

**LANDSCAPE
INSTITUTE
AWARDS**

About the LI

The Landscape Institute (LI) is the chartered body for the landscape profession. It is an educational charity that promotes the art and science of landscape practice.

The LI's aim, through the work of its members is to protect, conserve and enhance the natural and built environment for the public benefit.

The LI provides a professional home for all landscape practitioners including landscape scientists, landscape planners, landscape architects, landscape and Parks managers, and urban designers.



Sir David Attenborough, keynote speaker LI Awards 2019

Why sponsor the annual LI Awards?

A prestigious annual celebration showcasing the best of the Landscape sector, the Landscape Institute Awards brings together leaders in the profession, exceptional keynotes and our superb sponsors to recognise exceptional achievement in the built environment. Read more about the LI Awards at awards.landscapeinstitute.org.

Engagement

The LI's largest event, and greatest for brand awareness, the Awards gets your brand in front of the buyers and decision makers who matter to your business. Sponsoring the Awards not only provides ample event presence but also dedicated pre-event marcomms.

Expand your database

The LI Awards offers our sponsors the opportunity to engage with potential new leads through event branding, LI marketing and networking. Sponsors will be exposed to relevant specifiers and thought leaders in the Built Environment Sector and be given GDPR compliant opt-in data from delegates.

Reach your target audience

The LI Awards features our longest marketing campaign totaling in seven months of marketing in the lead up to the event. All sponsorship packages include marcomms, with ample exposé given over the campaigns duration. Sign up early to get the most out of the LI's marketing campaign, including newsletter, website and social coverage.

Sustainable and Inclusive

Following the success of the first online LI awards in 2020, the 2021 Ceremony will be online once more keeping the LI's commitment to lowering carbon emissions a reality. Our Awards Winners party set for Summer 2022 will also employ low carbon solutions, for a safe sustainable event.



Awards: Facts & Figures

+35

LI Awards 2020 NPS score

89%

of delegates encounter one or more of our sponsors for the first time during the LI Awards

79%

of delegates said the LI Online Awards 2020 was a high or very high quality event

47k

Total LI social media followers publicised to for an LI event

200K+

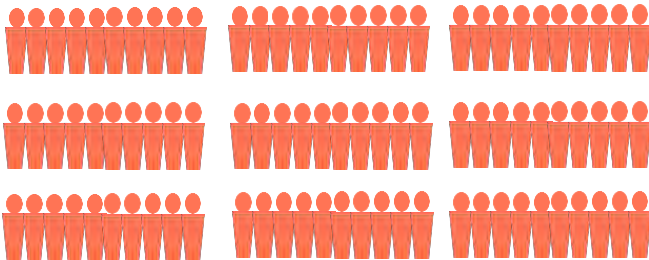
Total social media impressions

8k

Reach of event news in the LI's Vista Newsletter

Exceeding
750

viewers during the 2020 Ceremony



and over
700

engagements on social media during the ceremony



A woman with long, wavy brown hair is smiling slightly. She is wearing a leopard print top and a necklace with a peace sign and a circular pendant. The background features a bookshelf with books and several potted plants, including a large green plant on the left and a pink plant in a glass vase on the right. A yellow cord is visible in the foreground.

Become an
LI Awards
Sponsor

Julia Bradbury, Presenter of the LI Awards 2020

Category

- Sponsor one Category during the LI 2021 Awards

Branding

- Sponsor logo on event marketing – where relevant
- Sponsor logo included in delegate programme – all events
- Sponsor logo on Eventbrite logo lock up – all events
- Sponsor logo on Eventbrite platform page – all events
- Sponsor logo on event platform expo booth – Ceremony and Round table
- Sponsor logo on awards category slides, shortlist slides, other event slides – all events
- Logo on photo background banner – Winners Celebration

Marketing and PR

- Mentions in pre-event and post event press release –category specific
- Pre-event marketing – relating to your Category

Online Awards Ceremony

- Opportunity to preamble and announce winner of your sponsored category
- x1 Virtual Booth – including chat function for networking, ability to play sponsor videos and delegate registration button to collect data
- x1 Video advertisement (up to 60 seconds) to be played during the ceremony
- Networking – featured as part of an official networking session with Sponsors and Speakers; delegates are randomly paired with sponsors and other speakers to have a 5-minute conversation and share contact details through the networking function.

