

THURSDAY 24 JUNE 2021 | ATMOSPHERE LONDON



SPONSORSHIP
OPPORTUNITIES

WWW.THEHOUSEWARESAWARDS.COM

The Housewares Awards (formerly known as the Housewares Innovation Awards) has a number of exciting changes in store for 2021. In addition to a brand-new name, the scheme has seen its categories revamped to honour classic housewares staples, as well as the new and innovative products and companies that are key to the continued success of the sector.

There has never been a better time to align your brand with The Housewares Awards, and by securing one of our curated sponsorship packages today, you will enjoy maximum exposure to a highly relevant and engaged audience for the full duration of the scheme.

A NEW VENUE FOR 2021

On **Thursday 24 June 2021**, the very best from across the housewares sector will be invited to join us at the stunning **Atmosphere, London** for an unmissable luncheon.

The new venue is situated at the top of Millbank Tower and offers stunning 360° views of the capital, and it's central location - along with the new day time format - will enable even more professionals to come together for an unforgettable afternoon of celebration and networking.



INDIVIDUAL CATEGORY SPONSORSHIP

COST : £5,500

This limited-edition sponsorship package allows you to select a category to sponsor that matches your brand's target audience, ensuring tailored exposure to your ideal audience and opening doors to potential business relationships.

By securing yours today, you'll enjoy a bumper promotional package with perks including:

- Table of 10 at the Awards luncheon
- High profile branding at the luncheon and throughout the AV presentation, projecting your company to all guests at the event
- Company representative invited on stage to announce the winner of your chosen category
- Full page advert in the Awards brochure
- Your company logo featured on all marketing collateral, including e-mail communications, print adverts and editorial featured in the Housewares magazine
- Your company logo, profile and hyperlink to your website on the 'sponsors' section of the dedicated awards website
- A dedicated sponsor Q&A in the Housewares magazine
- Sponsor credits wherever your chosen category is mentioned

CATEGORY SPONSORSHIP - LIVE ONLINE EVENT**COST : £3,000**

In the unfortunate event of a further UK lockdown or a Government restriction on numbers permitted, we would hold the event online.

This promotional package offers perks such as:

- Full page advert in the digital Awards brochure
- High profile branding throughout the live-streamed ceremony
- Company representative invited to record the winners reveal in your chosen category
- Your company logo featured on all marketing collateral, including e-mail communications, print adverts and editorial featured in the Housewares magazine
- Your company logo, profile and hyperlink to your website on the 'sponsors' section of the dedicated awards website
- A dedicated sponsor Q&A in the Housewares magazine
- Sponsor credits wherever your chosen category is mentioned

BESPOKE PACKAGES**COST : VARIABLE**

We have a number of sponsorship options available, so you can build the perfect bespoke package for your brand. Pick and choose from any of the following:

- Drinks reception
- Wine
- The host
- The DJ
- Event invites
- Brochure bellyband
- Table centrepieces
- The photographer
- The entertainment
- The seating plan
- Place cards
- Social media wall
- Table pens
- Post-event video

Can't see what you're after? Get in touch to discuss a unique opportunity for your brand.

**GET IN TOUCH**

To secure your package or to discuss your very own bespoke sponsorship, contact:

ALISON FARRELL

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2021 CATEGORIES

SUPPLIER AWARDS

BEST BAKEWARE/COOKWARE PRODUCT

BEST SUSTAINABLE PRODUCT

BEST TABLETOP PRODUCT

BEST KITCHENWARE PRODUCT

BEST SMALL ELECTRICAL PRODUCT

SUPPLIER OF THE YEAR

SALES PERSON OF THE YEAR

RETAILER AWARDS

BEST RETAIL NEWCOMER

BEST GARDEN CENTRE

BEST OMNICHANNEL RETAILER

BEST COOKSHOP

BEST MULTIPLE RETAILER

BEST INDEPENDENT RETAILER

BEST STORE DESIGN

WHOLESALE OF THE YEAR

RETAIL BUYER OF THE YEAR

TRADING ACHIEVEMENT AWARD