

15th annual event

360
pay
awards

In association with



SPONSOR OPPORTUNITIES

5th October 2022, JW Marriott Grosvenor House, London

In association with



Celebrating excellence in payments

www.thePAY360awards.com

Call Tom McCormick on +44(0) 20 7378 9890 or email tom.mccormick@thepaymentsassociation.org

Organised by





connecting the future





Previous sponsors

Celebrating innovation and excellence for over 15 years

The PAY360 Awards (previously the Emerging Payments Awards) is the most prestigious event of the year for the UK payments industry.

Attended by over 850 of the most senior executives from across the payments value chain it is an amazing networking opportunity. The after-party is legendary!

With over 350 nominations submitted each year and the winners chosen by our independent panel of 60 judges, they are the most coveted awards you can win.

Establish brand identity and trust, and profile yourself alongside the elite of the payments industry, by becoming a PAY360 Awards sponsor.



A thoroughly enjoyable and well-organized event. I was not only inspired and motivated by the achievements of people and products showcased during the awards but also felt a strong sense of pride to be associated with the payment industry.



Stan Rubin, Novatti Limited



850+ attendees



15 years of celebration



8.5 hours of networking



50% c-level attendees

21

categories



60 independent judges



Over 20,000 key decision-makers and influencers will come to associate your brand with innovation and excellence

It is great to see the The Payments Association bringing all the payments industry professionals together in such extra-ordinary times to help the industry to continue to innovate and also celebrate and collectively engage in recognitions to move the eco system further from fintechs, to payments giants to major banks to vendors... Truly the event is one of its kind.

Haluk, Minna Tech (Sweden)

Get 12+ months of brand exposure and reach more than 250,000 payments professionals through our multi-channel marketing campaign.

Sponsorship packages include pre and post content distribution resulting in genuine MQLs.

Category sponsorship is the perfect way to drive share of voice, position yourself as a thought leader and educate the market on a specific topic.



Leverage our extensive marketing reach to increase your brand exposure



420,000+
email sends



27,000+ database
of contact



250,000 website page
views annually



150,000+
social media
impressions



25,000+ LinkedIn
Connections



10,000+ Twitter
followers



240,000
PR reach



Mastercard have chosen to be headline sponsor of the event because our presence in payments, our support for what's going on here in the UK and for all of our businesses around the world is so important to us and we can think of no better way of doing that than being present here tonight and sponsoring this great event.

Scott Abrahams, Senior Vice President Business Development & Fintech, Mastercard UK & Ireland



Network with the industry's leaders



This event is the highlight of my work social calendar.

Joanne Dewar, CEO, GPS

With 800 leading industry executives in the room on the night of the awards, this exclusive event is a unique opportunity for you and your team to network with the industry's key decision-makers. Over 50% of those attending the PAY360 Awards are C-level and above.

As an event sponsor, you can host your clients and colleagues on your own branded VIP table/s, and if sponsoring a category you will get to present an award in front of the whole audience. You also get access to the legendary after-party where you can mingle with the most senior attendees.

Companies who attend include:

- 7Security Ltd.
- Accomplish Financial
- ACI Worldwide
- Acquiring.com
- Adageo Media
- ADD Digital Ltd
- Aibms
- algbra
- allpay Limited
- allpay.cards
- Amazon Pay
- Antelop
- ArcaPay Limited
- Argentex
- AWS
- B2B Pay
- Banking Circle
- Barclays
- Bayesian Group
- Bellwood Kilberry Limited
- BigeDirect
- Blue Train Marketing Limited
- Bluechain
- Bottomline
- Bowsprit
- International Ltd
- Box Processing
- Brewin Dolphin
- Broløs Consult
- Business Mix Limited
- Capital on Tap
- Cardstream
- Carta Worldwide
- Caxton
- CC Group
- Chargebacks911
- Checkout.com
- Chillimint (Europe) Ltd
- Clearjunction
- Coinify
- Conexus Group
- Consult Hyperion
- Contis
- Corniche Growth Advisors Limited
- Currencycloud
- Currensea
- Curve
- Cybertonica
- DataArt
- daVinci Payments
- Defrayal Limited
- Deloitte
- Digital Payments Group
- DIT
- DivideBuy
- Dixipay
- Dorokhoff
- Duesday
- EBANX
- Ebury
- ED&F MCM
- Ekata
- Elavon
- Eligma Ltd.
- EML Payments Europe Ltd
- Empiria Group
- Entrine
- E-Pay Logistics Ltd
- ESG Intelligence
- eToro
- EVRY Card Services
- Expression Marketing
- EY LLP
- Fabrick
- Fair For You
- Enterprise CIC
- Facebook
- Feeney Ventures
- Fenige
- Fexco
- FinFlag
- Fintech Finance
- Fintech Futures
- fintechia
- FIS
- FleetCor
- Flexe Payments
- Flex-e-card
- FN1X Limited
- For Good Causes
- FORM3
- fscom
- FSS Technologies (UK)
- GBG
- Geoswift
- Gift Card Consulting
- Glint Pay
- Global Exchange
- Global Hotel Card
- Global Processing Services (GPS)
- GoCrypto
- Griffintech Consulting Ltd
- Ground Floor Ventures
- Guavapay Limited
- halfords
- Hard Numbers
- Hexopay
- HooYu
- HSBC
- IBM
- ID R&D
- IDEMIA
- ID-Pal
- Income Group
- InComm
- Infinity International
- Foreign Exchange
- Ingenico
- INICED SL
- Intercash
- JD Marketing
- JLG Group PLC
- JP Morgan Chase
- Judopay
- Jumio
- Jwi
- Kani Payments
- Kompli-Global Limited
- Konsensus
- KPMG
- Lloyds Banking Group
- Maddox Consulting
- MANGOPAY
- Manifesto Growth
- Mastercard
- McLEAR
- MeaWallet
- Media Matters
- MINERVA PR
- Minna Technologies
- Missive
- Mk2 Consulting
- Modulr
- Monese
- Monzo Bank
- Moorwand
- MuchBetter
- Multisafepay
- NatWest
- Navigation Channel
- Neonomics
- Network International
- Nium
- Nordway Financials
- NorthRow
- Nuapay
- Okay
- Omnio Global
- Oney Portugal
- Open Banking Expo
- Openpayd
- Optal
- Optima Consultancy
- Ordo
- Osper
- Outward VC
- Ozone API
- P92
- Paladyum
- Partner Union
- pay.UK
- PayCore
- PayDock
- Payment Industry Insights
- Payment Matters
- Payments Consultancy Ltd
- Paynetics
- Per Ardua Associates
- Phos
- Phos Services Ltd
- phyre
- Pomelopay
- Post Office
- PPRO
- PPS
- PSR
- PXP Financial
- QaiWare
- QRails Ltd
- RBR
- Revolut
- SBC
- SCP Consultants Limited
- Sentenial & Nuapay
- SimplyPayMe
- SkyParlour
- SnapSwap
- Sogebank
- Sokin
- St James House
- PLC
- Starling Bank
- STS
- SumUp EU Payments
- SWIFT
- Swile
- TagNitecrest
- TechFuse
- Technology Strategy
- Thames Technology
- The Access Group
- The Acquire Network
- The Barker Consultancy
- The Canny Technology Company Limited
- The Fintech Power 50
- The Fintech Times
- Their Perfect Gift
- Thyngs
- TietoEVRY
- Tigaca Ltd
- Tink
- Token
- Total Processing
- Transact365
- Treezor
- Trezeo
- Tribe Payments
- Truelayer
- Trust Payments
- Trustly
- Trustpayments
- TSL
- twenty8k consulting
- UK Finance
- Vacuumlabs
- Vasili Advisory
- Visa
- Visibly Rocks
- Vitesse PSP
- Voucherline Ltd
- Vouchr
- Vyne
- W2
- Weavr
- Western Union
- WEX
- Wirecard Card Solutions
- Worldline Global
- Xpate
- Yapily
- Yimba
- Zortrex

The 2022 Categories and Judges

1. Industry Contributor of the Year
2. Best International Payments, Remittance or use of FX
3. Best Financial Inclusion Payments Initiative
4. Best Consumer Payments Programme
5. Best B2B Payments Programme
6. Best Open Banking Initiative
7. Best B2B/B2C Banking Initiative
8. Best Partnership Initiative
9. Best Use of Payments Data or AI in Financial Services
10. Most Innovative Mobile or Financial Service Payments Solution
11. Most Innovative Merchant Services Solution
12. Best Financial Crime prevention solution **NEW**
13. Best Reg Tech Project **NEW**
14. Best Customer Facing Experience
15. Leading Financial Services or Payments Start-Up
16. Best use of Crypto in Financial Services
17. Best Direct Account to Account Solution
18. Best Lending Initiative
19. Best Payment ESG Initiative **NEW**
20. Leading Emerging Payments Organisation
21. Best Demonstration of UK companies exporting Financial Services **NEW**



