

# HEADLINE SPONSORSHIP PACKAGE

# FOOD and TRAVEL MAGAZINE 2023 READER AWARDS



## WHY BE A HEADLINE SPONSOR?

Sponsoring the Food and Travel Reader Awards is an excellent opportunity to benefit from your company's association with an industry-leading publication and event. Combining an affluent and dedicated readership base with a glamorous, gold-standard awards evening, sponsorship is a partnership that provides longevity and sustained brand acquisition, engagement and enhancement. Brand involvement is a guarantee.

## HEADLINE SPONSOR BENEFITS

### PRE-EVENT

Sponsor's name inserted into the title on all online, social and print activity, e.g: 'The Food and Travel Reader Awards, in association with the Italian Tourist Board'

### IN MAGAZINE

- Logo on the Awards shortlist-voting pages
- Page advertorial in the pre-Awards issue
- One double page colour advert in the winners' issue of Food and Travel magazine
- Logo and company name in winners feature for the Awards issue
- Opportunity to run a competition to win a holiday to Italy

### ONLINE/DIGITAL/SOCIAL/ESHOTS (all with active link click throughs)

- Logo on the sponsors page of [www.foodandtravel.com](http://www.foodandtravel.com)
- Company profile on the sponsors page of [www.foodandtravel.com](http://www.foodandtravel.com) including a short video
- Logo on the online Awards shortlist-voting pages
- Online advertorial in 'Little Extras' (c200 words plus image) including embedded video

- Logo and company name on any relevant promotions and third party promotions such as press releases, voting drives and newsletters
- Logo inclusion on each Food and Travel email newsletter to our database of opted-in subscribers in excess of 100,000 when the Awards are mentioned
- Opportunity to run a competition to win a holiday to Italy
- Dedicated eshot to 50,000 opted-in Food and Travel subscribers

### DURING/POST-EVENT

Branding on all relevant material for the Awards ceremony including:

- Stage presentation screens including video
- Stage presentation screens, including video, for sponsors holding screens
- Dinner menu and programme
- Awards banners
- Awards presentation photographs
- Gift bags
- Opportunity to present the award and a 2-minute intro to the country with video
- Video on holding screens at Awards between awards presentations
- Opportunity to include literature and items for the gift bags

### As well as:

- Ten free tickets to the Awards gala dinner at the Royal Automobile Club
- Network with industry-leading companies and individuals at a star-studded gala dinner
- Logo and company name inclusion in any relevant press releases and newsletters

# RATE £38,950