Sponsorship Opportunities

27 November | Old Billingsgate



B2B MARKETING AWARDS
FROM B2B MARKETING

MASTERS OF THE ARTS



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 are such high quality, showcasing such great work across the industry''

Claire Mason
Founder and CEO
Man Bites Dog

Why sponsor?

WE'LL CREATE A BUZZ AROUND YOUR BRAND

The B2B Marketing Awards creates a huge buzz each year, meaning that **becoming a sponsor will help you build powerful brand recognition at the heart of the B2B industry**. You'll get over 6 months of brand exposure and reach over 1 million B2B marketers across our **260k+** social media following, **30k+** monthly website users, and **160k+** email subscriber base. Key decision makers and influencers will come to associate your brand with innovation and success.

NETWORK WITH THE PEOPLE WHO MATTER MOST

With 700+ guests on the night, the B2B Marketing Awards 2024 will be an unmissable opportuntiy 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.

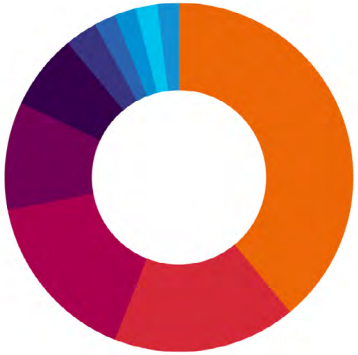
GET IN FRONT OF OUR PROPOLIS COMMUNITY

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.

Learn more about Propolis

PROPOLIS
FROM B2B MARKETING

Who attends the ceremony?



Industry

- 39% Marketing agency
- 17% Technology
- 16% Professional services
- 10% Other
- 7% Financial, banking & insurance
- 3% Manufacturing
- 2% Aerospace, defence & engineering
- 2% Healthcare, medical, pharma & biotech
- 2% Media & publishing
- 2% Recruitment



Seniority

- 34% Director
- 26% C level
- 23% Manager
- 17% Executive



Job function

- 42% Marketing
- 12% General management
- 7% Sales/BD
- 7% Customer success
- 7% Account management
- 6% Agency
- 6% Other
- 4% Finance
- 4% Tech/IT
- 3% Content
- 2% PR

2023 social campaign in numbers

4.2 million social reach

3k engagements

53k impressions

Company exposure

260k+ following

160k+ subscribers

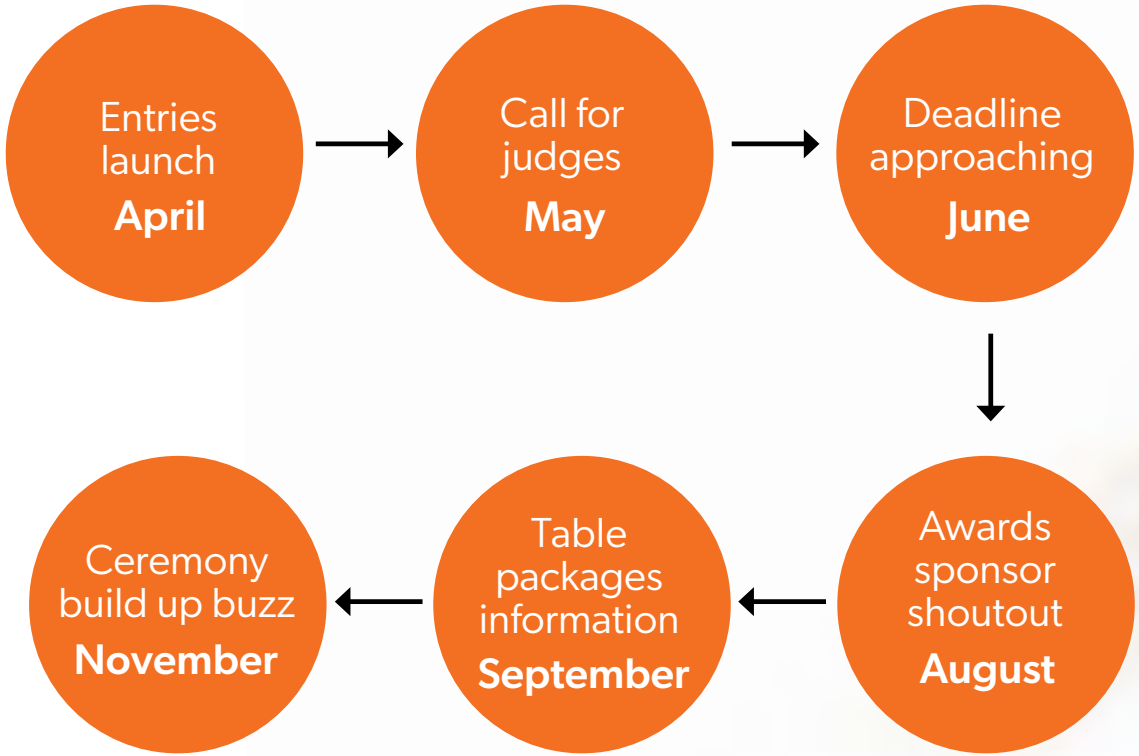
2 million monthly reach

We'll create a buzz around you

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!

