



CRRA

CRReportingAwards'10

Sponsorship Opportunities

ABOUT THE AWARDS

The CR Reporting Awards 2010 (CRRA'10)

The CRRA are the global and independent awards for corporate responsibility reporting. Launched in 2007 as the first of its kind, the CRRA identify leading reports across 9 categories. As we move into the third round of these awards we have the benefit of an established brand.

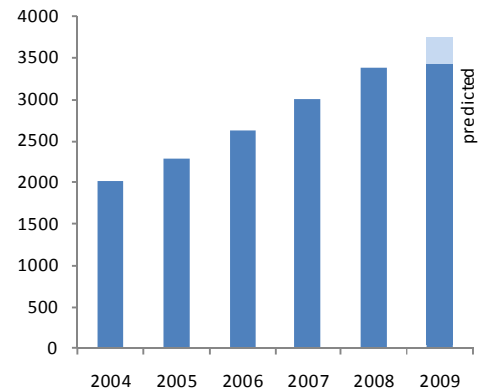
A Note on CR (Corporate Responsibility) Reporting

The reporting field has matured over the past few years and our research shows that nearly 3,600 companies worldwide are currently committing budgets and resources to producing CR reports. CR reporting is becoming increasingly sophisticated: guidelines have emerged and companies are grappling with the issues of integrating their non-financial and financial reporting programmes. Achieving credibility and successful communication requires reporters to engage with a range of service providers, including auditor/verifiers, CR consultants, designers, and communications professionals.

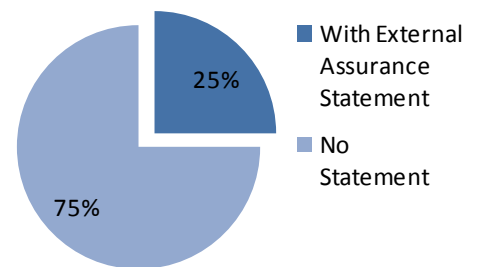
The CRRA identify and reward excellence in the CR reporting field through the following process:

- 260 category entries were entered by 130 companies. Entries per category were capped to make voting easier.
- Voting is undertaken online by CorporateRegister.com users (currently 30,000) over a three month period.
- Results will be announced at the CR Forum with Gala Evening in London, April 2010.

Report output per year globally



Use of external verification in 2009



Data from CorporateRegister.com

ABOUT CORPORATEREGISTER.COM - THE GLOBAL CR RESOURCES WEBSITE

CorporateRegister.com has been active since 1998. Our website offers a unique range of CR resources:

- The world's largest online directory of CR reports (currently including over 24,000 reports from 6,000 companies worldwide - and growing by the day).
- Expert reviews of leading CR reports.
- The ReportAlert service - announcing the latest CR reports for over 130 clients each year to our users.
- The EventAlert service - announcing upcoming CR events to our user audience.
- The ReportingPartners service - an online directory of CR reporting service providers, profiling over 5,000 consultants, designers, printers and auditor/verifiers.

We have formed partnerships with some of the most significant organisations in this field: our international network features WBCSD, UNEP-FI, FTSE4Good, CSR Europe, AccountAbility, and Global Compact.

- We have 30,000 registered users, including 4,000 representatives from reporting companies.
- We receive over 75,000 unique visits every month.



SPONSORSHIP BENEFITS

We are in direct contact with representatives of all CR reporting companies worldwide: the decision makers and budget holders. Our website is indispensable for anyone working in this field and acts as a first point of reference for individuals and organisations with an interest in CR in general, and specifically in reporting.

The CRRA is one of the world’s most significant CR reporting events. The programme runs from October 2009 culminating in the CR Forum with Gala Evening in April 2010. Sustained marketing and promotion of the programme will ensure that our awards are visible to the global CR community and beyond. As a sponsor of CRRA, you will benefit from this sustained exposure both during and after the CRRA’10.

There is simply no better way to profile your company throughout the global CR community. With 130 companies entering their reports, and 30,000 of our site users able to vote, the CRRA represent a significant and lasting benchmark in this area.

THE SPONSORSHIP OPPORTUNITIES

There are opportunities for 9 organisations (one for each award) in the programme, with the following sponsorship benefits:

1. The CR Forum with Gala Evening (April 2010, London)

A groundbreaking day of insights and debate, by invitation only. Our awards entrants will be joined by up to 100 selected opinion formers from the fields of investment, government, media and civil society. Our sponsors will be entitled to:

- branding in print and online media, including websites, print ads, brochures, stage display, attendees’ pack, and other official publications.
- exhibition space.
- free entry for 2 people, in addition to 1 speaking opportunity.

2. The Awards Wind Down (April 2010 onwards)

Following the CR forum and gala evening, we continue to engage with the CR community. Our sponsors will be entitled to:

- mention in all e-communications concerning the award outcomes.
- continued branding on the CRRA winners page.
- branding in the official CRRA’10 report, consisting of a full-page ad for the Best Overall Report sponsor and a half-page feature for all other sponsors. We circulate 5,000 hard copies of this report, and previous editions have been downloaded 8,000 times in PDF format.

Sponsor Categories and Fees

Best Overall Report	£10,000
Best First Time Report	£6,000
Best SME Report	£6,000
Best Integrated Report	£6,000

Best Carbon Disclosure	£6,000
Creativity in Communications	£6,000
Relevance & Materiality	£6,000
Openness & Honesty	£6,000
Credibility through Assurance	£6,000

To Become a CRRA’10 Sponsor:

Please contact Paul Scott at info@corporateregister.com or +44 (0)20 70143366.