



**DOTIE**  
NET VISIONARY  
AWARDS  
2017

# The Industry Awards...

*Dear xxx*

*The Annual IIA DOT IE Net Visionary Awards will be kicking off the Awards season on **Friday 15<sup>th</sup> September 2017**- with **The Awards Party!** It's a night to dress up, chill out and mix with peers and industry leaders across the internet business world.*

*This September we'll be hosting the Dot IE Net Visionary Awards at the **Concert Hall of the RDS** making them our biggest and best while maintaining the intimate ultimate networking. We set out each year to create a unique experience for our nominees and sponsors alike – this year will continue to meet our highest standards and yours. We will not disappoint..*

*The Awards have been sold out events every year even after doubling our capacity because no matter the size, the IIA Dot IE Net Visionary Awards will always bear our hallmark of a fun event imbued with creativity, camaraderie and great humour.*

***Nominations are opening soon** so to get the most from your **sponsorship** make sure to select your category without delay.*

*We hope to see you soon!*

# Rewarding Sponsorship

**CATEGORY SPONSORSHIP** – as always you can sponsor an individual category for the same great value as previous years but with some added extras as we continue to reward your loyalty and support by providing the very best value in category sponsorship.

**JUDGING** – *if you sponsor an Award you are invited to also become a judge for another Award category. As the first judges meeting is in July you will need to have your sponsorship booked by early June to be sure of your place. Judging is a great way to really get to know the entries in your category.*



# The 2017 Categories and Awards

## Technical

- Best Web Development Agency
- Best Cloud Service for SME's.
- Best Mobile service or application - indispensable to its users

## Entrepreneurship

- Best International Scaling Irish Business
- Best Start-Up – the one to watch
- Best Ecommerce Site (B2C)
- Best Ecommerce Site (B2B)

## Marketing

- Best Brand Marketing
- Best Use of Technology for Social Good

- Best Use of Video for Digital Marketing

## Social Media

- Best Social Media Campaign
- Best Social Media Influencer
- Best Social Media Strategy
- Best Online Social Movement

## Innovation

- Best Innovation for Financial Services
- Best Innovation for Health or Medical
- Best Innovation for Agri/Food Services
- Best Innovation in Technology for Learning
- Best website for Compliance
- Best Use of UX Design

# The Benefits of being a Sponsor

You will know from previous years that all of our categories are always sponsored. They sell out fast and we are proud of the fact our sponsors come back year after year. So much fun, such quality networking and such prestigious awards. We must allocate them on a first come first served basis, so identify the one that is best fit for you and let us know as soon as possible so that we can reserve it for you. Please contact [kate@iia.ie](mailto:kate@iia.ie) to discuss sponsorship.

An **award category** sponsor will receive the following:

- Presentation of the Category Award on the night
- Co-branding on all marketing, publicity and advertising material
- Co-branding on the menu/booklet on all tables on the evening
- Advertising on the IIA website and IIA newsletters (sent to >8,000 recipients)
- Advertising on the dedicated IIA Net Visionary Awards subsite
- 6 Tickets to the Awards (and a fabulous night out for your team & clients)
- Post Awards PR for shortlisted/winners
- Cost: **€3500**

# Sponsorship of the before/after Party

We throw the best before and after party of any awards! If you'd like to be the host sponsor we would love to talk to you. This year, we've an entire floor to ourselves and you can wash that room with all your own branding and team colours. You'll be the toast of the techies and host of the most we can fit in the room!

A drinks party sponsor will receive the following:

- Co-branding on all marketing, publicity and advertising material
- Advertising on the IIA website and IIA email newsletter
- Advertising on the DOT.ie Net Visionary Awards website
- **10 tickets** to the Awards
- A fantastic night out for you, your team and your clients
- Merchandise the after-party venue – strong branding throughout

**Cost: €6000**



Thank you for giving this your consideration and for your support throughout the year.

Please contact: [kate@iia.ie](mailto:kate@iia.ie)