
B2B MARKETING AWARDS
FROM B2B MARKETING
MASTERS OF THE ARTS
MAKE your MARK
Sponsorship Opportunities
26 NOVEMBER | OLD BILLINGSGATE



Align your brand with the best in B2B

The B2B Marketing Awards are internationally recognised as the gold standard for excellence in creativity and commercial effectiveness in B2B.

Where the creators and masters of the field come together to share their best work.

And with a heritage and scale that is unmatched.

These awards are the must-attend event in the B2B calendar, and the most sought-after accolade **guaranteed to boost a brand's profile, showcase skills and gain recognition.**

> *The B2B Marketing Awards really is the Oscars of the B2B community!*

Fiona McKenzie
CEO
Revere

Why sponsor?

We'll create a buzz around your band

Becoming a sponsor means you'll build brand recognition at the heart of the B2B industry. With over 6 months of brand exposure to our 450k+ strong audience, key decision makers and influencers will come to associate your brand with innovation and success - meaning you'll be top of mind at the right moment.

Network with the people who matter most

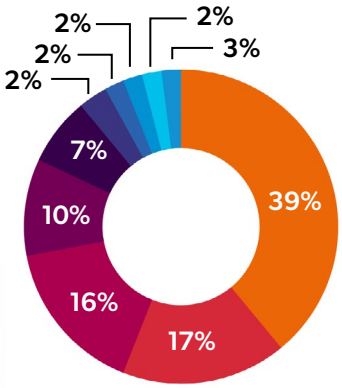
With 700+ guests on the night, the B2B Marketing Awards 2025 will be an unmissable opportunity to network with key decision makers from the B2B industry in a relaxed environment. Anyone who's anyone will be in attendance: the ceremony attracts senior level decision makers from some of the biggest brands in the world. We have seen the likes of BT, Fujitsu, Google, KPMG, Microsoft, PwC, Sky and Vodafone enjoying the night - and the attendee list is only growing in number and prestige each year.

Get in front of our community of senior B2B marketers

Propolis is our global community for B2B marketing leaders, with 1000+ client-side members and counting. Awards sponsors will have their brand logo on all key awards updates on the platform, including the shortlist reveal and post-event winner case studies, meaning that our members will come to align you with marketing excellence.

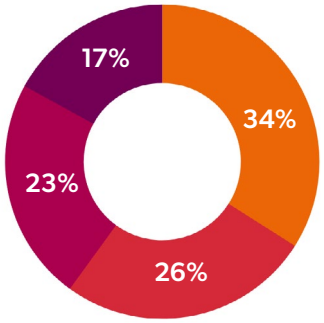


Who attends the ceremony?



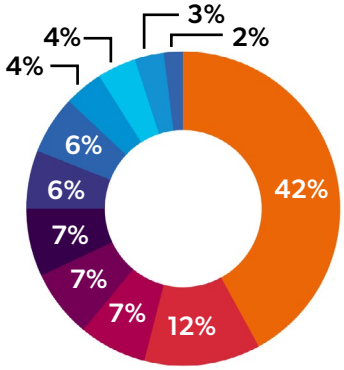
INDUSTRY

- Marketing agency
- Technology
- Professional services
- Other
- Financial, banking & insurance
- Manufacturing
- Aerospace, defence & engineering
- Healthcare, medical, pharma & biotech
- Media & publishing
- Recruitment



SENIORITY

- Director
- C level
- Manager
- Executive



JOB FUNCTION

- Marketing
- General management
- Sales/BD
- Customer success
- Account management
- Agency
- Other
- Finance
- Tech/IT
- Content
- PR

2024 SOCIAL CAMPAIGN IN NUMBERS

53k impressions

3k engagements

4.2m reach

COMPANY EXPOSURE

260k+ following

160k+ subscribers

2 million monthly reach

We'll create a buzz around you

MAKE your MARK

The B2B Marketing Awards creates a huge buzz online each year. Your brand will be seen throughout the digital campaign on our website, on all marketing emails, on social media and on other collateral. You'll get over 6 months of brand exposure and reach over 1 million B2B marketers through our regular awards announcements and communications. Take a look at some of the key opportunities for your brand to be included in campaign communications below!

ENTRIES LAUNCH — April

CALL FOR JUDGES — May

ENTRY DEADLINES APPROACHING — June

AWARDS SPONSOR SHOUTOUT — August

SHORTLIST ANNOUNCEMENT AND TABLE SALES — September

JUDGING SNEAK PEEKS AND INTERVIEWS — November

CEREMONY BUILD UP BUZZ



> *The B2B Marketing Awards are a key date in the diary - our brand was consistently exposed to a huge pool of senior leaders throughout the campaign and on the ceremony night, leading to pivotal connections with potential new clients. Plus, it was a fantastic way of celebrating creativity in the B2B space!*

Henry Pearson
B2B Marketing Manager
more2life

Be among the best

The B2B Marketing Awards ceremony and gala dinner always attracts senior-level guests from some of the biggest brand names in the world.