Summer Winners Celebration*

- Opportunity to present your category's winner with their physical award
- x1 pop-up banner on display during the event
- Goodie bags - option to provide gifts and/or brochure

Roundtable Event**

- Host a roundtable discussion with the winners of your sponsored category
- x1 Virtual Booth – including chat function for networking, ability to play sponsor videos and delegate registration button to collect data
- x1 Video advertisement (up to 60 seconds) to be played during the event break
- Opportunity to write a 400 word blog, posted and promoted following the event – topic tbc
- Networking – featured as part of an official networking session with Sponsors and Speakers

Tickets

- x10 Complimentary tickets to the Online Ceremony
- x5 Complimentary tickets to Summer Winners Celebration
- x10 Complimentary tickets to 2022 Roundtable Event

Resources

- GDPR compliant opt-in delegate data
- Summary report of sponsor exposure per event

Awards Website and Event Brochures (PDF and Print)

- Organisation bio (50 words)
 - x1 A5 advertisement - Events Brochure
 - Write up about category winner (100 words) – Winners Brochure
- All written content subject to final edit by LI Team.

Landscape Journal

- Branding inclusion in LI 'Landscape' Journal Awards Sponsor logo lockup (Winter edition)

*Summer Winners Celebration event predicated on meeting safety standards set by Government for summer 2022

**Roundtable Event predicated on success and feedback from sponsors, winners and delegates from the 2020 Awards event

CATEGORY SPONSOR



Branding

- Supporter logo on event marketing – where relevant
- Supporter logo included in delegate programme – all events
- Supporter logo on Eventbrite logo lock up – all events
- Supporter logo on Eventbrite platform page – all events
- Supporter logo on event platform expo booth – Ceremony and Round table
- Supporter logo on awards category slides, shortlist slides, other event slides – all events

Marketing and PR

- Mentions in pre-event and post event press release – where relevant
- Pre-event marketing – where relevant

Online Awards Ceremony

- x1 Virtual Booth – including chat function for networking, ability to play sponsor videos and delegate registration button to collect data
- x1 Video advertisement (up to 60 seconds) to be played during the ceremony
- Networking – featured as part of an official networking session with Sponsors and Speakers; delegates are randomly paired with sponsors and other speakers to have a 5-minute conversation and share contact details through the networking function.

Summer Winners Celebration*

- x1 pop-up banner on display during the event
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Roundtable Event

- x1 Virtual Booth – including chat function for networking, ability to play sponsor videos and delegate registration button to collect data
- x1 Video advertisement (up to 60 seconds) to be played during the event break
- Networking – featured as part of an official networking session with Sponsors and Speakers

Tickets

- x10 Complimentary tickets to the Online Ceremony
- x3 Complimentary tickets to Summer Winners Celebration
- x10 Complimentary tickets to 2022 Roundtable Event

Resources

- GDPR compliant opt-in delegate data
- Summary report of sponsor exposure per event

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SUPPORTER



Dates for your diary

April 29th 2021

2020 Awards Roundtable event and 2021 Awards entries are launched

April 30th 2021

Marketing campaign launched

May 2021 – November 2021

Category marketing and general sponsor marketing campaign

15th July 2021

Awards entry closes

August – September 2021

Judging commences

October 2021

Filming; Sponsor award giving, winners and keynotes

25th November 2021

2021 LI Awards Ceremony Broadcast Event

January/February 2022

Winter Edition #1 Landscape Journal published

28th April 2022

2021 Roundtable Event (tbc)

May 2022

Summer Awards Winners Party (tbc)

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FAQ's AND SUPPORT

- LI to provide co-branded kit of marketing assets to sponsor, to promote your involvement
- LI to provide Sponsor Toolkit upon commitment
- LI to provide Joining Instructions and platform training in the lead up to the event

The LI Team can also be reach via contact@landscapeinstitute.org if you have any questions throughout the year.

