



International WordPress Awards

#iwpAwards

#iwpPrize

#iwpAwards

The world's largest WordPress awards!
Showcasing the very best WordPress
talent from around the world.

Welcome to the inaugural IWPs. The awards that recognise the extraordinary effort and talent on display from thousands of WordPress developers, designers and agencies across the world. Open to all, the IWP Awards will be launching at WordCamp EU Paris 2017. We look forward to seeing you there.



Why the IWP Awards?

Our goal is to create a space where innovation flourishes, and where WordPress professionals can share ideas that help shape the future of the internet. The IWP Awards is a **non-profit platform** for the WordPress community, providing a way to recognize and celebrate the highest achievements in our industry. Enabling users to **submit their work without cost**, and the **public to freely vote** who goes through to the **independent judging panel**.

The inaugural IWPs will be an online event only, allowing us to maximise our efforts on digital exposure. Location events are certainly on the roadmap for the future, once we have established a sustainable model. The first IWP Awards ceremony will be broadcast as a digital event, bringing our global community together for one day each year.

Award Categories Suggestions

Best Ecommerce Website

Best User Experience

Best Visual Design

Best Editorial Content

Best Charitable Organisation/Non-Profit

Best Community Website

Best Blog

Best Education Website

Most innovation WordPress service model

Innovation of the Year Award

Most Creative Use of WordPress

Best use of REST API

Best Paid Plugin

Best Free Plugin

Best use of Social Media

Best Multi-Site Network

Security?

Speed

Best WordPress Hosting

Rising Star

Best WordPress Blog

Best WordPress Tutorials

Best Agency

Best Freelancer

Best Inhouse Team

Contribution to WordPress Core

Contribution to WP Community

Events

Founders Category

Most Influential Site

Trailblazer Award

WordPress Person of the Year

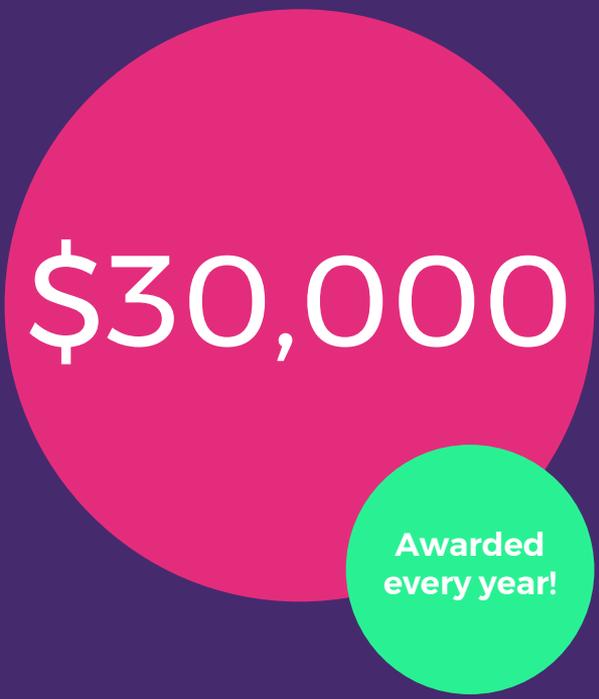
Principles of the IWP Awards

- Nominated sites must use WordPress as the CMS for the majority of the content
- Nominated sites may be submitted by anyone, including the owner, designer, developer, agency, or even an unrelated 3rd party
- To keep standards high, nominated sites will be evaluated by the independent panel and must meet the awards publishing criteria
- Sites that meet the awards publishing criteria will be published within 10 working days
- Sites that do not meet the awards publishing criteria will not be published
- Published sites will be open to a public vote. Public votes only count towards the 'Public Vote' category
- All other categories will be judged by the independent voting panel.

#iwpPrize

The world's largest WordPress Innovation Prize!

As if the awards are not enough, we've created the IWP Innovation Prize. A spectacular \$30,000 awarded to one lucky developer, designer or agency that demonstrates excellence beyond any doubt, and in turn contributes towards the benefit of mankind through digital innovation. The winning submission must strictly adhere to the prize criteria.



\$30,000

**Awarded
every year!**

Why the IWP Prize?

