



MediaCom Sport & Entertainment triumphs at UK Sponsorship Awards 2018

AWARD WINNING RECOGNITION SPORT AND ENTERTAINMENT

29 MAR 2018

We have been celebrating in style this week as we scooped two awards and a highly commended in a third category at the UK Sponsorship Awards.

MediaCom Sport & Entertainment attended the Annual UK Sponsorship Awards on 27th March. The popular awards evening celebrates the very best sponsorships, partnerships and brand activations across a range of markets and sectors. The success of this evening highlights our brilliant work and also strong presence within the Sport and Entertainment industry.

The awards went to the following MediaCom campaigns:

- Winner: Best Use of Celebrity Endorsement – ŠKODA – *Driven by*

Something Different

- Winner: Charity & Community Engagement Sponsorship – *NHS BT & MOBO Awards B-Positive Campaign*
- Highly commended: Best Live Event Sponsorship – *NHS BT & MOBO Awards B-Positive Campaign*

MediaCom also made the shortlist for the following:

- Live Entertainment and Event Sponsorship – *NHS BT & MOBO Awards B-Positive Campaign*
- Sports Sponsorship – *ŠKODA – Driven by Something Different*
- Sponsorship Agency of the Year

We would like to take this opportunity to thank all of the various account teams and departments around the UK who have helped to create the NHS and ŠKODA campaigns, we really appreciate all your support!

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