  
 Manchester City Football Club  
 Marketing & Sales Standards Seeting Body  
 Marketing Answers & Solutions Limited  
 Marks & Spencer Money  
 McCarthy & Stone Developments  
 Merial Animal Health  
 meta-morphose International  
 Michael Page  
 Miller Heiman  
 Natwest Bank  
 npower  
 O2 Ltd  
 Procter & Gamble  
 P&O Ferries  
 Parcelforce Worldwide  
 Perceptions Coaching  
 phs Kleenair  
 Polar Electro (UK) Ltd  
 Procter & Gamble UK  
 Prontaprint  
 ProposalGenie  
 RAC  
 Remarc  
 Royal Lancaster Hotel  
 SAMUK Lift Trucks  
 Sapphire Systems Plc  
 SBR Consulting  
 Science Recruitment Group  
 Silent Edge Ltd  
 SRG  
 Swish UK  
 Tack International  
 TAH Limited  
 Target Worldwide Express  
 Telegraph Group Limited  
 The Instructor College  
 The Jan Cavelle Furniture Company Ltd  
 The Negotiation Academy - Europe  
 Times Newspapers  
 TNT Express UK Ltd  
 University of Portsmouth  
 University of Wales  
 Vodafone Limited  
 Worcester College of Technology  
 Worcester Management Centre  
 Wyndenham Press Group  
 Xerox Europe  
 Zurich Municipal



A champagne reception and fine dining in an exclusive four-star, award-winning central London hotel. The Lancaster London ([www.lancasterlondon.com](http://www.lancasterlondon.com)) provides the ambience for the ultimate relationship-building event.

■ **Accommodation**

One twin room at the Lancaster London is reserved for you or an important guest.

■ **Rewarding employees or clients with an invitation to this first-class event**

Support your own nominees, reward your team and entertain clients and prospective clients in a motivational upbeat, action-packed environment.

As sponsor, you have 10 places reserved for you and further tables can be purchased at discounted rates.

■ **Category sponsorship**

£8,000 + VAT

**For more information, contact Jennie Harnaman on 01582 840001 or email [jharnaman@ismm.co.uk](mailto:jharnaman@ismm.co.uk)**

**KEY DATES FOR BESMA 2011**

- 25th February 2011  
**Nominations to reach ISMM**
- 7th March 2011  
**Shortlist announced**
- 18th March 2011  
**Judging Day, Ashridge Business School**
- 26th May 2011  
**Awards Ceremony, London Lancaster, Hyde Park**



**BESMA CATEGORIES**

- A** Sales Director of the Year
- B** Marketing Director of the Year
- C** Sales Team of the Year (A)
- D** Sales Team of the year (B)
- E** Sales Trainer of the Year
- F** Student of the Year
- G** Sales Manager of the Year
- H** Sales Professional of the Year (A)
- I** Sales Professional of the Year (B)
- J** New Sales Professional of the Year
- K** Telesales Professional of the Year
- L** Sales Support Team of the Year
- M** Customer Service Team of the Year
- N** Account Manager of the Year
- O** Lifetime Achievement Award

A= over 50 employees B = under 50 employees