



ALIGN YOUR

BRAND

WITH

INNOVATION

Sponsorship of the E&T Innovation Awards 2021 provides a unique opportunity to raise the profile of your organisation to the global engineering, science and technology community and to align your brand with this market-leading recognition and reward programme.

Category sponsors enjoy an extensive package of promotional benefits that run over a 6-month period, plus active involvement in both the judging and the ceremony.

To discuss further about how you can support the recognition of innovation please contact:

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Sponsorship Sales
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“ I am very pleased that we’re continuing to support the IET’s Innovation Awards.

Engineers have always focused on providing solutions to global problems – from delivering affordable energy and clean water, to empowering communication across vast distances, to ensuring structures are safe.

The growing number of people on the planet is putting considerable strain on natural and man-made resources. Society is looking for smarter, better and more efficient ways of preserving the planet. This award recognises those innovators who are demonstrating the value of smart technologies in achieving this aim.

At the heart of Frazer-Nash’s values, is our desire to make a real difference. We’re working together to help deliver a future where society can rely on the essentials that allow us all to enjoy contented, secure lives.

Clean, sustainable energy systems, staying secure in a changing world, sustainable mobility and developing smart and affordable infrastructure are all areas where we seek to make that difference.

Neil McDougal, Managing Director of Frazer Nash, sponsor of the Creating a Smarter World category ”

Category sponsors will enjoy the following benefits:

Pre-event

Your company logo will appear on promotional materials including:

- Awards website
- Emails seen by 100,000 IET Members
- Advertisements in E&T magazine, circulated to 148,000 engineers and technologists
- Banners supplied for you to use on your own website and email newsletters
- IET publications – Awards articles (where applicable) and a shortlist announcement appearing in October
- Article on E&T website

Awards Ceremony and Dinner

- Your logo to appear in the AV presentation of the Awards
- Reference to sponsor in Awards presentation script
- Your company name on the category trophy
- A full page advert in the ceremony brochure (copy to be supplied 12 weeks out from the ceremony)
- Your logo and company profile on your shortlisted category page
- Representative of your company to present the category trophy

PR and media

- Circulated to the wider media (including the national press and vertical industry titles within the trade press)
- IET publications and website

Involvement in judging process – the opportunity to have a company representative on the category’s judging panel.

Post Event

- The awards will also be reviewed on the awards pages of the IET website
- The winners and sponsors will be presented in a double page spread in the January issue of the E&T magazine circulated to 148,000 engineers and technologists
- 1st option to renew sponsorship of your category at the 2022 Awards

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Current and past category sponsors include:

