



INTELLIGENT
COMPANY
OF THE YEAR

>>> UNITED KINGDOM <<<

INTRODUCTION



Mensa
The High IQ Society

Mensa is a membership club founded in the UK in 1946 for people with exceptionally high IQs. With more than 130,000 members across the globe, Mensa's objectives are to provide a stimulating intellectual and social environment for its members, to identify and foster the use of human intelligence for the benefit of humanity and to encourage research into the nature, characteristics and uses of intelligence.

“A person who won't read has no advantage over one who can't read” - Mark Twain

In that spirit, an organisation that won't win have no advantage over one that can't win the Intelligent Company of the Year Award.

The aim of the competition is to promote the role of intelligence and a stimulating intellectual environment in business.

WHY ENTER?

Entering a competition together is a fun and engaging team bonding activity in any team, department or organisation.

The opportunity to take an official IQ test can help create employee satisfaction, maintain loyalty and boost morale.

Both individual and organisation-level results are handled strictly confidentially which means there is no risk involved in completing the test.

The winning organisations will receive their customised “Intelligent Company of the Year” badge which they will be able to use to raise their profile.

Employees who perform in the top 2% globally will be invited by the British Mensa to join their ranks.

As it is an annual competition, it is a great opportunity to start a company tradition and participate every year.

THE COMPETITION

Intelligent Company of the Year is an annual competition in 4 categories,

Micro business (5-10 employees)

Small business (11-50 employees)

Medium enterprise (51-250 employees)

Enterprise (more than 250 employees)

with 3 winners announced in each category:

1st/Gold

2nd/Silver

3rd/Bronze



The competition consists of two rounds. In the first round, team members need to individually complete a multiple-choice, time-limited online test. Teams that get a good average score will have a supervised Mensa test that is carried out on site. The 3 top organisations in each category will be selected based on their average IQ scores in the second round.

Winners of the 'Intelligent Company of the Year' Awards will receive a custom badge that they are entitled to display on the company's website and other online channels. Winners hold the title for a year, at the end of which they will have the opportunity to renew the title by re-entering the competition.

The results and rankings of participating organisations and individuals will be handled confidentially. All participating organisations will be featured on the Intelligent Company of the Year website as contestants but only the 3 highest ranking contestants in each category will have their ranking disclosed. The testing of individuals is carried out in accordance with Mensa's official standards, with individuals receiving exclusive access to their own results.

www.intelligentcompany.co.uk

PREVIOUS CONTESTANTS*

NOKIA
Connecting People

Morgan Stanley

vodafone

ERICSSON

**hp HEWLETT®
PACKARD**



General Electric

*Intelligent Company of the Year Hungary, Enterprise Category

HEADLINE SPONSORSHIP

We have one opportunity available for a business to be the Headline Sponsor at the 1st UK Intelligent Company of the Year Award. A host of benefits are

associated with this leading and most prominent sponsorship opportunity of the Awards, as listed below:

- Naming rights, with the event branded as the 'Intelligent Company of the Year Award 2018 in association with [your company]'
- Dedicated PR activity with regard to your company's support of the Awards as the headline sponsor.
- Full database access to participating companies.
- Solus e-shot 'Meet the headline sponsor' sent to our database of businesses
- Dedicated social media announcement of your company's support as headline sponsor via our Facebook, Twitter and LinkedIn channels with more than 200,000 combined post views per month.
- Prominent logo branding with supporting hyperlink on the homepage of the Awards' website attracting 15,000 visits from UK businesses during each month of the promotion.
- Logo branding and copy on our main web traffic landing pages as part of an intensive, multi-channel online marketing campaign in Q1 2018.
- Logo branding on all the Intelligent Company of the Year Award 2018 promotional material to include stage backdrop, event e-tickets, ticket sales mailings and event programme.
- The exclusive opportunity to show a video at the start of the Awards, with a maximum length of 60 seconds.
- Verbal announcement and introduction of your support for the event by the Awards' main presenter.
- High-profile visibility and brand recognition via stage presence to introduce and present awards at the Intelligent Company of the Year Award 2018
- Five complimentary tickets to attend the Awards.
- Awards programme front cover logo branding, alongside 75 words of copy; all attendees receive a copy of the Awards programme on arrival.
- Opportunity to provide a branded giveaway in the Awards goody bag, distributed to all attendees on departure.
- Display of up to three pop-up banners in prime locations at the 2018 Awards (sponsor to provide banners).
- Solus sponsorship of one the Intelligent Company of the Year Award 2018 retrospective feature on the Awards website after the 2018 Awards. Plus solus inclusion on an e-shot to a database of professionals and social media activity around the feature.
- The portfolio of all Awards event photographs for your use.





INDIVIDUAL CATEGORY SPONSORSHIP

The individual categories available for sponsorship are:

Micro business (5-10 employees)

Small business (11-50 employees)

Medium enterprise (51-250 employees)

Enterprise (more than 250 employees)

- Logo branding and copy on the home page and alongside the sponsored category on the Awards' website attracting 15,000 visits per month from UK businesses.
- Logo branding and copy on our main web traffic landing pages as part of an intensive, multi-channel online marketing campaign in Q1 2018.
- Verbal announcement of your support of the event by the Awards' main presenter.
- Social media announcement of your category sponsorship via our Facebook, Twitter and LinkedIn channels with more than 200,000 combined post views per month.
- Logo placement on the e-ticket for the Awards event.
- High-profile visibility and brand recognition via stage presence to introduce and present your award category.
- Logo branding plus supporting editorial content within the Awards programme distributed to all guest on arrival.
- Two complimentary tickets to attend the Awards.
- Display of one pop-up banner at the 2018 Awards (sponsor to provide banner).
- Shared sponsorship of one the retrospective features on the Intelligent Company of the Year Award website after the 2018 Awards. Plus inclusion in an e-shot to a database of professionals and social media activity around the feature.
- The portfolio of all Awards event photographs for your use.

We would also be happy to discuss bespoke sponsorship opportunities. For further information please contact us today.

www.intelligentcompany.co.uk

OTHER SPONSORSHIP OPPORTUNITIES

- Awards goody bag sponsorship
- Guest Badge Sponsorship
- Live Social Media Wall Sponsorship
- Welcome Champagne Cocktail Reception

Awards programme advertising: A dedicated, 16-page, full-colour A5 2018 Intelligent Company Awards programme will be produced for the event on, featuring details of finalists, sponsors and Awards judges. Every finalist or guest at the 2018 Awards will receive a copy of the programme on arrival.



GET IN TOUCH

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www.intelligentcompany.co.uk/sponsors