The purpose of the IWPs is to tap into the entrepreneurial and community spirit of WordPress development, and incentivise teams or individuals to achieve breakthroughs that will help shape the world. Challenges must be radical but achievable, tied to objectives, measurable goals, and understandable by all.

We hope to ignite our community and prove the validity of WordPress as an instrument for innovation and change. Our goal is to reach every WordPress publisher, designer and developer and offer them a chance to compete for the largest and most coveted prize in WordPress; the IWP Innovation Prize.

The IWP Innovation Prize money is raised through sponsorship opportunities. The prize money is held in an escrow account managed by IWP. Prize money may vary from year to year. In year one we are looking to offer \$30,000 for the IWP Innovation Prize.

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- Sites that meet the Innovation Prize publishing criteria will be published within 10 working days
- Sites that do not meet the Innovation Prize publishing criteria will not be published
- A date for final submission will be published on the IWP website at least 3 months in advance
- All Innovation Prize entries will be evaluated by the independent panel
- Innovation Prize entries will not be open to public vote
- The criteria for winning the Innovation Prize is published on the IWP website
- The Innovation Prize is an annual event and will be reset with new criteria each year.

It's Official!

The IWPs have now gained official backing from the WordPress Foundation and Automattic, yes that's right, the concept for the awards was deemed such a great idea, that Mr Mullenweg and the Automattic marketing team are fully backing us. Not only will the IWPs have rights to use the WordPress name and trademark, we'll have access to a network of marketing professional across the world who's focus is to promote WordPress and encourage engagement with community activities. So if you are thinking about how best to reach Agencies, Freelancers and other WordPress fans, the IWPs provides the perfect platform.



Call for Sponsors

The IWP Prize will be the largest, if not the only, financial award exclusively available to the WordPress community. This position ensures exposure and interest among designers, developers, and agencies across the world.

With its innovative model, the IWPs presents a unique opportunity to sponsor a global event with long term exposure. Unlike one-off events, the IWPs will provide continuous coverage throughout the year to a multinational audience. As the race for the awards and prize heats up, we'll be following the potential award and prize winners, publishing regular interviews and news. Your brand will reach out to the entire WP community through a cause with genuine interest and anticipation.

The criteria for the first Innovation Prize will focus on tackling a specific environmental or humanitarian issue (yet to be determined). The concept ensures that the efforts of those who enter the competition, who may be driven by financial gain and personal achievement, will ultimately result in the benefit of others who desperately need help. In short, sponsors will know that, whatever the outcome, their contribution will be for a good cause.

To date we have commitment from Pragmatic to the value of \$20,000, effectively covering the platform build, maintenance and hosting. We are now looking for Headline Sponsors and Partner Sponsors to help make this project a reality.

Media Outreach

To date we have secured confirmed coverage in Forbes, The Memo, The Register, and The Telegraph.

The circulation numbers listed opposite are verified by Similar Web.

Our Media Partners at Torque will be continuously covering the progress of the IWP Awards.

Forbes	113 million views
The Telegraph	111 million views
The Register	6 million views
The Memo	107,000 views

We also plan to approach:

TechCrunch	33.6 million views
Mashable	53.9 million views
The Verge	51.9 million views
The Next Web	12.5 million views
Venture Beat	9.1 million views
Ars Technica	34.5 million views

Sponsorship Levels

Headline Sponsorship

\$20,000

3 of 4 slots filled

2 Guest posts p/m

2 Banner ads on IWP site

2 Tweets from IWP p/m

Large logo on IWP site

Profile page with link on IWP site

1 Place on judging panel

Category Sponsorship

\$5,000

1 of (Unknown) slots filled

1 Guest post p/m

1 Tweet from IWP p/m

Small logo on IWP site

Logo on Category Page

Link to your site

Headline Sponsors

AUTOMATTIC

 codeable

PRAGMATIC

The Organisers

IWP is an activity by Pragmatic for its inaugural year. We commit to this being a community-facing, non-profit initiative, that in future years we will find an appropriate structure to run these awards to protect that status.

We welcome the input of our partners to help shape the format of the IWPs and assist us in creating something special for our entire community to enjoy.

Thank you.

PRAGMATIC

iwpawards.org

Contact Simon Cooke for further details:
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A project by

PRAGMATIC