



SPONSORSHIP PACKAGES

BE PART OF THE MOST EXCITING COMPETITION IN THE GIFT AND HOME INDUSTRY'S CALENDAR

STAND OUT FROM THE CROWD WITH OVER 12 MONTHS HIGH PROFILE PROMOTION

How else could you reach an audience of nearly 100,000 companies with interests in the gift and home market?

Get involved with the annual Gift of the Year awards. Organised by The Giftware Association for over 30 year it is the longest standing competition that selects the latest and most innovative products in this dynamic industry.

Meet both suppliers and retailers from across the wide spectrum of the gift and home industry.

Visit www.giftoftheyear.co.uk for an insight into the Gift of the Year competition.

SPONSORSHIP OPPORTUNITIES

Bronze sponsorship - £500 plus VAT:

- Logo and website address in the winners' brochure – 5000 circulated worldwide and throughout 12 months following the awards.
- Logo on Gift of the Year website www.giftoftheyear.co.uk, accessed also via www.ga-uk.org, with link to your website, and on social networking sites: Facebook, LinkedIn, Twitter.

Silver sponsorship - £1000 - all above plus:

- 2 tickets to attend the exclusive Gift of the Year awards presentations at Spring Fair International, Birmingham 2011, on the evening of **Sunday 5 February 2012**, to which finalists, sponsors, judges and the media will be invited.
- Logo prominently featured on selected literature associated with the Gift of the Year Awards (competition flyer, winners' brochure, The Giftware Association's bi-monthly e-newsletter "giftwrap").
- Half page advert about your company/events in the winners' brochure.
- Logo, web address and telephone number in the winners' brochure.
- Logo featured on The Gift of the Year Show House at Spring Fair 2012 and Autumn Fair 2012 and and at other appropriate events.
- Use of Gift of the Year "Proud Sponsor" logo.

Gold sponsorship - £2000 (Dedicated award category sponsorship) – all above plus:

- 5 tickets to attend the exclusive Gift of the Year awards presentations at Spring Fair International, Birmingham 2012, on the evening of **Sunday 5 February 2012**, to which finalists, sponsors, judges and the media will be invited.
- Full page advert opposite your category in the winners' brochure.
- **Banner advert on www.giftoftheyear.co.uk (new benefit).**
- **Special Gift of the Year "Gold Sponsor" logo (enhanced benefit).**
- Notification at the beginning of January 2012 of all shortlisted companies in your category.
- Invitation to lunch with the panel of distinguished retail judges on the day that they get together to make their final selections and to view the finalist products in Birmingham on **Thur 12 Jan 2012**.
- Additional invitations to other events organised by The Giftware Association.
- Opportunity to display your own promotional literature and participate in the dedicated showcase area of Spring Fair 2012 from Sun 5 – Thur 9 Feb 2012 and Autumn Fair 2012 from Sun 2 – Wed 5 Sep 2012.
- Full promotion, with logos, on all literature associated with the Gift of the Year Awards.
- Featured in The GA's bi-monthly e-newsletter "giftwrap".
- Trade media coverage.
- Opportunity to include promotional material in mailings to supplier and retailer members of The Giftware Association (approx 1200 members).
- Three dedicated e-mail promotions to members of The GA.
- Opportunity to be promoted to members of other trade associations within the British Jewellery, Giftware and Finishing Federation (approx 2700 members).

The Giftware Association is part of the British Jewellery Giftware and Finishing Federation, a company limited by guarantee and registered in England and Wales number 69391. The registered office is Federation House, 10 Vyse Street, Birmingham B18 6LT