''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 2024 categories recognise the full bredth of the industry, covering campaign mechanics, brand marketing programmes, growth marketing programmes, audiences and objectives, and teams and practitioners.

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 initiative
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

B. Brand marketing programmes

Category 11: Best use of thought leadership
Category 12: Best purpose-led initiative
Category 13: Best brand initiative

C. Growth marketing programmes

Category 14: Best growth marketing campaign
Category 15: Best lead generation or demand generation campaign
Category 16: Best account-based marketing campaign
Category 17: Best channel or ecosystem marketing initiative

D. Audiences and objectives

Category 18: Best sales enablement initiative
Category 19: Most commercially successful campaignn
Category 20: Best limited-budget campaign
Category 21: Best volume audience campaign
Category 22: Best employee engagement campaign
Category 23: Best international campaign
Category 24: Best product or service launch

E. Teams and practitioners

Category 25: B2B marketing team of the year
Category 26: B2B marketer of the year
Category 27: B2B marketing agency of the year (UK)
Category 28: Global B2B agency of the year

Grand Prix

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

Jason Talbot
The Croc
2023 B2B Marketing Awards category sponsor



Sponsorship packages

Headline sponsorship

SOLD

''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 Lethbridge
CEO
Gravity Global

- Two premium 10-seat tables
- Premium drinks package for tables
- Speaking opportunity - official welcome from your CEO - while guests take seats
- Your brand promo video played in the full auditorium
- Full screen branding on holding slide throughout drinks reception and dinner
- Filmed interviews with your brand spokesperson and all awards winners
- Branding on all marketing collateral pre-event and on the night - including winner's supplement
- Branding on all related emails and website pages
- Online feature written by your brand spokesperson published on b2bmarketing.net
- Bespoke social card so promote your sponsorship on your social platforms

Category sponsorship

Price:

With a full table: £10,050
With a half table: £8,500
With 2 seats: £6,950

- Your pick of 29 sponsorable awards (subject to availability)
- Presentation of one award on the night for a chosen category
- Branding on all related emails and website pages, marketing collateral pre-event and on the night - including winners supplement
- Invitation for a marketing leader from your organisation to take part in second round in-person judging
- Opportunity to provide commentary/analysis on the shortlist via a podcast with contribution from other judges, occuring before the winners are announced
- Opportunity to provide commentary/analysis on the winners via a podcast
- Online feature written by your brand spokesperson and published on b2bmarketing.net
- Bespoke social card for your own promotion

After party sponsorship

Price: £15,000

- One half 5-seat table
- Option to speak at the end of the awards to invite attendees to join the party
- VIP area at after party
- Premium drinks package at afterparty
- Branded after party invitation card to be placed on every table
- Afterparty venue branding including DJ booth
- Branding on screen in VIP lounge
- Photogrpahs of your VIP section event
- Branding on all related emails and website pages
- Logo in sponsors' loop on screen during ceremony
- Online feature written by your brand spokesperson published on b2bmarketing.net
- Bespoke social card to promote your sponsorship on your social platforms



Sponsorship packages

Portraitist sponsor

Price: £7,500

Create a lasting connection with guests by sponsoring a Portraitist during the awards evening. 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!

- One half 5-seat table
- Branding on each portrait for guests to take home
- Branding on all marketing collateral pre-event and on the night - including winner's supplement
- Branding on all related emails and website pages
- Logo in sponsors' loop on screen during ceremony
- Bespoke social card so promote your sponsorship on your social platforms



Late night snack sponsor

Price: £7,500

Sponsoring the late night snacks will ensure you're remembered as guests refuel for the night ahead and celebrate into the early hours. With branding on all napkins, plates, and signage, your brand will be part of the energy and excitement as the party continues

- One half 5-seat table
- Branding on late night snack napkins and signage
- Branding on all marketing collateral pre-event and on the night - including winner's supplement
- Branding on all related emails and website pages
- Logo in sponsors' loop on screen during ceremony
- Bespoke social card so promote your sponsorship on your social platforms



Casino sponsor

Price: £7,000

Position your brand in the spotlight and encourage some more healthy competition to raise money for charity by sponsoring the Charity Casino Area during the post-awards celebration. 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 chips. You will also be able to have input into the charity chosen to receive the proceeds!

- One half 5-seat table
- Branding on Charity Casino chips and signage
- Input into the chosen charity to receive the Casino proceeds
- Branding on all marketing collateral pre-event and on the night - including winner's supplement
- Branding on all related emails and website pages
- Logo in sponsors' loop on screen during ceremony
- Bespoke social card so promote your sponsorship on your social platforms



Sponsorship packages

VIP champagne lounge sponsorship

Price: £12,500

- One half 5-seat table
- Premium drinks package for tables
- Speaking opportunity - official welcome from your CEO - while guests take seats
- Your brand promo video played in the full auditorium
- Full screen branding on holding slide throughout drinks reception and dinner
- Filmed interviews with your brand spokesperson and all awards winners
- Branding on all marketing collateral pre-event and on the night - including winner's supplement
- Branding on all related emails and website pages
- Online feature written by your brand spokesperson published on b2bmarketing.net
- Bespoke social card so promote your sponsorship on your social platforms

Dinner sponsorship

Price: £10,000

- One half 5-seat table
- Awards host will thank sponsor during the awards ceremony
- Prominent logo to be displayed on big screen during meal
- Exclusive food sponsorship at the awards ceremony
- Invitation for one representative to join the events team at the menu tasting (6-8 weeks prior to the ceremony)
- Branded napkins
- Branded table numbers
- Branded menus
- Branding on all marketing collateral pre-event and on the night - including winner's supplement
- Branding on all related emails and website pages
- Logo in sponsors' loop on screen during ceremony
- Bespoke social card so promote your sponsorship on your social platforms

Champagne sponsorship

Price: £10,000

- One half 5-seat table
- Awards host will thank sponsor during the awards ceremony
- Prominent logo to be displayed on big screen during meal
- Exclusive food sponsorship at the awards ceremony
- Invitation for one representative to join the events team at the menu tasting (6-8 weeks prior to the ceremony)
- Branded napkins
- Branded table numbers
- Branded menus
- Branding on all marketing collateral pre-event and on the night - including winner's supplement
- Branding on all related emails and website pages
- Logo in sponsors' loop on screen during ceremony
- Bespoke social card so promote your sponsorship on your social platforms



''The B2B Marketing Awards were mentioned in 75% of enquiries when we asked: How did you hear about us?''

Chris Wilson
Marketing director
Earnest

Sponsorship packages

Entertainment sponsorship

Price: £9,250

- One half 5-seat table
- Awards host will thank sponsor during the awards ceremony
- Exclusive entertainment sponsorship at the ceremony
- Branded activity pack to be placed on tables
- Branding on all marketing collateral pre-event and on the night - including winner's supplement
- Branding on all related emails and website pages
- Logo in sponsors' loop on screen during ceremony
- Bespoke social card so promote your sponsorship on your social platforms

360° photo booth sponsorship

Price: £9,250

- One half 5-seat table
- Exclusive photo booth sponsorship, with your branding on the final 360° photo booth videos
- Branding on all marketing collateral pre-event and on the night - including winner's supplement
- Branding on all related emails and website pages
- Logo in sponsors' loop on screen during ceremony
- Bespoke social card so promote your sponsorship on your social platforms

Guest goody bag sponsorship

Price: POA

- One half 5-seat table
- Exclusively branded gift or goody bag distributed at the awards ceremony
- Branding on all marketing collateral pre-event and on the night - including winner's supplement
- Branding on all related emails and website pages
- Logo in sponsors' loop on screen during ceremony
- Bespoke social card so promote your sponsorship on your social platforms



Sponsorship packages

Hangover kit sponsorship

Price: £12,500

- One half 5-seat table
- Exclusively branded hangover recovery pack distributed at the awards ceremony
- Branding on all marketing collateral pre-event and on the night - including winner's supplement
- Branding on all related emails and website pages
- Logo in sponsors' loop on screen during ceremony
- Bespoke social card so promote your sponsorship on your social platforms

Winner champagne bottle sponsorship

Price: £7,500

- One half 5-seat table
- A bottle of champagne with your branding will be delivered to every winning table
- Branding on all marketing collateral pre-event and on the night - including winner's supplement
- Branding on all related emails and website pages
- Logo in sponsors' loop on screen during ceremony
- Bespoke social card so promote your sponsorship on your social platforms

Magician / Table entertainer sponsor

Price: £7,500

- One half 5-seat table
- Exclusive magician sponsorship at the awards ceremony
- Possibility to include branding into the magician's act
- Branding on all marketing collateral pre-event and on the night - including winner's supplement
- Branding on all related emails and website pages
- Logo in sponsors' loop on screen during ceremony
- Bespoke social card so promote your sponsorship on your social platforms







About B2B Marketing

B2B Marketing is the world-renowned provider of insight, professional development, events and training for marketers and leaders in B2B.

Established in 2004, B2B Marketing is now the number one go-to resource for B2B marketers across the globe.

Right from the start, we had a clear mission: to provide marketers at business brands with the intelligence, tools and inspiration they need to grow and succeed - as both individuals and businesses.

Unlike B2B, we focus on building relationships between businesses, strengthening connections within the B2B marketing community and putting marketers at the centre of the businesses they work for. We believe that every company has a unique story to tell, and we are committed to helping them communicate that story in the most impactful way possible.

What can we do for you?

Our dedicated marketing and media solutions team can help you:

Build powerful brand recognition at the heart of the B2B industry

Deliver your marketing content and proposition to the right audience at the right time through our weekly content emails

Create compelling stories around your brand with headline-grabbing research and analysis through our reports

Engage with some of the industry's most influential decision-makers and buyers at our events

Share your brand stories and content with our 160k+ subscribers, 80k+ monthly website users and 260k+ social media following

''One of the highlights in the marketing calendar, and a fabulous celebration of the best work from across the industry''

Paul Everett
Pesident
The Marketing Practice



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Creative partner

REVERE®

Headline sponsor

gravity GLOBAL

