

Sponsorship and partnership opportunities



About the British Council ELTons Awards for Innovation in English Language Teaching

The British Council ELTons Awards for Innovation in English Language Teaching, now in their 15th year, celebrate innovation and excellence. The ELTons Awards offer a wide range of opportunities for partnership, including the packages listed here and bespoke opportunities.

The ELTons awards programme aims to recognise and promote innovation and excellence in English language teaching worldwide, as well as to celebrate the organisations, teams and individuals whose original approaches, products and services shape the future of English language teaching.

Each year, hundreds of nominations are carefully reviewed and considered by a panel of experts, using the Delphi method to draw up the shortlist.

All nominees are invited to the annual ELTons Awards Ceremony, a prestigious event on the English teaching calendar attended by leading figures in the sector.

ELTons nominees and winners report that the awards raise the profile of their work and allow them to reach new networks and audiences.

In 2017, the ceremony will be held on Wednesday 14 June, at Altitude London.

Red-carpet interviews will be held with sponsors, winners, nominees and others throughout the evening. Live-streaming will take place throughout the entire event, including red-carpet interviews and the ELTons awards ceremony.

The British Council ELTons Awards Ceremony 2017

Wednesday 14 June

17.30	Judges and nominees reception for 100 attendees
18.15	Welcome reception – an additional 200 guests arrive
19.00	Awards ceremony – live-streamed for global audiences
20.30	Celebratory reception
22.00	Close

Audience

The British Council ELTons Awards for Innovation in English Language Teaching attract an audience of 600 UK ELT professionals, with 300 attending the awards ceremony and an additional 300 following the live-stream online. ELTons web pages are accessed by a further 59,500 people.

Our audience includes:

- English language teaching leaders, consultants, authors and editors.
- Service providers: Cambridge English, IATEFL, Department for International Trade, English UK, Trinity College London, various university representatives.
- Publishers: OUP, CUP, Macmillan Education, Pearson, National Geographic.
- Owners/directors of accredited UK English language schools.
- Others: previous winners, 2015 nominees, judges.
- Media: The PIE News (Professionals in Education), EL Gazette, Study Travel Magazine, English Teaching Professional, British Council Press Office.



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Partnership options

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ELTons Awards partnerships

Six awards are presented over the course of the evening. There is an opportunity for a select number of organisations to sponsor five individual awards.

- **Excellence in course innovation**
- **Innovation in learner resources**
- **Innovation in teacher resources**
- **Digital innovation**
- **Local innovation**

Award sponsorships are £10,000.

Details of each award category can be found on pages 9 and 10.

Partnership benefits

All award category partnerships cost £10,000. The following benefits are available:

- Invitation to present the award you sponsor.
- Your logo displayed on screen as the winner is announced.
- Half-page advert in awards ceremony brochure.
- Your logo and information about your organisation included in awards ceremony brochure (300 words).
- Five complimentary invitations to the event.
- Exhibition stand space at the stunning venue overlooking the London skyline.
- Your branded slide displayed during the ceremony.
- Opportunity for a member of the team to be interviewed on the red carpet – broadcast live to the ELT community.
- Your organisation's logo and details on the ELTons Awards webpages.

Please note partners may not enter the award they are sponsoring but are free to nominate for all other categories.

ELTons Awards Ceremony partnership opportunities

Opportunity	Headline partner	Nominee Showcase Reception partner	Celebratory Reception partner
Price	£20,000	£10,000	£10,000
Complimentary invitations	10	5	5
Logo on website	✓	✓	✓
Mention during keynote speech	✓	✓	✓
Opportunity to present an award	✓	Dependent on availability	Dependent on availability
Logo on all name badges	✓		
Logo on main presentation throughout ceremony	✓		
Full-page advert in awards ceremony brochure	✓		
Half-page advert in awards ceremony brochure		✓	✓
Sponsor detail and description in the awards ceremony brochure	500 words	300 words	300 words
Exhibition stand space	4 x 4m	2 x 2m	2 x 2m
Red-carpet banner or electronic branding	Stand-alone logo	Joint position	Joint position
Appear on all physical and branded material as 'ELTons powered by sponsor'	✓	✓	✓
Live-streaming webpage	✓	✓	✓
Live-streaming holding page	✓		
Highlights video	✓	✓	✓