And **NEW** judges that include:



Mel Tsiaprazis
Chief Commercial
Officer, **Bitstamp**



Dr. Ruth Wandhöfer
Payments Expert



Emily Baum
Managing
Director,
**Emily Baum
Consulting**



Alan Smith
Founder,
**Defrayal
Limited**



Judith Rinearson
Partner,
K&L Gates



Nim Haas
Director,
TechFuse



John Schratz
Managing
Director, **Eclipse
Enterprise
Consulting**



Andrea Dunlop
Chair of Judges,
The PAY360 Awards

2022 Chair of Judges

Visit thePAY360awards.com for the complete list of judges

Why sponsor?

In a fast-paced market, we know that buyers/investors are 69% more likely to reach out to brands they trust and recognise. Typically, buyers are considering a minimum of 3 competing solutions at any 1 time.

Does your brand and solution stand out?
Are you associated with excellence or best practice? The PAY360 Awards represents a unique opportunity to:

- Establish brand identity and trust by aligning your business to a key audience of global influencers
- Establish a Thought Leadership position, making your brand synonymous with the category
- Drive share-of-voice on a particular topic or technology area
- Benefit from a 12-month marketing and PR campaign across email, social and media channels
- Be profiled alongside industry leaders and judges as a key voice in the industry
- Drive demand with post-ceremony content and downloadable assets, providing MQLs and lead gen
- Educate the market through the editorialisation and extended coverage of the awards



Choose a sponsorship package that's tailored to meet your objectives

The 5 sponsorship options to choose from have been carefully designed to elevate your brand, generate new leads, form partnerships and align with existing marketing, thought leadership and promotional campaigns. Each package benefits from an extended 12-month campaign, from pre-event, to onsite and post-event coverage, meaning your sponsorship continues to deliver results beyond the ceremony itself.

Platinum

The Platinum Sponsorship Package will position you as the market leader and associate your brand with industry excellence.

- Your brand will be featured in a prominent position on all event marketing collateral (as the highest tier sponsorship outside of headline status), as well as providing the opportunity to host sponsor content on a dedicated sponsor page on the website - maximising lead generation opportunities through The Payment Association's database.
- Achieve thought leadership through association, with sponsorship of 2 awards categories. Align your business with 2 technology or service areas by recognising the best in class companies and achievements.

- Your brand will be given a VIP table of 10 in a prime position in the room to network and host clients throughout the night. On top of this, you will present multiple awards, and benefit from brand exposure through event collateral.
- Continue to get brand exposure via the The Payments Association's marketing reach after the ceremony itself through the post-event editorial pieces.

Category

The Category Sponsorship Package allows you to position yourself as a subject matter expert and thought leader within a specific category.

- Your brand will be featured in a prominent position on all event marketing collateral and alongside your sponsored category of choice, as well as providing the opportunity to host sponsor content on a dedicated sponsor page on the website - maximising lead generation opportunities through the The Payments Association's database and positioning you as an expert in that area.
- Achieve thought leadership through association, with the sponsorship of your award category. Align your business with a technology or service area by recognising the best in class companies and achievements.
- Your brand will be given a platinum table of 10 in a prime position in the room to network and host clients throughout the night. On top of this, you will present your award, and benefit from brand exposure through event collateral.
- Continue to get brand exposure via the The Payments Association's marketing reach after the ceremony itself through the post-event editorial pieces

Choose a sponsorship package that's tailored to meet your objectives

Champagne Reception

The Champagne Reception Sponsorship Package is the perfect package if you are looking to raise your profile, brand build awareness and entertain clients.

- You will gain brand visibility via exclusively hosting the official reception of the PAY360 Awards.
- This brand visibility and association with a key feature of the Awards will increase the number of market leaders and influencers that will be seeing your brand, resulting in greater awareness and understanding of your business.
- You will be given a platinum table of 10 that is positioned in the prime position to network with and host clients. Your company logo will appear in event collateral, and you will receive a full-page advert in the awards brochure.
- You will receive further recognition and exposure post-awards within the "Thank you for attending" emails and post-event coverage

Awards Advertiser

The Awards Advertiser Sponsorship Package associates your brand with the highly respected and well-known PAY360 Awards.

