


The logo features a green square with a white 'G' on the left and a purple globe on the right. The word 'Green' is written in white on the green square, 'Guardian' is in dark blue below it, and 'awards' is in purple below that. The background has a light grey grid and several purple wireframe globes.

Green

Guardian
awards



The South London Green Guardian
Awards 2006



To highlight environment and green awareness in the boroughs of Kingston, Sutton, Merton, Wandsworth and Croydon

reaching 341,000 households...
over half a million readers

The awards

Launch February 2006 with weekly green awareness section throughout the 5 titles

Nominations from readers

Six award categories

- Green School of the Year (Primary and Secondary)
- Young Environmentalist of the Year (Primary and Secondary)
- Green Business of the Year
- Green Family/Household of the Year
- Best New Project/Initiative
- Best Green Champion of the Year

Borough awards take place in September 2006

South West London awards take place in November 2006

The awards coverage

Sponsor presence on Green awareness pages throughout campaign period

Content of pages focusing on a different award category each month

Lead sponsor on masthead, award sponsor strip at bottom of page

Possible editorial opportunities if sponsor supplies information of reader interest which is locally relevant

DPS appearing after awards featuring winners and sponsor presence



The awards coverage

Mini website on each of the Guardian websites

Full details of awards, sponsors, prizes and background issues

Links possible to sponsor's own website

Websites will be live throughout award campaign period

The awards coverage

Borough Awards

Anticipated 150+ attendance - nominated groups, council environmental staff and sponsors

Prominent banner presence for sponsors

Sponsor may do short presentation before awards

Presenters will mention and thank sponsors

Programme containing small piece on sponsors, why they are involved and their environmental policy

Sponsors can present their award.

The awards coverage

South West Awards

Anticipated 200+ attendance - nominated groups, council environmental staff and sponsors

Prominent banner presence for sponsors

Sponsor may do short presentation before awards

Presenters will mention and thank sponsors

Newsquest will produce a A4 Awards magazine for this event with editorial coverage for sponsors

Package costs

LEAD SPONSOR £35K

- Logo branding to appear in all 5 boroughs for a minimum 36 week period (Feb – Oct 06)
- Prominent branding on award logo e.g The company name ‘ Guardian Green Awards’
- Regular editorial coverage
- Attendance at monthly meetings
- Foc advertising campaign to a value of £5k
- Full branding on ‘Green Website’
- 4 page advertorial/advertising feature in a souvenir ‘Green Awards’ magazine publishing in November
- Attendance at the 5 borough awards and the final awards evenings

Package Costs

AWARD SPONSOR

- Logo branding weekly for a minimum of 36 weeks Feb – Oct 06
- Regular editorial coverage
- Attendance at monthly meetings
- Foc advertising campaign to a value of 3k
- Branding on 'Green Website'
- Award logo branding in a souvenir 'Green Awards' magazine publishing in November with editorial coverage and a quarter page full colour advert.
- Attendance at borough awards and the final awards evening

For 5 borough coverage £25k

Per borough £6k

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