



Each Sponsoring Company has the opportunity to profile their organisation.

Headline Sponsorship

£15,000

reduced to £13,000 for 2021 sponsors

- Sole sponsorship of either **one of the three evening events held alongside the judging**
- **Presentation Opportunity** via rolling powerpoint presentation during judging
- Opportunity to attend scheduled, **exclusive tasting session** of some of the entered beers and ciders 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

£7,000

- Sponsorship and **attendance at the Judges’ Welcome Dinner**
- 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 IBCA 2024, including Sponsors, 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 Medal Announcements & 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, 1st May 2024

Endorsing Media

Promotion via publications

- Regular promotion of IBA 2024 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 2024 at the following level: (please tick✓)

- | | |
|--|--|
| <input type="checkbox"/> Headline Sponsorship at £15,000
reduced to £13,000 for 2021 sponsors | <input type="checkbox"/> Industry Sponsorship at £ 7,000 |
| <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

Headline Sponsorship – 3 opportunities (subject to availability)	
Sponsorship and attendance of one of the three evening events held alongside the judging	
Industry Sponsorship (subject to availability)	
Attendance at "Meet the Judges" Welcome Dinner	
Trophy Sponsorship – upon application (subject to availability)	
Presentation of Trophy at Guildhall Luncheon	

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

Sponsorship Application Form

Page 2 of 2

Technical Sponsorship in Kind: (please list items below)	1 st Choice	2 nd Choice
ABV Testing Machine (2) and Tester		
Technical Services – Keg Set up and Dispense		
Technical Services – Cask Set up		
Fridge Cabinets (approx 8 double tall fridges required)		
Cask Taps & Breathers		
Ancillary products for cask set up (spiles, keystones, mallets etc)		
Consolidation and delivery of beers to NBC & Guildhall		
Logistics into TradeTeam Depot		
Components for Keg Install (2 temperature zones – approx 12 kegs at one time)		
Python		
Remote Coolers		
Couplers		
Gas Boards		
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 financial sponsorship will be invoiced upon receipt of the application, the remainder will be invoiced in November 2023 for 30 day payment. If sponsorship is confirmed after November 2023, the full amount will be invoiced.

Signature

Name

Date...../...../.....