

# MEDIA PACK 2021

PharmaTimes  
**MARKETER**  
OF THE YEAR 2021

## CONTACT:

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## SPONSORSHIP OPPORTUNITIES

**There are a number of exclusive sponsorship opportunities for the competition which span the timeline from launch through to the awards gala dinner, the ceremony will take place this November in London.**

The event is attended by pharma professionals and leaders, making it the ideal platform from which to raise your company profile.

The logos of our sponsors are used on all marketing material throughout the competitions' promotional build up, with exposure to PharmaTimes' considerable print and digital subscribers and social media followers.

A number of additional 'on the night' sponsorship opportunities are available to suit a range of budgets.

The exposure and profile generated for sponsoring organisations is second to none. A number of our sponsors have maintained long-term support for the event, demonstrating the clear return on investment.

This year's ceremony will include presentations for Communications Awards and the PharmaTimes Sales Awards.

**Discounts are available for companies sponsoring more than one competition.**

## SPONSORSHIP PACKAGES

*(All sponsorship packages are bespoke, packages and prices available on request).*

### Packages can include:

- Membership of the executive steering group
- Category sponsorship
- Presentation of the award for your sponsored category
- Table of 10 at the gala dinner
- Poser table and branding at the pre-awards drinks reception
- Branding on pre and post event material
- Branding on every page of [www.pharmatimes.com/marketer](http://www.pharmatimes.com/marketer)
- Onscreen branding at the gala dinner
- Full page advert in the book of the night
- Thought leadership articles

### • Other opportunities:

- Sponsor of the ticket and e-ticket packs
- Sponsorship of the seating plan
- Advertise in the official event programme
- Sponsorship of the menu inside the official event programme
- Sponsor the host
- Table gifts
- Photo booth

## EARLY BIRD

If you book before the end of August 2021 you'll get a 10% discount.

The earlier you book the more coverage you will receive in pre event marketing.



Designed to both assess and reward the competencies and potential of pharma marketers, the PharmaTimes Marketer of the Year competition identifies and benchmarks marketing talent within pharma organisations.

Last year's competition was a completely virtual affair, with the 2021 event aiming to further improve upon the innovative and creative challenges as we celebrate the competitions 28th year.

## ENTRY PROCESS

Individuals and teams can register their entry via our new online portal, making it easier for candidates to keep track of their entries - [pharmatimes.com/moy/enter](https://pharmatimes.com/moy/enter). Entries are screened by the executive steering group and finalists are announced in September.

Finalists will continue the successes of last year's competition and will compete in expertly devised virtual challenges.

All finalists receive qualitative and quantitative feedback from the judges and a signed certificate of achievement. They will also be provided with a competency spider-gram that benchmarks them against the other contestants.

## CATEGORIES

The categories have been expertly designed so that professionals within a variety of roles and experience levels can try their hand and test their skill-sets.



## STEERING GROUP

The Marketer of the Year steering group and judging panel comprises of both senior industry leaders and key stakeholders. This esteemed committee of professionals provides a vital role in helping PharmaTimes to design the competition so that its content accurately reflects the latest business thinking and the environment in which marketers are working.

## JUDGING DAY

Each individual and team will be allocated a certain time on finals day where they will present their response to the category specific brief via video link.

The individuals and teams will be judged by a panel of industry experts, on hand to deliver feedback with the aim to develop and improve candidates skills and knowledge of their field.

## AWARDS CEREMONY

PharmaTimes hopes to deliver a live gala dinner and awards ceremony where their success shall be celebrated alongside industry leaders.

The ceremony, due to be held at The Chelsea Harbour Hotel, will coincide with the results of the Communications and Sales Awards.