Opportunity	Headline partner	Nominee Showcase Reception partner	Celebratory Reception partner
Price	£20,000	£10,000	£10,000
Your branded slide displayed during the ceremony	✓		
Opportunity for a member of the team to be interviewed on the red carpet – broadcast live to the ELT community	✓	✓	✓
Guaranteed feature in the highlights video	✓		
Branding on the gift bag	✓	✓	✓
Photo booth: logo on instant pictures for participants to take away with them alongside the ELTons brand	✓		

Reception sponsors are eligible to enter award categories.

For reasons of transparency and fairness, a headline sponsor is ineligible to enter into any of the award categories.

Award host

The awards will be hosted by a high-profile personality. Previous hosts have included the highly regarded ELT professional Alan Maley and broadcaster Angela Rippon.



Venue

Skyloft: Celebrate the ELTons in style with the welcome reception and celebratory reception both being held in this fabulous space overlooking London's major landmarks.



www.altitudelondon.com/london-venues/sky-loft

Media Centre: The auditorium seats 300 attendees with state-of-the-art audiovisual equipment and unique branding opportunities.



<https://www.altitudelondon.com/london-venues/millbank-media-centre/>

Additional information

Shortlist: The 2016 ELTons awards showcased excellence in English language teaching with a range of outstanding and innovative resources, publications and courses. A total of 104 entries were received for the six awards, which highlighted the very best in the fields of English teaching for young learners, new technologies, English for academic purposes and life skills.

Judging process: Applications are judged by an independent panel of ELT professionals, and managed by an independent facilitator, using the Delphi technique. Applications go through four rigorous stages lasting five months in total. As the Delphi technique is used, the judges never meet nor discuss their decisions with each other. The judges themselves do not know who has won until the night.

Promotion of event on social and digital media:

The ELTons awards are promoted through our dedicated web pages and social media in the build up to the awards.

On the night of the awards, those not able to attend in person can follow all the excitement via our live-stream.

Find out more about the ELTons and watch the 2016 ceremony in full:

<http://englishagenda.britishcouncil.org/events/eltons>

Awards:

Excellence in course innovation

This award recognises innovation in the complete course packages which publishers produce for EFL or ESL learners of any age. Typically, applications in this category will possess some or all of these features:

- textbooks and teachers' books
- supplementary or practice materials
- CD or DVD listening and other support materials
- website support
- multi-level materials.

Innovation in learner resources

This award recognises innovation in any product or service across any media intended for learners. It is not intended that complete course packages will be included in this category. Rather, it might include products and services such as:

- supplementary materials (extended reading materials, vocabulary or grammar support, etc.)
- specialist materials (products and services for specialist groups such as beauty therapists, engineers, etc.)
- services or activities designed to improve learners' English
- individual skills support (products and services intended to develop reading or writing skills, or fluency, etc.)
- works of reference intended for learners (such as dictionaries, etc.).

This list is not intended to be exhaustive.

Continued...

Awards continued:

Innovation in teacher resources

This award recognises innovation in products or services aimed at developing and supporting EFL and ESL teachers, and might include:

- training courses and materials intended specifically for teachers
- works of reference intended for teachers (reference grammars, etc.)
- education or development services or materials (intended to promote in-service development or enhanced knowledge or skills)
- materials banks (websites containing downloadable activities, etc.).

This list is not intended to be exhaustive.

Digital innovation

This award recognises the innovative use of technology. This can be for learners or teachers of English. It might include:

- products and services which use a new technology for EFL and ESL teaching or teacher support
- products or services which make new use of existing technology.

Local innovation

This award is intended to recognise innovation and initiative in creating learner or teacher solutions to meet a specific local need within a specific local context and which are developed at a local, national or regional level. Examples might include:

- the development of local networks intended to promote teacher or learner development
- the development of localised materials or syllabuses
- the use of specialist materials or techniques to overcome local difficulties, such as a shortage of specialist EFL teachers
- the innovative use of technologies to overcome geographical problems in keeping teachers and learners in contact with each other and support agencies.

This list is not intended to be exhaustive.

Your contacts:

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