THE
BusinessTravel
People Awards
2023

SPONSORSHIP

WELCOME TO THE 2023 AWARDS

Preparations are now well underway for the 2023 Business Travel People Awards and we've made some **exciting changes** this year. We've refreshed the **branding**, tweaked the **categories** and secured a **fabulous new venue** for our glittering ceremony on **September 25th**. Based on the success of last year, we're sticking with a seated dinner but we're extending the drinks reception and adapting the presentation format to allow for even more **networking and celebrating**. We've also introduced some **great new sponsorship packages** designed to suit all budgets and with options to **mix and match** too.

I would personally like to extend a **big thank you** to everyone who supported us last year. I look forward to working with you again for the 2023 awards and to welcoming new partners to help us recognise, reward and celebrate our industry's biggest asset - its people.

KIRSTY HICKS, PUBLISHER,
THE BUSINESS TRAVEL MAGAZINE

THE BusinessTravel People Awards 2023

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EVENING CEREMONY

This year we will announce the winners and celebrate in style with a glamorous evening ceremony at the De Vere Grand Connaught Rooms, 6-11pm, Monday September 25 2023.

NETWORKING DRINKS ▷ **SEATED DINNER AND AWARDS** ▷ **ENTERTAINMENT AND CELEBRATION**

Guests will be seated at round tables where we will serve a three-course meal with wine and soft drinks during our awards ceremony presentation.

THE BusinessTravel People Awards 2023

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15 AWARD CATEGORIES

- People Manager of the Year NEW
- Business Travel Team of the Year NEW
- Account Manager of the Year
- Account Management Team of the Year
- Diversity, Equity and Inclusion Champion
- Sustainability Champion
- Duty of Care Champion
- Travel Technology Innovator
- Rising Star
- Shining Star
- Buyer of the Year
- Meetings & Events Team of the Year
- TMC Above and Beyond NEW
- Outstanding Industry Contribution Award
- Chair’s Award

THE BusinessTravel People Awards 2023

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SPONSORSHIP: KEY DELIVERABLES

SO MUCH MORE THAN THE EVENT

It's not just about one night. Your brand will be kept in the spotlight in the weeks and months leading up to the September ceremony, and afterwards, through our powerful, targeted and award-winning digital and print platforms.

The awards are promoted year-round via our website, weekly newsletters, print magazines and social media campaigns. A full list of the winners and ceremony photos will be distributed in a special section in the Nov/Dec issue of *The Business Travel Magazine*.

ALIGN YOUR BUSINESS WITH THESE HIGHLY-REGARDED AWARDS

Sponsoring these prestigious awards will put your brand at the forefront, ensuring the industry recognises your company's contribution and encouraging wider brand awareness from existing and potential customers alike.

RELATIONSHIP DEVELOPMENT

The awards ceremony provides a unique opportunity to network with the industry's most influential figures. Use it as a chance to thank your existing clients, make new contacts and help secure new business.

SUPPORT YOUR PEOPLE

The awards are the perfect occasion to bring your own people together for a night to remember and show your support for the wider industry.

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THE BusinessTravel People Awards 2023

GOLD SPONSORSHIP £12,000

AT THE CEREMONY

- A representative to come on stage and address the audience at the beginning of the awards ceremony (3 minutes)
- Advert (1-minute) played at start of ceremony or before your category
- Inside front cover full-page advert on event programme
- Large logo on printed event programme
- Branding on the stairs leading up to the Grand Hall
- Extra sponsor branding placed within the ceremony room (as agreed with the organiser)
- Premium-positioned table of 9 with two bottles of champagne, with extra beer and soft drinks. Wine also served with the meal
- Sole sponsorship of a category (not one you plan to enter)
- Recognition and thanks for your support in the opening address
- Opportunity for a member of your team to present the award on stage
- Your representative photographed with the category award winner
- Logo on the shortlist and winner slides

FROM APRIL 2023

- Large logo on awards homepage
- Top entry in sponsors section (includes logo, company profile, link to your website)
- Large logo on event invitation
- Large logo on all event full page adverts and editorial pages in ***The Business Travel Magazine***
- Large logo on all digital marketing to ***The Business Travel Magazine*** readership
- Top positioning on social media content produced by ***The Business Travel Magazine*** relating to awards sponsors
- News story announcing your company as the Gold Sponsor
- Optional Q&A or podcast on **thebusinesstravelmag.com** about why you have chosen to support the awards and your chosen category
- ‘Official sponsor’ artwork supplied to you for use on your marketing and PR coverage and on social media

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SILVER SPONSORSHIP £8,000

AT THE CEREMONY

- Sole sponsorship of a category (not one you plan to enter)
- Recognition and thanks for your support in the opening address
- Opportunity for a member of your team to present the award on stage
- Your representative photographed with the category award winner
- Logo on the shortlist and winner slides
- Advert (30 seconds) played before your category
- Outside back cover full-page advert on event programme
- Medium logo on printed event programme
- Premium-positioned table of 9 with two bottles of champagne, with extra beer and soft drinks. Wine also served with the meal

FROM APRIL 2023

- Medium logo on awards homepage
- Second position entry in sponsors section (includes logo, company profile, link to your website)
- Medium logo on event invitation
- Medium logo on all event full-page adverts and editorial pages in ***The Business Travel Magazine***
- Medium logo on all digital marketing to ***The Business Travel Magazine*** readership
- Second position placing on social media content produced by ***The Business Travel Magazine*** relating to awards sponsors
- ‘Official sponsor’ artwork supplied to you for use on your marketing and PR coverage and on social media

