



SPONSORSHIP PACK: WORKPLACE THE NATIONAL HAPPINESS AWARDS 2019

Reach new
business
audiences
and markets



- > Premier wellbeing event
- > High-profile judges
- > National coverage



“These awards
are amazing.
Happiness
is so important in
all walks of life.”

Sir Anthony Seldon,
Government happiness advisor



THE
NATIONAL
HAPPINESS
AWARDS
2019

2018
WORKPLACE
WINNERS
WERE:

Happiest Workplace:
Happiest Workplace Person:
Happiest Team:

Bupa Place
Natalie Morgan-Dew
Theodora Children's Charity



RECOGNISING HAPPINESS EXCELLENCE IN THE WORKPLACE

The National Happiness Awards is a non-profit event which recognises and honours the happiest people and places in the UK.

The awards are judged by an independent panel of experts and culminate in a gala evening of fun and glamour.

The awards recognise happiness heroes from business, the public sector and education.

2019 marks the fourth year the awards have been running and each year they grow in size and profile.

**“It’s a real
accolade to win
the prize.”**
Bupa Place,
Happiest Workplace

They are the only awards of their kind in Britain and attract significant media attention.

As a community interest company the awards promote research and best practice in workplace mental health.

**“It is great recognition
for all the team
does, and recognises
the importance
of increasing
happiness.”**

Theodora Children’s
Charity, Happiest
Team



SPONSORSHIP BENEFITS

Reach new audiences and markets

SPONSOR BENEFITS INCLUDE:

- **Brand alignment**

Align your brand with the event and with our influential event partners, which in the past have included CIPD and NatWest.

- **National coverage**

Use your own PR to gain leverage from the event's high-profile coverage. Previous awards have been covered by the BBC and ITV plus a range of national and regional newspapers, websites and trade publications.

- **High-profile judges**

Network with judges, finalists from other workplaces and award guests.

- **Premier happiness and wellbeing event**

Reinforce your brand's positive values by affiliation with the premier event for happiness and wellbeing in the UK.

The awards in numbers

9500

visitors to awards web pages

200

nominees

4000

social media audience

40

sponsored mailings

9000

opted-in mailing list

380,000

potential online reach

THE OPPORTUNITY TO BE PART OF ONE OF THE UK'S MOST UNIQUE AWARD SCHEMES

The National Happiness Awards were developed by happiness and wellbeing pioneer, Laughology, which has been providing ground-breaking consulting and development to multi-nationals, household brands, government departments and trade organisations for over a decade.

Laughology's background in business, education, stand-up comedy and the science of humour ensures that the awards are refreshingly fun and full of laughs.

The awards honour best practice in businesses and organisations. The accolades are divided into two sectors: Happiness in the Workplace and Happiness in Education. Three tiers of sponsorship are available for each sector: Gold, Silver and Bronze.

Awards categories

Happiness in the Workplace

- Happiest Workplace
- Happiest Employee
- Happiest Team

Happiness in Education

- Happiest Primary School
- Happiest Secondary School
- Happiest Child (Primary)
- Happiest Young Person (Secondary)
- Happiest School Employee



Awards timeline

Awards launch: 01 June 2019

Deadline for entries: 29th October 2019

Shortlist announced: 15th November

Awards night: 22nd November 2019



Getting the best from sponsorship

As a sponsor, your partnership with The National Happiness Awards can last for the full timetable if you commit early. This means you have several months to capitalise on your sponsorship by raising awareness of your brand and its involvement in the UK's premier happiness recognition event.

- Link your website to the award's page
- Write and post blogs and articles about your involvement
- Follow the award's news and re-tweet from your account
- Link to awards social media
- Get involved in the social media campaign
- Generate PR within your sector-specific media highlighting your involvement
- Encourage your partners, stakeholders and clients to enter to showcase their best practice
- Invite prospective clients and new prospects to the awards evening

"We work really hard to look after our people and make the office a great place to work. It is great to win."
Burgess Salmon, winner

"It means such a great deal to win. The awards bring people together."
Natalie Morgan-Dew, Happiest Workplace Person



Gold sponsor £5,000

- Headline title rights.
- Logo prominence on event material including invitations, emails, website and press releases.
- Two features in Laughology monthly news bulletin, with dedicated HTML featuring your company and interview with senior exec.
- Full page ad in award's night brochure.
- Short presentation on stage during the awards.
- Acknowledgement and dedicated mention in opening and closing remarks.
- Acknowledgement of sponsorship in press releases and PR material.
- Branding on award's backdrop.
- Four free places to attend awards.
- Representative included in official awards photography.
- Opportunity to set up and attend your own stall at the awards.
- Name and logo in award's brochure.
- Company flyer inserts in goody bag.
- Place on the judging panel.
- Opportunity to present an award.



Silver sponsor £2,500

- Logo on dedicated award's website.
- Half-page ad in award's brochure.
- Acknowledgement in opening and closing remarks.
- Acknowledgement of sponsorship in press releases and PR material.
- Two free places to attend awards.
- Opportunity to set up and attend your own stall at the awards.
- Second-tier branding on event materials, invitations, emails and website.
- Name and logo in award's brochure.
- Company flyer inserts in goody bag.



Bronze sponsor £1,125

- Acknowledgement in opening and closing remarks.
- Opportunity to set up and attend your own stall at the awards.
- Name and logo in award's brochure.
- Company flyer inserts in goody bag.



Venue sponsor

Each year we invite businesses and organisations to sponsor us by providing a venue. NatWest, The Landing, MediaCity UK and CIPD have been venue sponsors in the past.

This means the awards will be hosted in association with your business and, in addition, you will achieve the same level of benefits as gold sponsors.



... And that's not all

There are plenty of other opportunities for you and your organisation to get involved in Britain's happiest and brightest awards event.

If you would like to sponsor in kind by providing logistics or services, such as catering, or if you would like to donate a lot to the auction that will be held on the awards night to raise funds for our charity partner, Haven House www.havenhouse.org.uk, please get in touch.

Contact: Stephw@laughology.co.uk or call and speak to a member of the team on 0844 800 1701 for further sponsorship information.



National
Happiness Awards 2019
Charity Sponsor