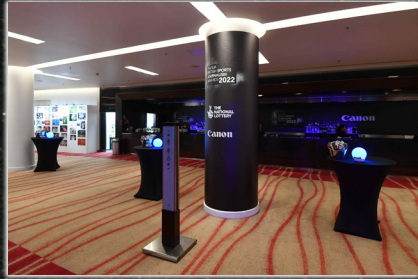


SPONSORSHIP

MARCH 2024



The SJA
BRITISH SPORTS
JOURNALISM
AWARDS **2023**



SJA BRITISH SPORTS JOURNALISM AWARDS SPONSORSHIP

THE SPORTS JOURNALISTS' ASSOCIATION

The SJA represents sports journalists working in the UK and UK nationals working abroad. It is the biggest national association of sports journalists in the world with over 900 members.

The SJA membership is made of all sports journalists – writers, broadcasters, photographers, editors, content producers, multi-media journalists, PRs and media officers – who work in national and regional press, magazines, radio, television, digital platforms, leagues, clubs, governing bodies and other sports organisations.

The SJA is not a trades union but it does provide a voice and a forum for sports journalists across the country.

The SJA is committed to raising awareness of the job that sports journalists carry out and to provide a platform for those wanting to raise issues relevant to the industry. The SJA is committed to promoting diversity in the sports media industry and encouraging the employment of journalists regardless of background including those from minority groups.

The SJA promotes best practice among sports journalists in ethics and conduct and works closely with universities, colleges, training organisations and accreditation committees to encourage the highest professional standards.



For more information visit: www.sportsjournalists.co.uk



James@s2fevents.co.uk



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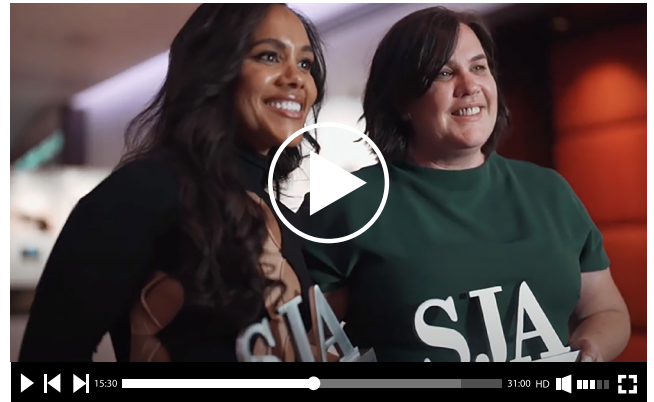
SJA BRITISH SPORTS JOURNALISM AWARDS

The SJA British Sports Journalism Awards is a competition that celebrates excellence among the country's sports writers, photographers, broadcasters and editors, whether staff or freelance, working for nationals, regionals, daily or weekly newspapers, as well as specialist sports magazines, news agencies and websites.

The awards are sports media's leading industry awards receiving over 1000 entries with the 2022 event attracting just under 700 guests from across the industry. The awards have seen continued growth over the last five years each year seeing a record entry and event attendance.

The awards, initially the sports writers awards were first awarded in 1976 and have since changed with this fast paced industry to award excellence in digital, broadcast and photographic sports media.

There are over 30 categories across the disciplines with the Sports Writer, Sports Photographer, Sports Newspaper and Sports Network of the year awards established as the pinnacle awards of the industry.



[CLICK HERE TO WATCH THE VIDEO](#)



James@s2fevents.co.uk



0208 916 2493

OUR AUDIENCE

The SJA British Sports Journalism Awards celebrate the best in the written, broadcast and photographic sports journalism and is recognised the industries pinnacle awards competition.

With it's 700 guests the SJA British Sports Journalism Awards represent a unique gathering of the UK's sports journalism industry.

Some of the organisations in attendance:



MEDIA & SOCIAL COVERAGE



5 Million tweet impressions
(Shortlist announcements)



6.3 Million tweet impressions
(Awards announcements)



Over 500k awards clip views on social media



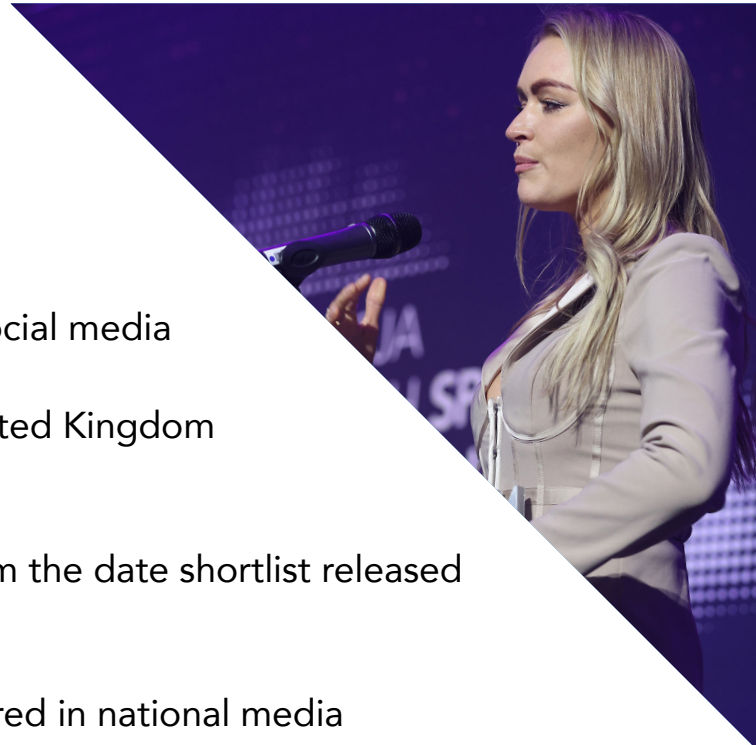
Twitter: #SJA2022 Trending in United Kingdom
for 7 hours



