



**dsc**

# Social Change Awards

**22 January 2020**

**Cholmondeley Room, House of Lords**

Hosted by The Lord Dannatt

If you're committed to making a difference and having your brand or organisation supporting positive social change, then the DSC Social Change Awards are the event to sponsor.

You can reach new charity professionals with your new product or just increase your brand awareness in the charity sector.

**We helped Ian McIntock at Charity Excellence get in touch with our audience – here's what he had to say about the results:**

*"My average number of site users per day of about 40, increased to 276 on the 1st day and overall quadrupled for the 3 days after the DSC e mail was sent. As importantly, the conversion rate of site visitors to those registering more than doubled. Time on page was up 80% and the numbers of visitors to my resource pages doubled.*

*Across the 3 days, a total of 94 charities registered. The overall impact was that registrations increased by 1000%. Five of them liked it so much, they've completed all 8 questionnaires and achieved the quality mark.*

*Site traffic remains above the norm, so the overall impact of your e mail will be higher than the numbers above.”*

The DSC Social Change Awards celebrate the passionate individuals and organisations committed to making a positive impact in society. The awards are for all those working to achieve a positive change in society – individuals, charities, community groups, companies, public bodies.

## Event sponsorship - £4,000

- Your logo on:
  - All main pages of the awards pages on the DSC website. Awards homepage traffic when awards are live = 8,400 page views between June 2018 and January 2019 (for 2019 Awards) covering nomination and public voting periods. Nearly 4,000 of those page views were over the 3 week voting period
  - All email communications during the nominations and voting periods to an audience of 34k voluntary sector contacts
  - Awards ceremony slideshow
  - Our awards evening photography banner backdrop. All our winners and runners-up have their official photographs taken in front of our awards banner with your logo on it
  - Printed awards evening itinerary that is given to guests on the night
- Twitter mentions thanking you as an awards sponsor.

If you'd like to sponsor the event for more or less than this amount then, please email [justinmartin@dsc.org.uk](mailto:justinmartin@dsc.org.uk) who will be more than happy to discuss and negotiate other options.