



2009 National Outsourcing Association Awards for Best Practice in Outsourcing



Celebrating Excellence in Outsourcing

The 2009 National Outsourcing Association Awards (NOAAs) for Best Practice in Outsourcing, in association with The OUT Group and sourcingfocus.com invites you to become a sponsor at this industry leading event.

After the phenomenal success of the 2008 NOAAs, the NOA is proud to present the sixth annual awards to recognise and reward innovation and achievement by suppliers, users and integrated teams within the outsourcing industry. The winners represent the length and breadth of the outsourcing industry, from banking to telecoms, small companies to large, individuals and major corporates.

With planned attendance of 500 guests, the glittering evening will provide an ideal setting to entertain and network with leading players from the industry. The NOAAs are unique in that they are completely independent, and as such they are highly respected and coveted within the industry.

Sponsorship Opportunities

In supporting the 2009 NOAAs, companies can demonstrate their commitment to innovation and sharing best practice.

Why sponsor the NOAAs?

- **BRAND ASSOCIATION**
Long term brand affiliation with the “excellence in outsourcing” philosophy of the NOA
- **PROMOTION**
High level of promotion throughout the year leading up to and after the Awards targeting key decision makers in the outsourcing arena
- **BUSINESS DEVELOPMENT**
Cost effective and integrated sponsorship plan that will optimise brand exposure and presence in the outsourcing industry together with excellent networking opportunities

Previous NOAAs sponsors

Fujitsu, IBM, KPMG, Invest Northern Ireland, Capita, Cognizant, Teleperformance, NelsonHall, Geo, Steria, Pinsent Masons, Capgemini, Wipro, Intelenet, NIIT Smartserve, HML, Digital Fuel, New Zealand Trade and Enterprise, TSC, Luxoft, EPAM, Digica, ITIDA, Wragge & Co, ihotdesk, Infosys, RESPONSE, Ventura, Wipro, Lovells, Hudson & Yorke and Atos Origin.

Audience Profile

The awards will be attended by leading outsourcing professionals from end users, to suppliers and consultant companies. Some of the companies that were shortlisted and attended in recent years include:

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| • 3G | • Mapeley Estates Ltd |
| • Zurich Financial Services | • National Trust |
| • Wipro | • Invest Northern Ireland |
| • Capita HR & Payroll Services | • BBC |
| • Orange | • Gartner |
| • UK Border Agency | • Steria |
| • Royal Mail | • IBM |
| • BankGiroCentralen | • Cisco |
| • Co-operative Financial Services (CFS) | • Atos Origin |
| • Aviva | • ITIDA |
| • BT | • Homeloan Management Limited |
| • Capgemini | • NelsonHall |
| • Centrica | • Sitel |
| • Vodafone | • Prudential |
| • Lloyds TSB | • HBOS |
| • Dartford Borough Council | • Cognizant |
| • Barclays | • RESPONSE |
| • Eversheds LLP | • Infosys |
| • HSBC | • HCL |
| • Deutsche Bank | • Birds' Eye |

Sponsorship Packages

The NOA has developed an exciting new range of sponsorship packages exclusively for the 2009 Awards consisting of Gold, Silver, Bronze and Global Destinations packages. The packages have been designed to suit a range of budgets and requirements.

All sponsors will receive the following benefits:

- A guest table for 10 at the Gala dinner (valued at £1,650)
- One award category sponsorship and a company VIP to present the NOA award
- Your company logo to be projected on the large video screen on a loop throughout the awards ceremony
- Access to the delegate list to assist your company in new business generation
- Your logo and hyperlink to your website to be featured on the new 2009 NOAAs micro-site
- A 'sponsor of 2009 NOAAs' logo to be used on your company's marketing material and website
- Your logo to be rotated on the sourcingfocus.com homepage; the only community portal dedicated to the UK outsourcing industry
- Your company logo to be featured in the monthly sourcingfocus.com newsletters on a rotational basis
- Your company name / logo to feature prominently on all additional promotional and PR material including:
 - Company name / logo to appear on direct mailers to senior executives and all email campaigns promoting the NOAAs
 - Company name / logo to appear on awards press material and news announcements
- 1 page advertisement to feature inside the new 'Outsourcing Works' yearbook, to be the bible for Outsourcing. The yearbook will be announced at the NOAAs evening and will be published for early 2010.
- Unlimited use of official photographs from the awards

Timetable for key marketing initiatives

Weekly sourcingfocus.com mailer advertising awards	Continuous
Call for nominations	March 2009
Add awards strap-line to email signatures	March 2009
Draft/distribute press release calling for nominations	March 2009
Electronic mailer to NOA database advertising awards and launch of micro-site	April 2009
Electronic mailer to NOA database advertising awards and micro-site (follow-up)	April 2009
Electronic mailer to NOA database advertising awards and micro-site (follow-up)	June 2009
Final call for entries	June 2009
Dispatch template press releases for sponsors to distribute before awards announcing their involvement	August 2009
Dispatch press release announcing upcoming awards and shortlisted companies	August 2009
Dispatch press release for winners, runners ups and shortlisted companies	October 2009

GOLD Sponsorship Package

The Gold Sponsorship Package offers visibility across 2009 by giving the sponsor the lead package for the 2009 NOAAs and to become exclusively associated with the awards.