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BRONZE SPONSORSHIP £6,000

AT THE CEREMONY

- Sole sponsorship of a category (not one you plan to enter)
- Recognition and thanks for your support in the opening address
- Opportunity for a member of your team to present the award on stage
- Your representative photographed with the category award winner
- Logo on the shortlist and winner slides
- Advert (30 seconds) played before your category
- Inside back cover full-page advert on event programme
- Logo on printed event programme
- Two bottles of champagne on your premium table of 9 for awards ceremony along with some extra beer and soft drinks to kick off dinner. Wine also served with the meal

FROM APRIL 2023

- Logo on awards homepage
- Third position entry in sponsors section (includes logo, company profile, link to your website)
- Logo on event invitation
- Logo on all event full-page adverts and editorial pages in ***The Business Travel Magazine***
- Logo on all digital marketing to ***The Business Travel Magazine*** readership
- 'Official sponsor' artwork supplied to you for use on your marketing, social media and PR coverage
- Third position placing on social media content produced by ***The Business Travel Magazine*** relating to awards sponsors

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CATEGORY SPONSORSHIP £4,000

- Sole sponsorship of a category (not one you plan to enter)
- Recognition and thanks for your support in the opening address
- Opportunity for a member of your team to present the award on stage
- Your representative photographed with the category award winner
- Logo on the shortlist and winner slides
- Premium position table of 9 for awards ceremony and dinner (we allocate as booked)
- Extra beer and soft drinks supplied to your table, along with wine served during the meal

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WELCOME DRINKS SPONSORSHIP £6,000

- Place your own branding in the drinks area (banners, balloons etc)
- Once the awards start, your branding is moved to the main event bar so on display all evening
- Recognition and thanks for your support in the opening address
- Logo on the main screens during the ceremony (with other sponsors)
- Premium position table of 9 for awards ceremony and dinner (we allocate as booked)
- Extra beer and soft drinks supplied to your table, along with wine served during the meal

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SPONSOR BRANDING

All sponsors will receive the following:

- Branding on the awards website - logo, company profile and link to your website
- Logo on event invitation and ticket
- Logo on printed event programme placed on every placement at the dinner
- Logo included on group sponsor slide used when we thank sponsors at the event
- Logo on all event full-page adverts and editorial pages in *The Business Travel Magazine*
- Logo on all digital marketing to *The Business Travel Magazine* readership
- ‘Official sponsor’ artwork supplied to you for use on your marketing and PR coverage

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SPECIAL PACKAGES

Combine category sponsorship with high impact advertising on **thebusinesstravelmag.com**, ***The Business Travel Magazine Weekly Newsletter*** and in our special post-event awards supplement.

PACKAGE A £7,500

- Award category sponsorship
- Website advert for one month
- Weekly newsletter advert x 4 insertions over one month
- *Full-page advert in special post-event supplement

PACKAGE B £6,500

- Award category sponsorship
- Weekly newsletter advert x 4 insertions over one month
- *Full-page advert in special post-event supplement

PACKAGE C £6,000

- Award category sponsorship
- Website advert for two months
- *Full-page advert in special post-event supplement

**Half page option available on above saves £750 on above prices*

the Businesstravel MAGAZINE

TRAVEL MEDIA AWARDS 2022 IN ASSOCIATION WITH MOROCCO WINNER TRADE PUBLICATION – PRINT

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EDITORIAL COVERAGE

OUR AWARDS wouldn't be possible without sponsorship so we want to make sure that those who support us are given the recognition they deserve. From the moment the nominations open in April until the end of the year we will be creating engaging and eye-catching editorial content that will keep your brand firmly in the spotlight.

Through our award-winning magazine and website, our new-look newsletter and our strong presence on LinkedIn, Twitter and Instagram, we'll create a buzz with regular updates, interviews, features and social media content.

Raise awareness of your brand via a rich mix of news, profiles, interviews, podcasts, videos, and key announcements in the magazine, weekly newsletter and on our award-winning website.

We're stepping up our coverage this year with a video of the big night itself, alongside our usual photo gallery which will be shared on our digital platforms and in a special section in our November/December issue, bringing even greater value to your sponsorship.

BEV FEARIS, EDITOR
THE BUSINESS TRAVEL MAGAZINE

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MEDIA REACH

	Mar	April	May	June	July	Aug	Sept	Oct	Nov
Magazine (bi-monthly)	12,500	-	12,500	-	12,500	-	12,500	-	12,500
Websites	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Weekly Newsletter	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Dedicated emarketing	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000
Twitter	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
Linkedin	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
TOTAL	**117,500**	**105,000**	**117,500**	**105,500**	**117,500**	**105,500**	**117,500**	**105,000**	**117,500**

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2022 CEREMONY

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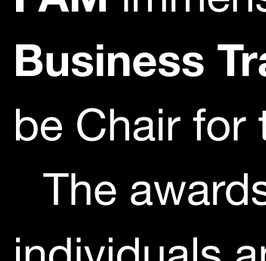
JUDGING IT RIGHT

I AM immensely proud to be associated with **The Business Travel People Awards** and am honoured to be Chair for the third consecutive year.

The awards recognise our industry's most talented individuals and teams and the winners are chosen by a panel of independent and impartial judges representing a range of knowledge, expertise and skills from across the business travel sector.

Once again, we have put together a team of astute and highly-respected individuals and we can't wait to see this year's entries and to celebrate with all the worthy winners at the ceremony in September.



LEIGH COWLISHAW
CHAIR OF JUDGES AND MANAGING PARTNER BLACK BOX PARTNERSHIPS

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GET IN TOUCH

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