Sustained media engagement from the date shortlist released
until awards event date (1 Month)



Awards shortlists and results covered in national media

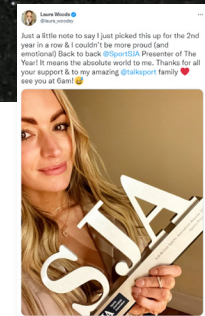


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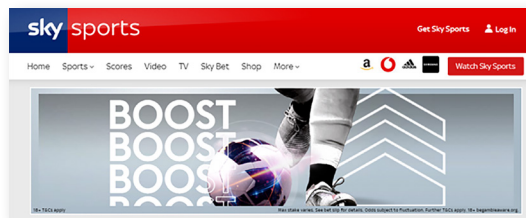
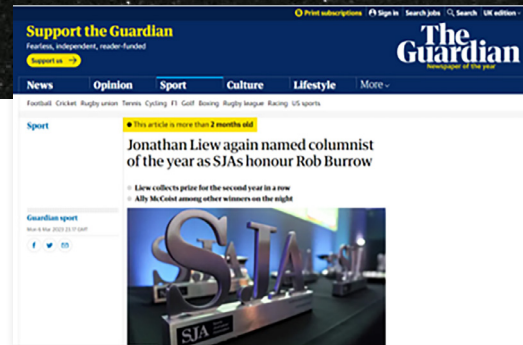
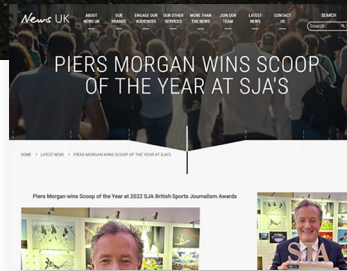
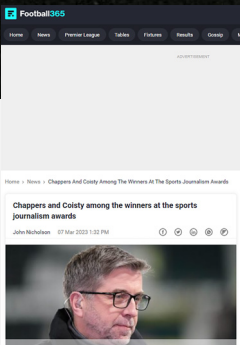


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SPONSORSHIP OPTIONS

HEADLINE SPONSOR - £50,000 ex VAT

Gain the highest level of brand awareness and media coverage as the one and only headline sponsor of the awards.

AWARDS SPONSOR - £10,000 ex VAT

Align your brand to a specific award. The SJA British Sports Journalism Awards has 30+ categories to choose from across written, broadcast and photographic sports media.



James@s2fevents.co.uk



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HEADLINE SPONSORSHIP

Headline sponsorship includes event naming rights; 'The SJA British Sports Journalism Awards sponsored by...'
Headline sponsorship also includes sponsorship and naming rights of an individual award; 'Football Journalist sponsored by...'

BEFORE THE EVENT

- Sponsorship announced via the SJA website, promoted to SJA members (900+) and via SJA social media channels (Twitter 66k followers)
- Reference on awards entry forms distributed to over 2500 people from across the industry
- Featured in all awards email communication to members and non-members

ON THE NIGHT

- Acknowledgement and thanks in opening and closing speeches
- Twenty free tickets to the event situated in prime location
- Promotional video (60-120 Secs - provided by sponsor)
- Presentation of sponsored award
- Full page advert in awards programme

YOUR LOGO WILL

- Be featured on the home page of the SJA website for the duration of the sponsorship
- Be featured on awards website, tickets, trophies, stage backdrop, media backdrop, banners, lectern, table plan, press release, throughout the on screen presentation

AFTER THE EVENT

- Acknowledgement in post event stories featured on the SJA website
- We encourage all post event coverage to include reference to headline sponsor (including national newspapers and broadcasters)
- Acknowledgement in the post-event press release

Something you
want but isn't listed?
We can tailor
packages to meet
your business needs.



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AWARDS SPONSORSHIP

[PLEASE CLICK HERE TO VISIT THE AWARDS WEBSITE TO SEE THE AVAILABLE CATEGORIES](#)

BEFORE THE EVENT

- Sponsorship announced and promoted via the SJA website (15k visits per month)
- Sponsorship promoted to SJA members (900+), via SJA social media channels (Twitter 66k followers) and industry list (2500+)
- Logo on awards website and entry website adjacent to sponsored award on entry forms distributed to over 3000 people from across the industry

ON THE NIGHT

- Awards naming rights 'Award name sponsored by....'
- Reference and acknowledgement in script for sponsored category
- One table of 10 at the awards event situated in prime location
- Presentation of sponsored awards

YOUR LOGO WILL

- Be featured on the home page of the SJA website for the duration of the sponsorship
- Be on stage back drop and media banners (2nd tier ratio behind headline sponsor), onscreen presentation (for sponsored award only)

AFTER THE EVENT

- Acknowledgement in relevant post event stories on the SJA website
- We encourage all post event coverage involving sponsored award to reference sponsor
- Acknowledgement in the post-event press release

Something you
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We can tailor
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SJA Sports
Journalists'
Association

THANK YOU

To discuss please contact:



James@s2fevents.co.uk



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The SJA
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