



# BIMA AWARDS 2009

Celebrating the work of the  
UK digital creative industry  
for the 25th year

**19 November**  
**KOKO, Camden, London**

## Why sponsor an award?

- Be seen by the industry's experts and their guests at the awards ceremony
- Boost your profile in trade press, on the web and on a one-off sponsor's email to the combined BIMA and DigitalArts magazine mailing list
- Network with BIMA judges and committee members at an exclusive pre-awards event

## Sponsoring benefits

Sponsorship starts from just £2500. In addition to sponsoring an award, you get:

- Your logo on all promotional material, including direct mail, email campaigns, invitations, digitalartsonline and the marketing pages and post-awards coverage in DigitalArts magazine
- Your logo and profile on the awards website

There are lots of other sponsorship options available.

For more information call Selen Sevket on 020 7756 2800 or email [selen\\_sevket@idg.co.uk](mailto:selen_sevket@idg.co.uk)



The British Interactive Media Association  
*Bringing New Media into Focus*

in association with

# DigitalArts



## THIS YEAR'S CATEGORIES

SECTORS	B2C
	B2B
	Charity and Not For Profit
	Arts & Culture
	Entertainment
ADVERTISING	Informational
	Display Advertising
	Microsite
	Email Marketing
	Integrated Campaign
ONLINE	Interactive Advertising
	Website
	Intranet
	Internet Application
	Content
GAMES	Video and Podcasts
	PR
	Advergame
	Online Game
	MMOG
MOBILE	Mobile Game
	Cross Media
	Mobile Application
	Mobile Site
	Mobile Marketing
SOCIAL MEDIA	Social Application
	Viral and Word of Mouth
	Outreach
	Community Programme
OFFLINE	Kiosk, Installation or Application
	CD Rom, DVD or Interactive TV
PUBLICLY VOTED	Best Blog



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## SPECIAL AWARDS

This year BIMA will also present several awards for excellence:

- Best Student Project
- Innovation
- Technical Achievement
- Measurement and Results
- Best Use of Viral
- Accessibility and Usability
- Visual Design
- Motion Graphics
- Strategy
- Sound Design
- Grand Prix

## WHAT DO SPONSORS GET?

- Profile and exposure to the top industry practitioners and their guests at the awards.
- Exposure to digital creative professionals via coverage in DigitalArts.
- Attendance at an exclusive networking event with the BIMA Awards judging panel and committee - the cream of the industry.
- Branding on the awards sites – the overall category page and sub categories.
- One-off sponsor's email to the combined BIMA & DigitalArts mailing list and branding on all email communications throughout the awards.
- Offline branding on all awards literature and within DigitalArts magazine.
- Branding on Awards of Excellence certificates: to be issued to successful entries.



There are lots of other sponsorship options available.

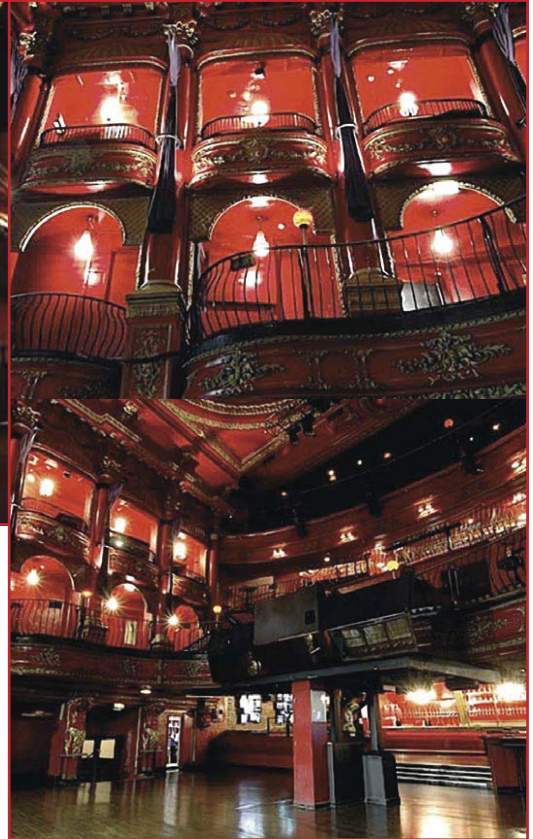
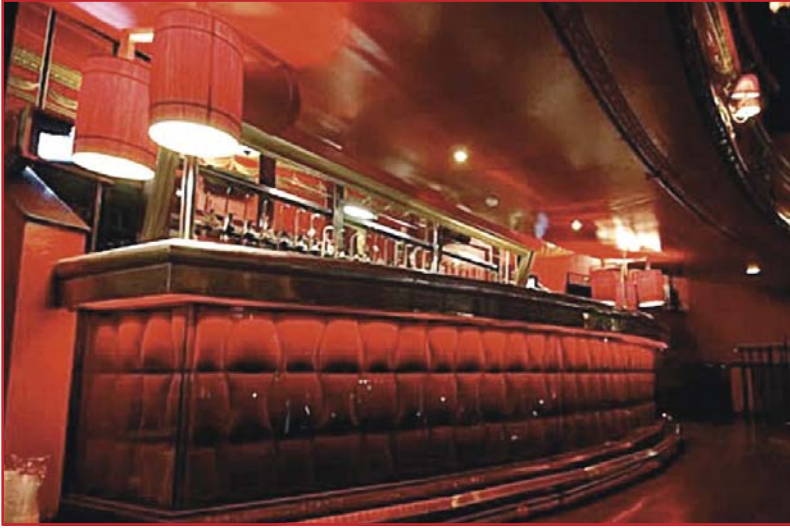
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## **BIMA AWARDS 2009 VENUE**

# **KOKO IN CAMDEN LONDON**

will be the venue to host the BIMA Awards 2009



**Thursday, 19th November 2009**

## **THE AWARDS PARTY OF THE YEAR!**

### **BIMA**

Established in 1985, the British Interactive Media Association (BIMA) is the trade association representing the diverse interests of the UK interactive industry.

Working to support the creative excellence and craftsmanship within digital media.  
[www.bima.co.uk](http://www.bima.co.uk)

### **DIGITAL ARTS**

The UK leading creative design and technology magazine, Digital Arts provides unrivalled access to the heart of the digital design market's decision-making community. Digital Arts online offers the latest news, reviews and tutorials to inspire its audience of digital creatives.  
[www.digitalartsonline.co.uk](http://www.digitalartsonline.co.uk)

### **FOR MORE INFORMATION ON THE BIMA AWARDS**

Please visit:  
[www.digitalartsonline.co.uk](http://www.digitalartsonline.co.uk)  
[www.bima.co.uk](http://www.bima.co.uk)



## **DigitalArts**