



SPONSORSHIP PACKAGES 2010

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 – 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 - circulated worldwide and throughout the 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

Silver sponsorship - £1000 - all above plus:

- Logo prominently featured on literature associated with the Gift of the Year Awards (Competition flyer, Winners brochure, 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 Autumn Fair 2010 and Spring Fair 2011 and at other appropriate events.
- Use of Gift of the Year "Proud Sponsor" logo.

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

- Full page advert opposite your category in the winners' brochure.
- Notification of all shortlisted companies in your category on 7 May 2010.
- 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 20 May 2010.
- Additional invitations to other events organised by The Giftware Association.
- Your logo sent to winning and highly commended companies in your category for use in promotional material.
- Opportunity to display your own promotional literature and participate in the dedicated showcase area of Autumn Fair 2010 from Sun 5 – Wed 8 Sep 2010.
- 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 1500 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).
- Featured in any overall advertising for the awards.

Diamond sponsorship – (headline sponsorship) - all above plus:

- Full page advert inside front cover of winners' brochure.
- 1 additional award category if desired (2 in total).
- Your logo as a banner ad below the Gift of the Year logo.
- Free banner ad on home page of www.ga-uk.org with direct link to your website.
- Headline billing alongside The Giftware Association on selected literature, signage and advertising associated with the Gift of the Year Awards.
- Headline billing on front cover and each page of the winners' brochure.
- Headline billing alongside The Giftware Association on all Emap Connect International Gift of the Year showcases.
- Detailed articles guaranteed in The Giftware Association's bi-monthly newsletter "giftwrap".

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