- You will gain brand visibility from having your logo on all event marketing materials, an advert in the event guide and a short video-based ad played during the ceremony.
- You will also be given a 15% discount on a Gold Table which provides you with the opportunity to network throughout the night and build client relationships.

SPONSOR PACKAGES

We have a number of packages to suit all budgets. For more information contact Tom McCormick on tom.mccormick@thepaymentsassociation.org or call +44(0) 20 7378 9890.

	Platinum Plus Sponsor	Platinum Sponsor	Category Sponsor	Champagne Reception Sponsor	Awards Advertiser Package
Hosted content on sponsors page	✓	✓	✓	✓	
Dedicated announcement of sponsorship on social media	As Platinum Sponsor	As Platinum Sponsor	As Category Sponsor	As Champagne Reception Sponsor	
Listing on dedicated awards sponsors page including logo and profile	As Platinum Sponsor	As Platinum Sponsor	As Category Sponsor	As Champagne Reception Sponsor	✓
Branding across awards email marketing campaigns	As Platinum Sponsor	As Platinum Sponsor	As Category Sponsor	As Champagne Reception Sponsor	✓
Sponsor logo featured across all relevant event marketing materials	As Platinum Sponsor	As Platinum Sponsor	As Category Sponsor	As Champagne Reception Sponsor	✓
Branding on rotating sponsors banner on awards homepage	✓	✓	✓		
Sponsorship of award categories	x2	x2	x1		
Opportunity to present awards	x2	x2	x1		
Includes industry contributor of the year as one of the two categories for sponsorship, which is the first category to be presented and includes a 3 minute welcome address to full audience	✓				
VIP table of 10 (located in prime position including drinks package and three course dinner)	✓	✓			
Dedicated sponsors table of 10 including 3 course dinner and bucket of beer			✓	✓	
Entry to pre-dinner champagne reception	✓	✓	✓	✓	
Exclusive branding in champagne reception area				✓	
Entry to after party	✓	✓	✓	✓	
1 x video advert broadcast at event (30 sec. sponsor to provide)	✓	✓	✓		✓
Extensive branding throughout venue	As Platinum Sponsor	As Platinum Sponsor	As Category Sponsor	As Champagne Reception Sponsor	
Featured logo on ceremony screen and sponsor loop presentation	As Platinum Sponsor	As Platinum Sponsor	As Category Sponsor	As Champagne Reception Sponsor	✓
Sponsor name to feature on trophy	x2	x2	x1		
Full page advert in event guide	✓	✓	✓	✓	✓
Company logo and profile featured in event guide	As Platinum Sponsor	As Platinum Sponsor	As Category Sponsor	As Champagne Reception Sponsor	✓
Dedicated social media announcement during event	As Platinum Sponsor	As Platinum Sponsor	As Category Sponsor	As Champagne Reception Sponsor	✓
Logo to feature in "thank you for attending" post event email	As Platinum Sponsor	As Platinum Sponsor	As Category Sponsor	As Champagne Reception Sponsor	
Logo to feature in winners case study of sponsored categories	As Platinum Sponsor	As Platinum Sponsor	As Category Sponsor		
Post event video interview on reasons for category sponsorship to be featured alongside the winner	✓	✓	✓		
Featured on PAY360 Awards website for 6 months post event	As Platinum Sponsor	As Platinum Sponsor	As Category Sponsor	As Champagne Reception Sponsor	
Inclusion in PAY360 post awards ebook - on sponsors page and above case study with interview snippet	As Platinum Sponsor	As Platinum Sponsor	As Category Sponsor		

SPECIAL PACKAGES AND PRICES AVAILABLE FOR...

VIP Table of 10 package

- Entry to the pre-dinner Champagne Reception
- 3 course Dinner and Awards ceremony
- Entry to the After-Party
- Premium position in the room
- Champagne on arrival at the table
- Bucket of beers on the table
- Professional group photograph of your table
- Bottle and mixers at the after party
- Logo to appear in Awards brochure handed out to every guest

Platinum Table of 10 package

- Entry to the pre-dinner Champagne Reception
- 3 course Dinner and Awards ceremony
- Entry to the After-Party
- Prime position in the room
- Bucket of beers on the table
- Professional group photograph of your table

Gold Table of 10 package

- Access to the Champagne Reception
- 3 course Dinner and Awards ceremony
- Access to the After-Party

10% discount
on tables for Community
Members of The
Payments Association

15% discount
on tables for
Community Patrons
of The Payments
Association

Get in touch

To discuss any of the sponsorship packages in this pack, please contact

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