



SPONSORSHIP OPPORTUNITIES

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THE 2021 AURAs

The AURAs are fast becoming the most coveted research industry awards. They are the only ones voted for or chosen by clientside members of AURA. Agencies can't enter directly although they are opportunities for them to enter alongside any client who is an AURA member

This year's AURAs will be announced at a sparkling dinner at the Millennium, Gloucester Road, London on Monday 19th July, the eve of Quirks London 2021

There are now 14 AURAs up for grabs following the addition of four exciting new awards



AURA's PREMIER AWARDS

THE INSIGHT IMPACT AWARD

SNAPPED UP ALREADY

AURA's premier clientside award, this AURA is presented to the best case study from a client which demonstrates the impact of their work on their organisation. This could be impact on the bottom line, engaging tricky or difficult to reach stakeholders, changing the opinions of customers through effective and/or the creative use of insight and much much more. Previous winners include Autotrader, Chivas Bros, eBay, Diageo, Sport England and Whitbread

AURA'S AGENCY OF THE YEAR

AURA's agency of the year is chosen by members from the shortlisted agencies in all five agency awards categories. Previous winners include Basis, Incite Marketing Planning, Insites (Join The Dots), Kokoro (ABA Research) and Quadrangle.

"The fact that we were nominated by one of our clients (without them telling us!) and then voted winners by an amazing array of clientside specialists meant a huge amount and has helped support our growth and success"
AGENCY AURA AWARD WINNER 2019

THE CLIENTSIDE AURAS

Whilst the Insight Impact Award is all about the work, our Clientside AURAs reflect the amazing people talent working within our member companies

SNAPPED UP ALREADY

Best Clientside Team

This award recognises the quality and skills AURA members have within their own organisations and reflects on the quality delivered in a single far reaching piece or sustained delivery of quality insight

AURAs 2021
Best New Insight Talent

This award recognises the best new talent in the research and insight industry (less than 5 years). The winner will be someone who has shown extraordinary passion and aptitude for what they do, as well as ability and impact way beyond their experience.

Most Inspiring Client Speaker

Throughout the year, AURA welcomes clientside speakers to share their work with their peers at AURA seminars. This AURA goes to the presentation which gets the highest feedback score from AURA members

NEW

Most Inspiring Insight Leader

NEW for 2021, this award goes to someone who has made a difference to a career, a team, an organisation's success through their inspiring leadership

THE AGENCY AURAS

We have six coveted agency AURAs. They stand apart from other industry awards because they are chosen exclusively by our members



Because size has always been important, this AURA celebrates the best small agencies AURA members have been working with. It's open to all agencies with either fewer than 25 members of staff and/or a turnover of £1 million or less

NEW



This AURA celebrates agencies who have hit the AURA radar for the first time ever or for the first time in a while



Our members know delivering insightful and cutting edge research is one half of the equation. This award recognises an agency which has stepped up and proactively helped our members drive commercial returns from their insight

SNAPPED UP ALREADY

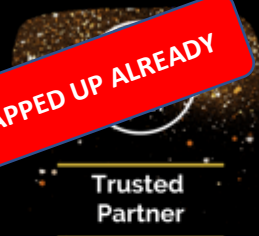


The output of any research project can be a make or break moment. This AURA goes to an agency whose communications are capable of creating 'wow' moments and make our members proud to put them in front of any internal audience



Throughout the year AURA welcomes agency speakers to share their work with members at our events. This AURA goes to the speaker who achieves the highest feedback score from AURA members

SNAPPED UP ALREADY



AURA members form relationships with many of the agencies they work with, but what's even better is when they find a trusted partner. A partner who understands the business's agenda and goes beyond the call of duty to help you deliver it

SPECIAL AWARDS

2021 sees the introduction of two brand new awards to the AURA



This new award give AURA members the chance to celebrate the people and the agencies who have stepped up beyond the call during a challenging year. Who through their actions large and small have made people say “wow, you’re amazing”. AURA’s leadership will judge the winner or winners of this unique and very special accolade



Through our events and the launch of the Innovation Initiative in 2020, AURA has established its commitment to the best and brightest new approaches to delivering great insight. This award will be judged by a panel of AURA members . The winner will be invited to share their innovation with the wider AURA membership at a future event

SPONSOR BENEFITS

All AURA sponsors will receive:

- 2 tickets for Awards Dinner (value £300) and possibly your first night out in a year!
- An invitation to present the Award to the winner at the event
- Sponsor acknowledgement at the event (visual and in ceremony)
- Extensive mentions pre and post event including sponsor logo, blurb and link on the AURAs page of the AURA website, and social media and external marketing comms related to sponsored award
- 2 free AURA memberships to give to any client not currently an AURA member
- Advance notification of upcoming AURA events and the opportunity to submit papers

Premier and Special Award Sponsors will additionally receive:

- Two additional 2 tickets for the Awards Dinner
- Their logo on awards marketing and eTickets sent to guests prior to the dinner
- A guaranteed speaking opportunity at an AURA event between July 2021-June 2022 (subject to editorial sign off)



**For more information about sponsorship
opportunities contact:**

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