

Charlotte Meekham
Sponsorship Manager

An exciting setting "I'm responsible for a dedicated team whose job is it to maximise rights for the sponsorship. That involves everything from branding and advertising to new media and internal communication. Our goal is to raise brand awareness of Eon, and to make our colleagues feel proud to work for Eon. Our FA sponsorship demonstrates what changing energy is all about – innovation, being bold, making new statements, and trying to do things for the better."

Plenty of variety ... and challenges "Just the number of projects I'm involved in speaks volumes about my role. There are press photos – they really capture the excitement of key matches, and then our trip to Lowestoft to celebrate the excitement of the whole thing with local children. I think that's what the FA cup's about – putting all your energy behind a team and hoping they make it to the next round. The way we build relationships with people, and even with celebrities like Gary Lineker and Alan Shearer, helps us get our message out there to millions of people. At the finals, We had about twenty people taking pictures of fans, and each one received a free photo of themselves outside Wembley Stadium, courtesy of Eon."

Sponsorship is a big canvas "We're also doing things with schools through the E.ON National FA Cup Schools Day. One of the best things about my job was all the e-mails, texts and calls from people across the business congratulating us and telling us how proud they were to be part of an organisation that was sponsoring the FA cup."

"It's **amazing** being part
of something that
that **energises**
so many people."

Charlotte Meekham

