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NORTH EAST TIMES IMPACT AWARDS 2018

The background of the entire page is a dark, high-contrast photograph of a large crowd of people at night. Many hands are raised in the air, and there is a lot of colorful confetti (pink, blue, yellow) falling or floating around. The overall mood is celebratory and energetic.

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**NORTH EAST TIMES IS LAUNCHING ITS INAUGURAL
IMPACT AWARDS THIS AUTUMN TO CELEBRATE
THOSE INDIVIDUALS WHO HAVE MADE A
SIGNIFICANT MARK ON THE NORTH EAST IN 2018**

Five categories (finance, global, regional, profile and innovation) have been specially chosen to acknowledge those based in the North East who have made an impression in a variety of ways.

North East Times will be asking people to nominate individuals for each category via a simple three-question form available on our website.

A judging panel will then decide who has made the biggest mark in the categories, while also choosing one overall winner.

The five Impact Award winners will be invited to take part in an exclusive interview and photoshoot that will appear in North East Times' December 2018 issue and shared across our digital channels.

North East Times will also be holding an exclusive event in December 2018, where all five winners will receive trophies and the Outstanding Impact Award winner will be revealed.



CATEGORIES

FINANCE AWARD

This award will recognise an individual who has led a company or organisation to financial success over the past 12 months*. As well as the relevant statistic information (profit and turnover), we will be asking how these financial results have been achieved and key decisions made.

*or previous Financial Year.

GLOBAL AWARD

This award will honour someone who has made a significant impact internationally over the past 12 months. We will be asking about their company/organisation's global footprint, how this has developed over 2018 and how this has been achieved.

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CATEGORIES

REGIONAL AWARD

This award will be given to an individual who is deemed to have made the greatest impact on the North East. This may be by job creation or economic investment, or someone who has – or has led a company – that has impacted the quality of life of those living in the local community in a significant way.

PROFILE AWARD

This award will recognise a person who has used their profile to promote the North East or has helped to foster debate on key issues affecting the region.

INNOVATION AWARD

This award will be given to an individual who can demonstrate the use of exceptional innovation in 2018. We will be looking at the inventiveness of their ideas, their use of technology and the impact – or potential impact – of their product or service.

The background of the entire page is a dark, high-contrast photograph of a large crowd of people at night. Many hands are raised in the air, and the scene is filled with a dense shower of small, multi-colored confetti or streamers, creating a festive and celebratory atmosphere. The lighting is dim, with some highlights on the confetti and the raised hands.

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CATEGORIES

OUTSTANDING IMPACT AWARD

The judging panel will select one category winner for the Outstanding Impact Award. Winners will not know who has won this accolade until the awards event, where their image will be revealed on the cover of the December 2018 issue of North East Times.

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NOMINATION AND JUDGING PROCESS

People will be asked to nominate individuals (NOT companies or organisations) via a simple form on the North East Times' website. Individuals can be nominated for multiple categories but separate forms must be filled out.

The deadline for all nominations will be October 10, 2018.

The judging process will take place in mid-October. The panel will include members of the North East Times and invited guest judges (TBC).



WINNERS

Winners will be informed by late-October and must be available to attend a photo shoot at Mayfield Studio in Newcastle on November 5 (10am-2pm).

The winners' package will include:

- A photo shoot with North East Times lead photographer Chris Owens. This will include individual shots and a winners' group shot, which will appear on the cover of December's North East Times.
- A one-on-one interview with North East Times' editor, Alison Cowie, to appear in the December issue and shared online.
- A filmed interview by North East Times' film-maker Andrew Lowe to be shown at the Impact Awards event and shared via digital channels
- A VIP invite to the Impact Awards event (date and location TBC), where they will receive their award.
- Bespoke marketing materials to promote their winning status

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SPONSORSHIP OPPORTUNITIES...

HEADLINE SPONSOR - £6,500

- Logo incorporated into Impact Awards event logo - NET Impact Awards powered by xxxxx
- Double page spread advert or advertorial in NE Times Magazine - appearing in the Impact issue.
- logo branding included on any event promotion.
- Pre and post event coverage in NE Times Magazine, website, social and email promotion - mix of quotes, logo branding & mentions on social media.
- Social media coverage - campaign to be created by NE Times.
- Join judging panel for all award categories.
- Present overall award on the evening.
- 5 minute speaking slot on the evening.
- 10 tickets to the Impact Awards.
- Opportunity to attend the photoshoot day with winners and sponsors.
- Included in the Impact Awards film and logo branding.

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SPONSORSHIP OPPORTUNITIES...

CATEGORY SPONSOR - £2,500

- Full page advert or advertorial in NE Times Magazine in the Impact issue.
- Logo branding on any event promotion.
- Pre and post event coverage in in NE Times Magazine, website, social and email. promotion - mix of quotes, logo branding & mentions on social media.
- Social media coverage - campaign to be created by NE Times.
- Join judging panel for sponsored category.
- Present category award on the evening.
- 5 tickets to Impact Awards.
- Opportunity to attend the photoshoot with winners and sponsors.
- Included in the Impact Awards film and logo branding.
- Opportunity to display marketing collateral at event.



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