



# *Intelligent* **Instructor** *Awards 2024*

Rewarding excellence in the ADI market

..... All sponsorship enquiries, please contact: .....

**RICHARD STORRS**

Founder and Director

■ **M:** 07707 564 422

■ **E:** [richard@intelligentinstructor.co.uk](mailto:richard@intelligentinstructor.co.uk)



**RACHAEL BUTLER**

Advertising Manager

■ **M:** 07974 186 445

■ **E:** [rachael@intelligentinstructor.co.uk](mailto:rachael@intelligentinstructor.co.uk)

# II *Intelligent* Instructor Awards 2024



## Background

The **Intelligent Instructor Awards** recognise and reward the achievements of the very best instructors, schools and suppliers within the driving instructor industry.

Launched in 2019, they've quickly become recognised as the most credible and sought-after awards, offering huge benefit and value to the award winners. There are 13 different awards categories, spanning the full spectrum of driving industry.

From service providers to those offering tailored products, from regional driving schools to those operating nationally, and of course those all-important driving instructors - 11 regional winners and one national champion.

## Intelligent Instructor Awards categories

- 1 Driving Instructor Insurer of the Year**
- 2 Product of the Year**
- 3 Training Provider of the Year**
- 4 Professional Support Provider of the Year**
- 5 Car Supplier of the Year**
- 6 Driving Instructor Car of the Year**
- 7 Local Driving Instructor Association of the Year**
- 8 Community Champion of the Year**
- 9 Eco Driving School/Instructor of the Year**
- 10 Regional Driving School of the Year**
- 11 National Driving School of the Year**
- 12 Driving Instructor of the Year**  
(11 regional awards, one overall winner)
- 13 Services to the Driver Training Industry Award**



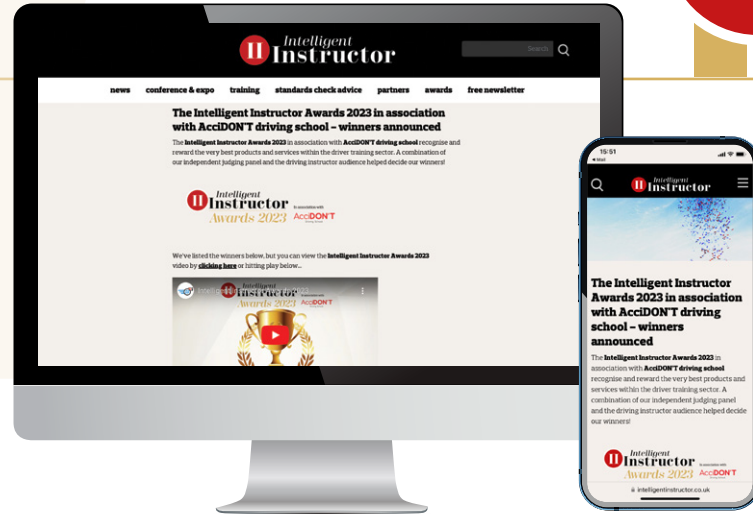
# II *Intelligent* Instructor Awards 2024



## Heavyweight marketing

**Intelligent Instructor** utilise its full suite of marketing channels over a sustained period to promote the awards. This includes maximising the number of entries and nominations when the awards officially open, through to publicising the shortlist to encourage widespread voting. Naturally, there is a frenzy of activity to publish the results and to fuel the post-awards PR exposure.

There's a consistent flow of news articles on [intelligentinstructor.co.uk](http://intelligentinstructor.co.uk), the industry's busiest website which receives over 4,500 monthly unique visitors, prominent exposure on the weekly **Intelligent Instructor** newsletter, regular emails to the opted-in 8,500 email database and multiple social media posts on the Facebook page which has over 5,000 followers. Utilising these channels and working with other influential industry partners, help ensure the **Intelligent Instructor Awards** is amplified to an audience on an unprecedented scale!



The awards are announced via video. In 2023 the ceremony received 2,500+ views, generated 400+ reactions, comments and shares and 4,000+ people were reached.

The awards are then physically presented at the **ADINJC & Intelligent Instructor Spring Conference & Expo** via a dedicated ceremony during the day.



# II *Intelligent* **Instructor** *Awards 2024*



## Judging process

Entries are encouraged across nine of the 13 award categories. The Driving Instructor of the Year category is judged differently as our sister company **FirstCar**, the market-leading publisher in the new driver market, encourages learners and newly qualified drivers to nominate instructors if they've excelled and had a really positive impact. These submissions help create 11 regional shortlists, resulting in multiple regional winners with one National Driving Instructor of the Year.

All shortlisted entries are judged by a combination of our expert, independent judging panel as well as votes received by the wider driving instructor audience. An equal weighting from both the public vote and those from our judging panel help reach a combined score to find our worthy winners.

The event continues to grow in popularity, with a record number of entries received (100+) and also a record number of nominations from over 5,000 learners for over 500 different instructors.

Intelligent Instructor encourages its audience to vote via the slick awards portal, whilst supporting partners and those shortlisted proactively encourage their audiences to vote too. In 2023, over 8,000 votes were cast to help find out worthy winners.

## Timings

- **November 2023** – nominations open
- **January 2024** – entries close
- **January 2024** – shortlist announced, public voting opens
- **February 2024** – voting closes
- **March 2024** – Intelligent Instructor Awards ceremony broadcast
- **April 2024** – physical presentation at ADINJC & Intelligent Instructor Spring Conference & Expo



## Sponsorship Opportunities

Sponsorship of the event brings with it powerful exposure aligned to this unique event. With further amplification of the sponsor's brand via **Intelligent Instructor's** heavyweight marketing – website, newsletter, email database and social media both pre and post event as well as via the wider network within the driver training industry. No other event in this market has such targeted media strength behind it.

## Sponsorship

	HEADLINE £9,995	GOLD £5,995	SILVER £2,995
<b>COST (all prices subject to VAT)</b>			
Sponsor reference	'in association with'	'supported by'	X
<b>EVENT:</b>	<b>HEADLINE</b>	<b>GOLD</b>	<b>SILVER</b>
No. of awards sponsored	5	2	1
Sponsor's branding on all marketing literature; website, email, social, etc.	✓	✓	✓
Sponsor thanks in opening and closing speeches	✓	✓	✓
<b>Sponsor branding:</b>			
■ Pre-event publicity - launch phase, appeal for nominations, shortlist announcements, etc	✓	✓	✓
■ Co-presenting video Headline. Via video broadcast	✓	X	X
■ Post-event - awards recording hosted on YouTube, extensive promotion of results via all Intelligent Instructor channels and wider industry network	✓	✓	✓
<b>ONLINE*:</b>	<b>HEADLINE</b>	<b>GOLD</b>	<b>SILVER</b>
■ Branding on awards portal	✓	✓	✓
■ Eshot to Intelligent Instructor database	x3	x2	x1
■ Facebook boosted post	x3	x2	x1
■ SMS to Intelligent Instructor database	x3	x2	x1
<b>intelligentinstructor.co.uk</b>			
■ Display MPU advert	x12 months	x 3 months	x 1 month
■ Sponsored feature	✓	✓	X
■ Enhanced Supplier Directory listing	x12 months	x 6 months	x 3 months
■ Intelligent Instructor Newsletter MPU banner	x6 months	x 3 months	x 1 month
■ Within congratulations e-mail to the Intelligent Instructor database	✓	✓	✓
■ 12-month license to use the award category	✓	✓	✓

\*Digital activity needs to be planned in and run within three months of awards announcement.