



Each Sponsoring Company has the opportunity to profile their organisation.

## Headline Sponsorship

**£12,000**

reduced to £10,000 for 2015 sponsors

- Sole sponsorship of either **one of the three evening events held alongside the judging**
- 15 minute **Presentation Opportunity** either at the beginning or end of the judging day
- Opportunity to attend scheduled, **exclusive tasting session** of some of the entered beers with your customers and staff – a privileged insight into what commercial brewers seek in beer excellence in the 9 broad styles
- Profile at the **Awards Ceremony**, Guildhall, London via placement of marketing literature and pull up banners
- Five minute “Welcome” speech at start of morning medal ceremony, Guildhall, London
- Inclusion of one piece of marketing literature in Judges Briefcase and Press Information Packs
- Inclusion of logo on e-mailers to prospective entrants
- Inclusion of logo on Display Panel/Stage Set at Awards Luncheon
- Inclusion of logo on Home page of website
- Inclusion of hyperlinked logo on Sponsorship page of website
- Press release on Headline Sponsors
- Inclusion of logo on advertisements/flyers/Fact File
- Inclusion of logo on On-Line Entry section of website
- Inclusion of promotional emailer to Entrants

## Industry Sponsorship

**£6,000**

- Sponsorship and attend one of the **Judges Lunches**
- Opportunity to attend scheduled, **exclusive tasting session** of some of the entered beers with your customers and staff – a privileged insight into what commercial brewers seek in beer excellence in the 9 broad styles
- Inclusion of one piece of marketing literature in Judges Briefcase and Press Information Packs
- Inclusion of logo on e-mailers to prospective entrants
- Inclusion of logo on Display Panel/Stage Set at Awards Luncheon
- Inclusion of hyperlinked logo on Home page of website
- Inclusion of hyperlinked logo on Sponsorship page of website
- Press release on Industry Sponsors
- Inclusion of logo on advertisements/flyers/Fact File

## Merchandise Sponsor

**Cost of goods plus £1,000**

- Inclusion of one piece of marketing literature in Judges Briefcase
- Inclusion of logo on e-mailers to prospective entrants
- Inclusion of logo on Display Panel/Stage Set at Awards Luncheon
- Inclusion of logo on Home page of website
- Inclusion of hyperlinked logo on Sponsorship page of website
- Press release on Merchandise Sponsors

## Technical Sponsorship

**In Kind**

- Inclusion of one piece of marketing literature in Judges Briefcase
- Inclusion of logo on e-mailers to prospective entrants
- Inclusion of logo on Display Panel/Stage Set at Awards Luncheon
- Inclusion of logo on Home page of website
- Inclusion of hyperlinked logo on Sponsorship page of website
- Press release on Technical Sponsors

## Trophy Sponsor

**In Kind/£6,500 non media**

Promotion via Publications, to include:

- Regular promotion of IBA 2017 via inclusion of press releases / advertisements within relevant media
- Inclusion of magazine / company literature in Judges Briefcase
- Inclusion of logo on e-mailers to prospective entrants
- Inclusion of logo on Display Panel/Stage Set at Awards Luncheon
- Inclusion of logo on Home page of website
- Inclusion of hyperlinked logo on Media page of website
- Presentation of trophy at Awards Luncheon, Guildhall, City of London, April 2017

## Endorsing Media

**Promotion via publications**

- Regular promotion of IBA 2017 via inclusion of press releases / advertisements within relevant media
- Inclusion of magazine / company literature in Judges Briefcase
- Inclusion of logo on e-mailers to prospective entrants
- Inclusion of logo on Display Panel/Stage Set at Awards Luncheon
- Inclusion of logo on Home page of website
- Inclusion of hyperlinked logo on Media page of website
- Invitation to discretely observe Judges during the judging process (all travel & accommodation costs to be borne by media publication)

# Sponsorship Application Form

Page 1 of 2

PLEASE USE CAPITAL LETTERS

Company Name:	
Contact Name:	
Email:	
Telephone:	Fax:
(including country and area code)	(including country and area code)
Address:	Invoice Address: (if different)
Postcode:	Postcode:
Country:	Country:
	Accounts Contact:
Purchase Order Number (if required)	

I am interested in sponsoring the International Brewing Awards 2017 at the following level: (please tick✓)

- |  |   |
|--|---|
| <input type="checkbox"/> Headline Sponsorship at £12,000<br>reduced to £10,000 for 2015 sponsors | <input type="checkbox"/> Industry Sponsorship at £ 6,000<br>reduced to £5,000 for 2015 sponsors |
| <input type="checkbox"/> Merchandise Sponsorship (Cost of goods plus £1,000)                     | <input type="checkbox"/> Technical Sponsorship – In Kind  |
| <input type="checkbox"/> Trophy Sponsorship – £6,500   | <input type="checkbox"/> Endorsing Media – In Kind  |

**All sponsors are welcome to send branded pens for use during the judging**

<b>Headline Sponsorship – 3 opportunities</b> <small>(subject to availability)</small>	
Sponsorship and attendance of one of the three evening events held alongside the judging	

<b>Industry Sponsorship – 3 opportunities</b> <small>(subject to availability)</small>	
Sponsorship and attendance at one of the three Judges Lunch sessions during the judging	

<b>Merchandise (branded with Brewing Awards Logo and sponsor logo)</b> <small>(subject to availability)</small>	
Cost for production of merchandise or donation plus £1,000 sponsorship fee	
Branded fleeces, polo shirts and aprons	<b>SOLD</b>
Judges and Press Bags	
Judges Folders	
Judges, Press and Stewards Lanyards ( Must be double clipped)	
Judges Feedback System	

# Sponsorship Application Form

<b>Technical Sponsorship in Kind:</b> (please list items below)	1 <sup>st</sup> Choice	2 <sup>nd</sup> Choice
ABV Testing Machine (2) and Tester	<b>SOLD</b>	
Technical Services – Keg Set up and Dispense	<b>SOLD</b>	
Technical Services – Cask Set up	<b>SOLD</b>	
Fridge Cabinets (approx 8 double tall fridges required)	<b>SOLD</b>	
Cask Racking (approx 220 casks)		
Ancillary products for cask set up (spiles, keystones, mallets etc)	<b>SOLD</b>	
Consolidation and delivery of beers to NBC & Guildhall	<b>SOLD</b>	
Logistics into TradeTeam Depot		
Components for Keg Install (2 temperature zones – approx 12 kegs at one time)		
Python	<b>SOLD</b>	
Coolers	<b>SOLD</b>	
Couplers		
Gas Boards	<b>SOLD</b>	
Keg Taps		
Printing of literature, Judges Booklets		

Upon confirmation of the application form being received, you will be sent confirmation of sponsorship, giving further details and an invoice. 30% of the sponsorship will be invoiced upon receipt of the application, the remainder will be invoiced in October 2016 for 30 day payment. If sponsorship is confirmed after September 2016, the full amount will be invoiced.

Signature ..... Name ..... Date...../...../.....