



skyO

FOOTPRINT FUND

Local Heroes

Guidelines & Entry Criteria
2024

adsmart

from sky



Are you
making
*Sustainable
Attainable?*

SKY ZERO FOOTPRINT FUND: LOCAL HEROES

At Sky, we're committed to changing our business from the ground up and using our platform to inspire positive change. Our mission is simple: **#GoZero**. We're transforming our products and supply chain, leveraging our influence to advocate for change, and mobilising millions to take action.

The award-winning Sky Zero Footprint Fund, created in 2021, helps sustainable businesses and established brands accelerate their **sustainable** initiatives nationally using the power of TV.

The launch of the 'Local Heroes' fund extends this promise to local and regional businesses. Nine businesses from different regions of the UK and Republic of Ireland will each receive a £20,000/€20,000 reward to spend on a TV campaign, along with up to £2,500/€2,500 for ad creation from a local production agency.

The winners will have:

- Demonstrated sustainability credentials through tangible changes in business operations and/or by offering sustainable options to customers.
- Has a product/service or initiatives that encourages green consumer behaviour within their local community.
- Made significant strides in becoming a more sustainable business.
- Positively impacted their local community through sustainable initiatives.

TIMING & PROCESS

- 1. Stage 1:** Takes place via the website entry portal. Enter your business by clicking the 'enter now' button on the website, which will take you to the entry portal. All entry materials should be submitted within the portal. No printed or physical supporting materials will be accepted at this stage. If you are eligible for the fund, you'll receive confirmation of this, along with social media assets and a unique voting link to promote your entry and encourage votes.
- 2. Stage 2:** If you fall within the top 10 most voted in your region, your business will move forward to 'Stage 2', which involves the judging panel where you'll be invited to pitch for your TV campaign. The top 10 will be drawn from the most votes and all entrants will be notified of the results by email and provided with information for the virtual/live pitch to the judges.
- 3. Stage 3 (Final):** Once the 9 winners have been selected and announced, those businesses will proceed to produce their TV advert, with the support of an additional £2,500/€2,500 for ad creation from a local production agency. The AdSmart from Sky team will help the winners plan and launch their TV campaigns using the media value prize money.

KEY DATES

3rd July* – Stage 1: Entries Open

For this initial entry, applicants are required to fill in all compulsory fields in the entry form on the website to demonstrate how their organisation is making real change in the fight against climate change (this could be by reducing their carbon footprint or encouraging their customers to make positive sustainable changes in their everyday lives).

4th December* – Voting Closes

Once voting closes, if you fall within the top 10 most voted in your region, you will be notified via email and given an overview of requirements for stage 2 of the judging process.

Please note: The top 10 entries per region will be given approx. 2-3 weeks to prepare for stage 2 so should be prepared for a quick turnaround if shortlisted.

Mid January* – Stage 2: Pitching Day

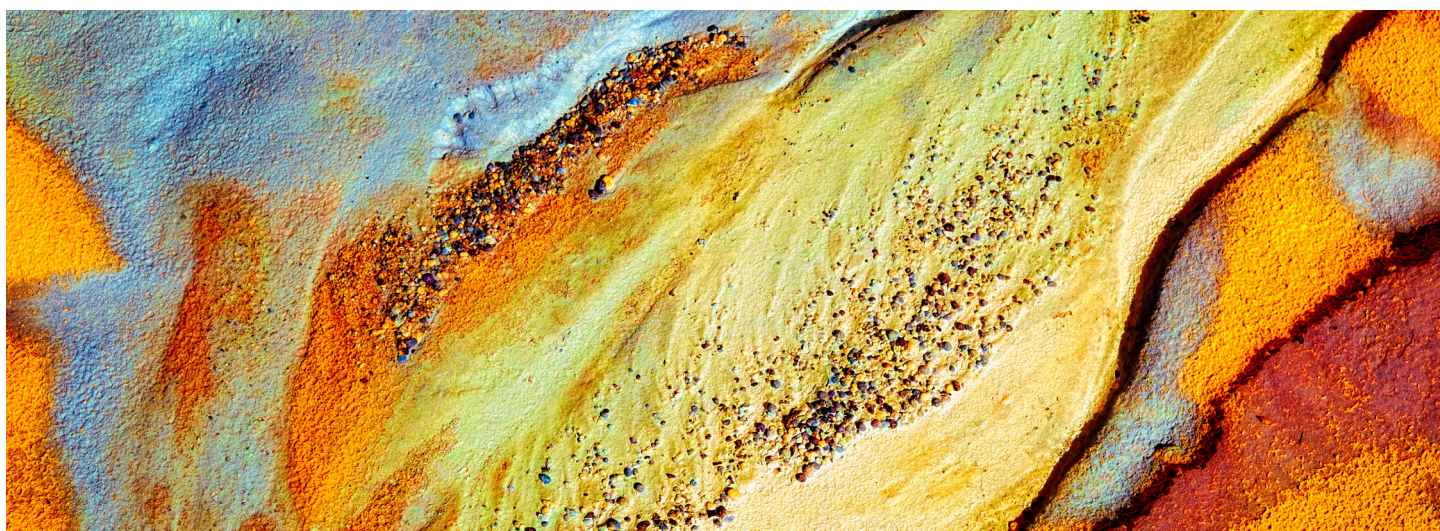
The top 10 most voted businesses per region will move forward to a live/virtual pitch with the judges. This will entail a 10-15 minute pitch presentation in mid-November. The judging panel will select the winners based on whether the company has:

