

Digital Revolution Awards 2022

Celebrating excellence
in the cloud



Sponsor Summary



Celebrating excellence in the cloud

The Digital Revolution Awards recognize and celebrate the very best individuals and businesses in the cloud ecosystem.

We're looking for organizations who are as passionate about the cloud industry as we are to get involved by sponsoring our independently judged awards categories.

Timeline

- **June 28th, 2021**
Nominations open
- **September 30th, 2021**
Nominations close
- **February 25th, 2022**
Virtual awards ceremony to officially announce the winners

About the Digital Revolution Awards

Launching on **June 28th, 2021**, with our virtual ceremony taking place on **February 25th, 2022**, our awards will supercharge your individual and brand visibility, giving participants an incredible, non-commercial opportunity to connect with new and existing contacts across the globe.



Home



Why take part?

Recognize and reward your customers

Your sponsorship of the Digital Revolution Awards allows you to publicly recognize your customers, suppliers, and prospects for their work, and lets you show them your appreciation.

Industry leadership

By supporting the Digital Revolution Awards, you position yourself as a key player in the cloud space, dedicated to celebrating excellence in the field. Sponsoring the awards puts you at the very heart of the industry, enabling you to stand out from competitors.

Brand visibility

As a sponsor, your business name will be attached to your chosen category, giving your brand exposure through our fully integrated marketing and PR plan, as well as through our website, email marketing, and social media promotion.

Great PR

Our dedicated PR and Outreach team has a robust network of contacts ready and waiting to share the news about our awards. In addition, we'll be launching press packs to announce the awards and working with our industry contacts to spread the word far and wide for maximum exposure.

Invaluable networking opportunities

As a sponsor, you'll be standing shoulder-to-shoulder with global business leaders working for some of the world's biggest cloud brands, leaders in the cloud talent creation space, and more. Last year, our judging panel featured experts from Salesforce, AWS, and IBM, among many other leading organizations. Partnering with us offers an excellent opportunity to connect with key decision-makers and discuss future partnership opportunities outside of the Digital Revolution Awards.

Home



Why take part?

Extensive social media reach

Digital Revolution Awards social channels have almost 15,000 followers combined. We'll be cross-promoting the awards across the social media channels of our sister brands and partners, which have a combined following of over 338,000 and an average monthly reach of more than 230,000 on posts. Last year we reached over 60,000 people on our social channels and achieved over 2,500 engagements and 175,000 impressions.

Opportunity to support diversity and inclusion in the cloud space

A big part of our work is highlighting the incredible work being done across the cloud ecosystem to make the industry a more diverse and inclusive place. By supporting the Digital Revolution Awards, you're helping to shine a light on these efforts and celebrating the contributions of those behind them.

Free advertising

All sponsors will receive a free ad in our digital program, as well as content on the Digital Revolution Awards social media channels. You'll also be featured on our website and in our ceremony presentation, which was watched live by over 1,500 people last year.

Access to our exclusive watch-a-long parties

After hosting our first ceremony virtually, we want to ensure that the Digital Revolution Awards remains an accessible, global celebration. So this year, we'll be hosting watch-a-long parties in a handful of fantastic global venues so that our sponsors and partners can eat, drink, connect, and celebrate together as we watch the virtual ceremony unfold and reveal the winners.

Home



Which categories are available for sponsorship?

- **Tech Star of the Year**
- **Tech for Good**
- **Rapid Business Innovation Champion**
- **Excellence in Learning and Development**
- **Outstanding Contribution to the AWS Ecosystem**
- **Outstanding Contribution to the Microsoft Ecosystem**
- **Outstanding Contribution to the Salesforce Ecosystem**
- **Cloud Technology Employer of the Year**

Home



Sponsorship fees

This year, we're asking each of our sponsors to contribute a £5,000 sponsorship fee. A percentage of this fee will go towards orchestrating our exclusive ceremony watch-a-long parties, which will take place in several locations across the globe. The rest of the fee will go to our charity fundraiser in aid of St Martin's School.

The Digital Revolution Awards will not profit from these fees; they are solely to help cover the cost of the watch-a-long parties and provide support for our chosen charity partner.

Fundraising

The Digital Revolution Awards isn't just about celebrating the work of today's cloud pioneers.

We believe that it's just as important to help pave the way for the next generation of tech talent. That's why we're raising funds to support our global charity of the year, St Martin's School, so they can continue their outstanding work empowering students in Kenya to build their futures.

Located in Kibagare, one of the poorest slums in Nairobi, the school provides a safe environment where children can play, learn, and receive regular meals, allowing them to excel. Funds raised by the Digital Revolution Awards and its partners will help St Martins to build a brand new secondary school for local boys.

Home



What do we need from sponsors?

If you'd like to support the awards by becoming a sponsor, this is what we'll need from you:

- Availability on February 25th, 2022 to 'attend' the virtual awards or one of our global watch parties if possible
- A short company bio and a high-res logo for use on our website and other marketing material
- Contact with your marketing team to coordinate promotion of the awards, your involvement, and our fundraising efforts across multiple channels, including social media using the social toolkits provided

How we'll support you

We're enormously grateful to all our sponsors, and want you to reap maximum benefit from your partnership with the Digital Revolution Awards. We'll support you at every stage, supplying the tools you need to promote your involvement, **including; Social media toolkit, Press release templates and Sponsorship packs with information on the awards.**

Home



Interested in getting involved?

We'd love to have you onboard the Digital Revolution Awards.

If you'd like to be a part of celebrating cloud excellence, **get in touch at:**

info@digitalrevolutionawards.com





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