Choose the categories that align with your brand

The B2B Marketing Awards 2025 categories recognise the full breadth of the industry, covering campaign mechanics, brand marketing programmes, growth marketing programmes, audiences and objectives, and teams and practitioners.

SECTION A: CAMPAIGN MECHANICS

Category 1: Best omnichannel programme
Category 2: Best use of media
Category 3: Best use of live events (digital, physical or hybrid)
Category 4: Best public relations campaign
Category 5: Best use of creative
Category 6: Best digital experience
Category 7: Best use of social media or influencer marketing
Category 8: Best use of content
Category 9: Best use of customer insight
Category 10: Best use of AI

SECTION B: BRAND MARKETING CAMPAIGNS

Category 11: Best thought leadership programme
Category 12: Best purpose-led initiative
Category 13: Best brand initiative (budget under £100,000)
Category 14: Best brand initiative (budget £100,000 and above)

SECTION C: GROWTH MARKETING CAMPAIGNS

Category 15: Best customer growth or retention initiative
Category 16: Best lead generation or demand generation campaign
Category 17: Best account-based marketing campaign
Category 18: Best channel partner initiative
Category 19: Best sales enablement initiative
Category 20: Best commercially successful campaign

SECTION D: AUDIENCES AND OBJECTIVES

Category 21: Best limited-budget campaign
Category 22: Best use of personalisation
Category 23: Best enterprise targeted campaign
Category 24: Best employee engagement campaign
Category 25: Best international campaign
Category 26: Best product or service launch

SECTION E: TEAMS AND PRACTITIONERS

Category 27: B2B marketing team of the year
Category 28: B2B marketer of the year
Category 29: B2B marketing agency of the year (UK)
Category 30: Global B2B marketing agency of the year

Grand Prix

> *"These are the best B2B Awards in the world."*

Jason Talbot
The Croc



Sponsorship packages

Headline sponsorship

SOLD OUT

Position your brand at the heart of the B2B Awards 2025 with exclusive headline sponsorship. This package offers unparalleled visibility, prestige, and engagement opportunities across every stage of the event.

PACKAGE INCLUDES:

- Two premium 10-seat tables with priority positioning
- Premium drinks package for both tables
- 30 to 60-second brand video played in the ceremony room prior to the official welcome
- Full-screen branding on holding slides throughout drinks reception and dinner
- Prominent branding across all event marketing – pre-event, during, and post-event, including:
  - Awards website and email campaigns
  - Event signage and winners' supplement
  - Logo in sponsor loop on-screen during dinner
- Online feature authored by your spokesperson on **b2bmarketing.net**
- Bespoke social card to promote your sponsorship across your channels

"Gravity Global has partnered with B2B Marketing for 10 years as headline sponsor of the Awards. We have made this commitment because this event is an extremely important platform for the industry, recognising the exceptional innovation and creativity that's required to be effective in the new complexity of B2B markets."

Mark Lethbrdge, *CEO*, **Gravity Global**

Category sponsorship

PRICE: With full table (10 seats): **£10,050** | With half table (5 seats): **£8,500** | With 2 seats: **£6,950**

Align your brand with B2B excellence by sponsoring one of 30 award categories.

PACKAGE INCLUDES:

- First choice of available award categories (first come, first served)
- On-stage presentation of your sponsored award category
- Branding across all relevant marketing channels pre-event, on-site and post-event:
  - Website and email campaigns
  - Event signage and winners' supplement
  - Logo in sponsor loop on-screen during dinner
- Opportunity to contribute insights on:
  - The shortlist – via a pre-event podcast with B2B Marketing
  - The winners – via a post-event podcast episode
- Online feature written by your brand spokesperson, published on **b2bmarketing.net**
- Bespoke social card to promote your sponsorship









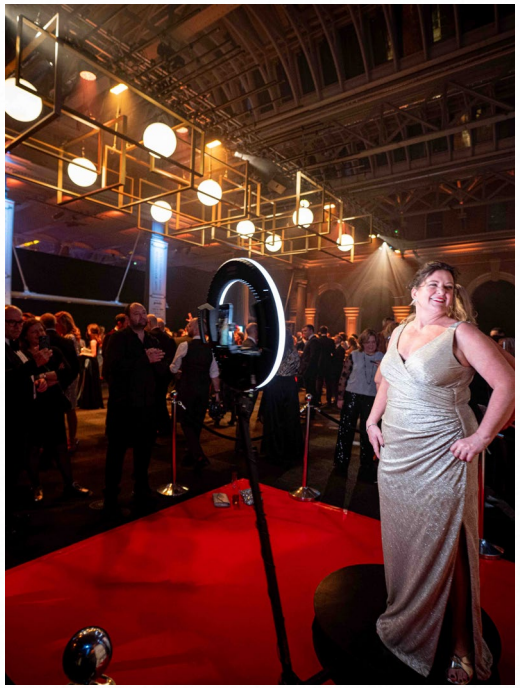




IMPORTANT NOTE:

Unless otherwise stated within the individual package details, tables are not included in sponsorship packages and will be charged separately. Please enquire about table pricing and availability.

