

**BREW
LDN //**



**BEER & CIDER
MARKETING AWARDS**

Presents:

CALL FOR ENTRIES / SPONSORSHIP OPPORTUNITIES



What is Brew//LDN?
The ultimate date in the diary for
industry and beer fans alike.

We've been organising beer events for over 10 years. Our last show in August 2021 saw 12,000 guests embark on a new BREW//LDN experience, in our new home at the illustrious Printworks.

Encompassing 100s of beers, plus alternative drinks offerings, street food and music, Brew//LDN offers the unique opportunity for you to experience brands in a live setting - meet the people behind your next favourite brew.

This year we are extending our TRADE sessions to THURSDAY 5th + FRIDAY 6th May





New for 2022:

Brew//LDN is welcoming the 'Beer & Cider Marketing Awards' to be part of our all new trade days over 5th + 6th May.

The Brew//LDN trade day is a time to learn, network, be inspired, and celebrate. **This is a new concept** since attendees always tell us ‘there isn’t enough time to learn or network’

- **Learn** at our trade focussed talks and workshops on Thursday afternoon. We have industry experts and trade buyers ready to share their knowledge with you.
- **Network** with peers and new contacts over a beer, the best way to strike up new long term relationships.
- **Be Inspired** by attending the Beer Marketing Awards to hear of award worthy campaigns from the last year.
- **Celebrate** the wins on the evening, and also your own business alongside your team.



The Beer & Cider Marketing Awards:

The Beer & Cider Marketing Awards were set up by Pete Brown, the infamous beer writer, in 2015.

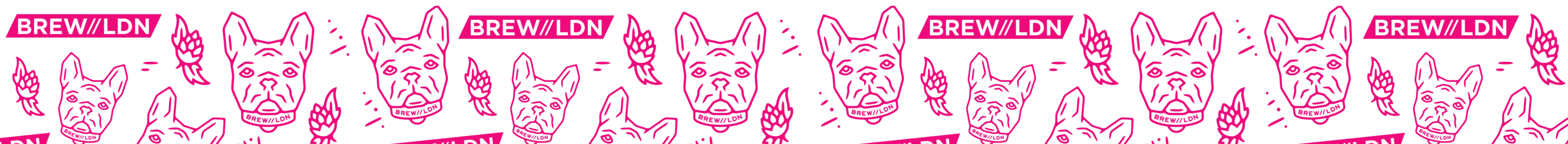
The awards encourage entries from all sizes of businesses, covering everything from trade marketing and PR, to social media and design.

All new for 2022 we have a refreshed list of categories to enter including 'Overcoming Adversity' and 'Best Community Engagement'
We have a diverse range of judges, who will take time to review and recognise the best marketing work in our industry.

The awards event aims to inspire others, take the opportunity to highlight trends and of course, celebrate success. The awards will take place **on Thursday 5th in the evening, from 4-11pm**. Tickets include beer and street food.

Ticket costs:

- Individual ticket £90
- Table of eight £600
- Sponsors FOC



Sponsorship Opportunities:

We have brilliant opportunities available for businesses and brands who would love to get in front of the drinks companies and their teams attending our trade events, **both on the Thursday and the Friday, PLUS to be showcased at 'The Beer & Cider Marketing Awards'**

This exposure means you will have no less than **THREE opportunities to network, connect, and sell.**

1. **Premium site trade stand on the Thursday** to network from, hold meetings, and interact with our attendees to the talks and workshops.
2. **Your brand will be on show for the Beer & Marketing Awards** as a sponsor of one of our categories.
3. **You have full access to the 4,000 trade attendees** who will be there on Friday for our all day trade session!



Sponsorship Opportunities:

What do you get as a sponsor?

GOLD PACKAGE:

- Sponsorship of two award categories
- A 2X2m space in our premium area for use over 5th May 2-11pm PLUS 6th May 12-5pm
- Your branding displayed on all of our awards, Brew//LDN and BrewBroker communications
- A sponsor brand feature on our social media channels and on our BrewBroker Mash up
- Invites for 15 guests to the full Brew //LDN trade event
- 8 staff passes
- Access to our VIP chill out area on the Friday trade session
- 8 seats for the Beer & Cider Marketing Awards (additional tickets available)

Costs from £5,000 + VAT

SILVER PACKAGE:

- Sponsorship of one award category
- A 2X2m space in our premium area for use over 5th May 2-11pm PLUS 6th May 12-5pm
- Your branding displayed on all of our awards communication
- A sponsor brand feature on our social media channels and on our BrewBroker Mash up
- Invites for 10 guests to the full Brew //LDN trade event
- 4 staff passes
- 4 seats for the Beer & Cider Marketing Awards (additional tickets available)

Costs from £2,500 + VAT



Award Categories for 2022:

BEST ADVERTISING CAMPAIGN – BROADCAST

BEST ADVERTISING CAMPAIGN – PRINT

BEST DIGITAL CAMPAIGN

BEST PUBLIC RELATIONS CAMPAIGN

BEST BRANDING / DESIGN

BEST INTEGRATED CAMPAIGN

BEST TRADE MARKETING CAMPAIGN

BEST INNOVATION

BEST NEW LAUNCH / START UP

BEST USE OF SPONSORSHIP

BEST USE OF MERCHANDISE/POINT OF SALE MATERIAL

BEST CORPORATE RESPONSIBILITY INITIATIVE

BEST EXPERIENTIAL MARKETING

OUTSTANDING INDIVIDUAL ACHIEVEMENT

BEST BEER MARKETING OF THE YEAR

BEST CIDER MARKETING OF THE YEAR

GRAND PRIX – ‘BEST OVERALL CAMPAIGN’

BEST COMMUNITY ENGAGEMENT

OVERCOMING ADVERSITY



SPONSOR

Please contact Jenny Elliott on:

[**Jenny@beermarketingawards.co.uk**](mailto:Jenny@beermarketingawards.co.uk)

ENTER

To see the categories or enter an award please go to:

[**www.beermarketingawards.co.uk**](http://www.beermarketingawards.co.uk)

ATTEND

Individual tickets as well as tables are available here to purchase:

[**www.beermarketingawards.co.uk**](http://www.beermarketingawards.co.uk)

Any additional questions or comments please contact:

[**petebrownsemail@gmail.com**](mailto:petebrownsemail@gmail.com)



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PRESENTS:



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