

Sponsorship Pack



awards.bridalbuyer.com



Welcome



For the past few months, the Bridal Buyer team has been working hard to create a dynamic range of content for the 2021 Awards programme. This year, as well as all of our favourite categories, we have introduced some exciting new ones that embrace the very best of the industry and will help us to reward those who are a part of making bridal so exciting. This year we have a hugely impressive judging panel, too, with some of the most knowledgeable and trusted names in bridal who will help us to pick the winners that will in turn set new benchmarks for excellence in the industry.

In addition to this, we are currently in conversation with a handpicked selection of companies and individuals who recognise the value of being involved with these prestigious awards as a sponsor; those that are happy to put something extra special back into the business of bridal and make the awards the celebrated occasion it has come to be. Our range of sponsors – some of whom have been with us right from the start of The Bridal Buyer Awards 19 years ago – choose to support specific categories or to have their name associated with the event in some other way, perhaps with the pre-dinner champagne reception or the evening's on-stage host.

For all of our sponsors we endeavour to provide them with maximum exposure and publicity through our variety of unique channels – on our websites via dedicated features, mentions in Bridal Buyer magazine and through our newsletters, all of which take place in the run up to the event and for months afterwards. In addition, on the night itself sponsors get a powerful presence, both on-screen and on-stage.

Sponsorship makes the Bridal Buyer Awards the huge success that they are, and it works for the companies that recognise the value attached to it – we would love to welcome you to become part of the team.

Anna-Marie

Anna-Marie DeSouza – Editor, Bridal Buyer

Sponsorship opportunities

Sponsoring The Bridal Buyer Awards provides you with a platform to promote your business to some of the biggest names in the bridal industry.

RETAILER CATEGORIES

Bridalwear Retailer of the Year, England
Bridalwear Retailer of the Year, Ireland
Bridalwear Retailer of the Year, Scotland
Bridalwear Retailer of the Year, Wales
New Bridalwear Retailer of the Year
Long-standing Retailer of the Year
Retailer Customer Service of the Year
Best In-Store Design
Retailer Website of the Year
NEW Best use of Social Media
NEW Team of the Year

SUPPLIER CATEGORIES

Bridalwear Supplier of the Year
Bridesmaid Supplier of the Year
Bridal Party Supplier of the Year

Prom Supplier of the Year
Bridal Accessories Supplier of the Year
Best Supplier Customer Service of the Year
Marketing Campaign of the Year
NEW Agent of the Year

SPECIAL CATEGORIES

Student Designer of the Year
Wedding Dress of the Year
British Bridalwear Designer of the Year

Category Sponsorship - £4,000

Reception Drinks Sponsorship - £2,500

Presenter Sponsorship - £2,000

Entertainment Sponsorship - £2,000

	Category Sponsorship	Reception Drinks	Presenter Sponsorship	Entertainment Sponsorship
Ownership of a category	✓			
A representative from your company will be invited on stage to present the award for your category	✓			
Photograph of your representative presenting the award	✓			
Opportunity to write to the winner of your category and congratulate them	✓			
Inclusion in the Awards Sponsors feature in Bridal Buyer magazine	✓			
Editorial feature after the event minimum 1 page in Bridal Buyer magazine – to be agreed with editor	✓			
Your signage at entrances of the pre-dinner drinks reception		✓		
Your logo on presenter podium			✓	
Your signage on the side of the entertainment stage				✓
Sponsor logo to use on company's marketing and PR	✓	✓	✓	✓
Logo on adverts in Bridal Buyer Magazine	✓	✓	✓	✓
Sponsor logo on the Bridal Buyer Awards website	✓	✓	✓	
Logo on e-shots campaigns to drive entries and table sales	✓	✓	✓	✓
Logo featured on shortlist announcement	✓	✓	✓	✓
Logo on sponsors loop projected onto the stage backdrop throughout the awards dinner	✓	✓	✓	✓
Logo on the seating plan and name cards	✓	✓	✓	✓
Coverage in Bridal Buyer sponsors feature	✓	✓	✓	✓
Logo featured on the email announcing the winners	✓	✓	✓	✓
Online editorial on awards sponsorship	✓	✓		
Tickets to the awards on Monday 13 September 2021	✓	✓	✓	✓



What will you gain from sponsorship?

Affiliation with The Bridal Buyer Awards promotes strong brand recognition. Your involvement ensures top bridal industry professionals recognise your company, and puts your brand in front of existing and potential customers. With top UK bridal businesses in the room, this event provides you with the opportunity to network with some of the biggest names in the industry. Use it as a way to thank your existing clients and make new contacts.

22
CATEGORIES

ONE
NIGHT

600+
GUESTS

80+
FINALISTS

22
EXPERT
JUDGES

Our team had an amazing time sponsoring the 2019 Bridal Buyer Awards! We look forward to continuing to expand our relationships in Europe, and supporting our hard working retailers.

LORRAINE STERIOPOL, CASABLANCA
BRIDAL