Sponsorship packages





360° Photo Booth Sponsorship

PRICE: £7,000

Be the name behind one of the most popular experiences of the night. The 360° photobooth attracts queues of excited guests – and your brand will be part of every memory they take home.

PACKAGE INCLUDES:

- Exclusive branding on the 360° photo booth & all videos
- Branding across all relevant marketing channels pre-event, on-site and post-event:
  - Website and email campaigns
  - Event signage
  - Logo in sponsor loop on-screen during dinner
- Bespoke social card to promote your sponsorship

Casino Sponsorship

PRICE: £6,500

Inject energy into the evening by sponsoring the post-dinner casino. Drive brand visibility where the competition gets fun!

This lively area will be a focal point of entertainment, ensuring maximum visibility for your brand, with your logo around the area and on the casino chips.

PACKAGE INCLUDES:

- Branding on casino money and event signage
- Branding across all relevant marketing channels pre-event, on-site and post-event:
  - Website and email campaigns
  - Event signage
  - Logo in sponsor loop on-screen during dinner
- Bespoke social card to share your sponsorship



IMPORTANT NOTE:

Unless otherwise stated within the individual package details, tables are not included in sponsorship packages and will be charged separately. Please enquire about table pricing and availability.

Sponsorship packages





Portrait Sponsorship

PRICE: £7,000

Create a memorable, personal brand moment. This unique experience allows attendees to take home a personal, hand-drawn portrait, with your brand's logo featured on each piece. It's a perfect way to ensure your brand is associated with the creativity, artistry and elegance that the night is all about!

PACKAGE INCLUDES:

- Branding on every guest portrait
- Branding across all relevant marketing channels pre-event, on-site and post-event:
  - Website and email campaigns
  - Event signage
  - Logo in sponsor loop on-screen during dinner
- Bespoke social card to share your sponsorship

Winners' Champagne Package + Table Menu Branding

PRICE: £6,250

Celebrate success in style by sponsoring the winners' champagne and gaining exclusive visibility on every table.

PACKAGE INCLUDES:

- Your logo on branded champagne bottles delivered to all winning tables
- Branding on table menus across the venue
- Branding across all relevant marketing channels pre-event, on-site and post-event:
  - Website and email campaigns
  - Event signage
  - Logo in sponsor loop on-screen during dinner

IMPORTANT NOTE:

Unless otherwise stated within the individual package details, tables are not included in sponsorship packages and will be charged separately. Please enquire about table pricing and availability.



About B2B Marketing

Established 20 years ago, B2B Marketing is the number one, go-to resource for B2B marketers globally. With over one million website visits each year and over 400k followers and subscribers, our community is unparalleled. Every year we organise some of the biggest and most influential events in the B2B world, where members and guests gather to learn how to do their jobs better and improve their marketing results.



OUR PRODUCTS

- PROPOLIS FROM B2B MARKETING
- B2B IGNITE FROM B2B MARKETING
- THE GLOBAL ABM CONFERENCE FROM B2B MARKETING
- B2B MARKETING AWARDS FROM B2B MARKETING
- ELEVATION AWARDS FROM B2B MARKETING
- PROPOLIS LEADERS FORUM FROM B2B MARKETING
- THE EUROPEAN ABM FORUM FROM B2B MARKETING Marketing Forum
- PROPOLIS TRAINING FROM B2B MARKETING
- PROPOLIS COMMUNITY INDEX FROM B2B MARKETING
- PROPOLIS MARKETING LEADERS SERIES FROM B2B MARKETING
- THE B2B MARKETING PODCAST FROM B2B MARKETING
- B2B GROWTH SOLUTIONS FROM B2B MARKETING

B2B MARKETING

ADDRESS

B2B Marketing
Westgate House
9 Holborn
London, EC1N 2LL

CONTACT INFORMATION

To discuss any of the opportunities outlined in this pack, please contact:

Mitch Hole
Head of Media
B2B Marketing

44 (0) 20 7014 4932
+1 (332) 216 1615
mitch.hole@b2bmarketing.net

CREATIVE PARTNER

REVERE®

HEADLINER SPONSOR

gravity GLOBAL