- Made positive changes to be a more sustainable business;
- Made a positive difference to their local community; and
- Has a product/service or initiatives that encourages green consumer behaviour within their local community.

Late January* – Stage 3: Winners Announced

Judges announce and reveal the 9 winners of the Sky Zero Footprint Fund: Local Heroes competition.

**All dates are approximate and subject to change*



ENTRY CRITERIA & INFORMATION FOR STAGE 1

Your written entry, submitted online, should show how you meet all of the criteria (see page 8) and entries should adhere to the following format and include all necessary fields:

- **First Name**
- **Last Name**
- **Email Address**
(so we can contact you should you be shortlisted)
- **Company Name**
- **Company Postcode** (no need to include a space)
- **Company URL** (full URL with https://)
- **Business Category**
- **Have you advertised on TV in the last 12 months?**
- **Has your business been trading for more than 12 months?** (This is a requirement to enter the fund)
- **Tell us a bit about your business** (max 250 words)
Please provide an overview of your business, including its mission, key products or services, and target market.
- **Sustainability Credentials** (max 250 words)
Please describe any sustainability certifications, awards, or recognitions your business has received. Additionally, detail any sustainable practices you have implemented in your operations.
- **Describe how your business engages with the community to promote sustainable behaviour** (max 250 words)
This could include educational initiatives, community projects, partnerships, or other activities. Provide specific examples if possible. If successful, will you continue to commit to supporting your sustainability campaign as part of your marketing plan?



"Businesses of all shapes and sizes around the UK are making real change in the fight against climate change. We want to reward those businesses by giving them access to grow their business and spread their sustainable message. AdSmart from Sky is the perfect platform to do that, in a focused and targeted way for regional businesses, and has already helped thousands of businesses get on TV for the first time."

DAVID SANDERSON
Director of AdSmart Local & Development

WHO CAN ENTER & KEY REQUIREMENTS

- Small businesses (with 500 employees or fewer).
- Must be based in the United Kingdom or Republic of Ireland (i.e. Scotland, Republic of Ireland, Northern Ireland, Wales, North England, Midlands, South East England, South West England, and London)
- Entries must come directly from the company and must have explicit backing of senior personnel from the primary business entered.
- A mandatory requirement is that the business must have been trading for longer than 12 months at the time of entry (i.e. no startups) and must have a product or service readily available at the time of the entry.
- Aside from the judges' criteria, Sky reserves the right to reject or omit entries based on its Responsible Business Strategy. For more details [click here](#)
- IP: Sky reserves the right to utilise winning entries' details in supporting comms.

The Prize:

- In line with the judges' final decision, there will be 9 winners who will each win an AdSmart from Sky campaign worth £20,000/€20,000 of media value, plus a further £2,500/€2,500 to help produce the creative.

Further Details:

- Dates of entry and deadline as published. Sky reserves the right to amend the dates as required.
- The full Terms and Conditions will be available before entries open, [from here](#)
- Sky Airtime and Digital Terms and Conditions can be [found here](#).



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#gozero #adsmartfromsky #localheroes

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