Sponsor Package £15,000

In addition to the basic sponsor package, you will receive:

- A unique 'In association with the 2009 NOAAs' logo for use on all promotional material.
*Please see above logo for example
- NOA marketing team to optimise your visibility at all NOA events in the lead up to the NOAAs.
- A full dedicated page on the new NOAAs micro-site including a full company profile, banner advertisement, company logo and hyperlink to your website
- Five slides dedicated to your company will feature on the slide show throughout the Awards gala dinner
- Three bottles of Champagne for your table



* Example of NOAAs & Gold Sponsor co-branding



SILVER Sponsorship Package

Throughout the awards evening there will be a plethora of entertainment. The Silver Package offers sponsorship of the entertainment with a high degree of corporate branding during the evening. The 2009 NOAAs will also feature a high profile celebrity compere who will be announced shortly.

Sponsor Package £10,000

In addition to the basic sponsor package, you will receive:

- Branding visibility during all the entertainment, including sponsorship of the post Awards drinks area
- A full dedicated page on the new NOAAs micro-site, including a full company profile, company logo and hyperlink to your website
- Your logo and advertising to be projected during the entertainment and dancing following the awards in the ball room.
- One slide dedicated to your company to feature "Entertainment brought to you by..." shown throughout the entertainment
- Three bottles of Champagne for your table



BRONZE Sponsorship Package

The Bronze Package provides sponsors with long-term association and ownership of an awards category. It also promotes brand awareness as your company logo is to be printed wherever the sponsored category is seen on promotional material.

Sponsor Package £6,000

In addition to the basic sponsor package, you will receive:

- Exclusive ownership of one NOA Award category in order to establish your company's affiliation with the selected area of excellence
- Marketing visibility to include your company logo and hyperlink next to the sponsored category and on the bronze sponsorship page of the new NOAAs micro-site
- Your company logo to be projected on the large video screen during the sponsored category presentation
- Your company can have first refusal on sponsorship of same awards category for 2010 Awards ceremony, providing the opportunity to take long-term 'ownership' of the category

GLOBAL DESTINATIONS Sponsorship Package

Due to demand from our members, the NOA has developed a new sponsorship package, which will see top offshoring destinations being promoted at the drinks reception of the Awards ceremony. A small selection of offshoring destinations from around the world will be represented, with the opportunity of raising that destination's profile in front of 500 delegates within the outsourcing market.

Sponsor Package £8,000

In addition to the basic sponsor package, you will receive:

- Sponsored stand area to exhibit at the welcome drinks reception. This will provide the sponsor with an opportunity to display a showcase of case studies and marketing material throughout the duration of the reception
- Your company to have a bespoke sponsored drink and canapé to be served at the reception and provided by the hotel
- Your company can display one large banner
- Two waiting staff to be allocated to your stand to serve your signature cocktail and canapés
- A feature on the bronze sponsored page on the new NOAAs micro-site, including your company logo and hyperlink to your website
- A destination profile including critical outsourcing information to be placed on sourcingfocus.com, the first community portal dedicated to the UK outsourcing industry. This will be a permanent benefit and will give site visitors the ability to review offshoring destination statistics



* Example of Global Destinations Sponsor Booth

Award Categories

01. BPO Project of the Year
02. IT Outsourcing Project of the Year
03. Financial Services Outsourcing Project of the Year
04. Public Sector Outsourcing Project of the Year
05. Telecommunications, Utilities and High-Tech Outsourcing Project of the Year
06. Offshoring Operation of the Year
07. Outsourcing Professional of the Year
08. Outsourcing Service Provider of the Year
09. Outsourcing Advisor of the Year
10. Award for Innovation in Outsourcing
11. Offshoring Destination of the Year
12. Outsourcing Contact Centre Provider of the Year
13. Outsourcing End-User of the Year
14. Award for Best Practice in Outsourcing
15. Award for Academic Achievement
16. Award for Corporate Social Responsibility – NEW for 2009