

Sponsorship Pack 2024



INTRODUCTION

The Brick Awards celebrate the best examples of clay brick in the UK's built environment and from around the world.

Each year, the awards attract 350 entries from leading architects, developers, house builders and specialist brickwork contractors, across 17 hotly-contested categories.

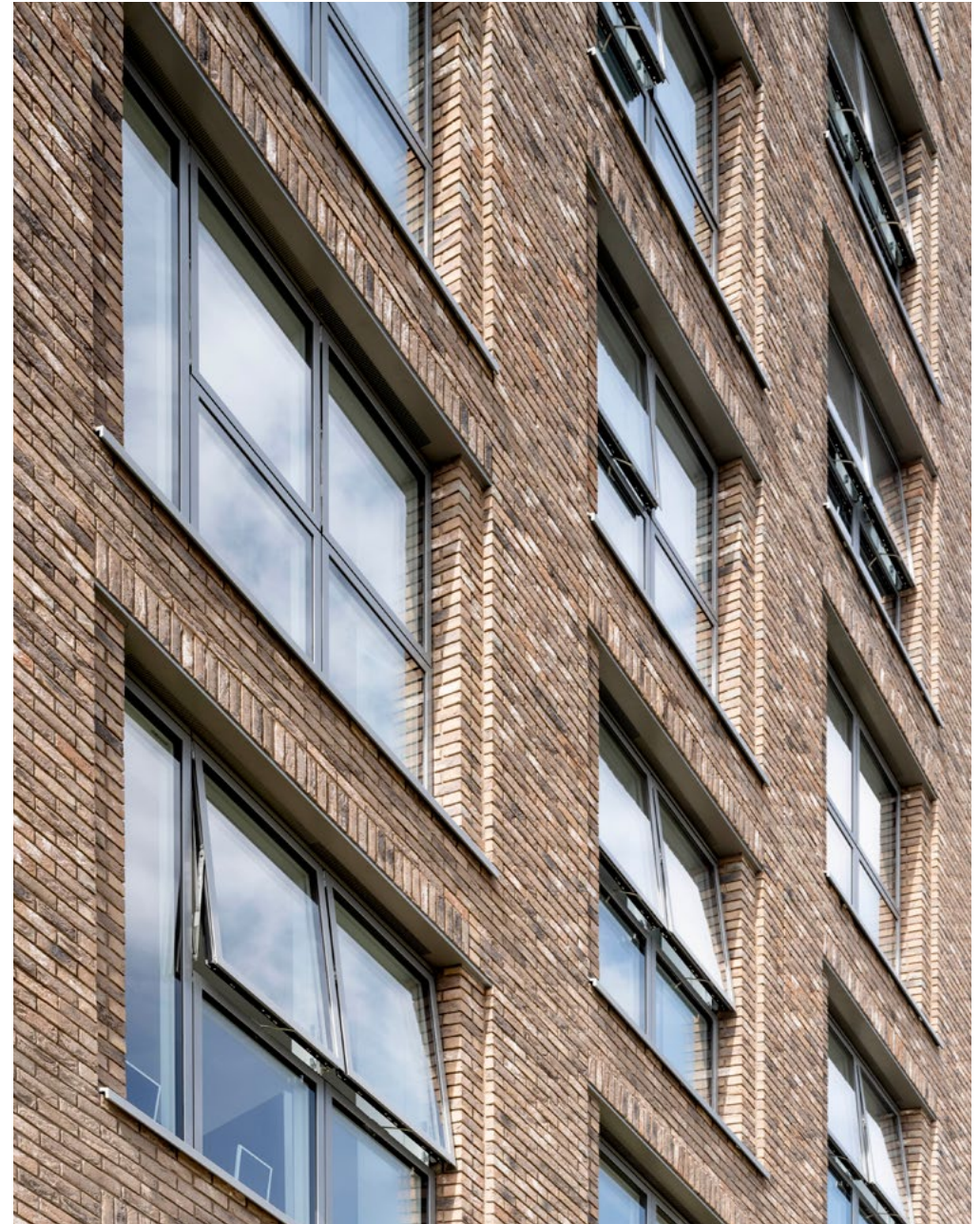
Alongside the UK's leading brick manufacturers, it is shortlisted entrants and their clients who comprise the near 600 attendees at the evening ceremony and celebration, this year on Wednesday 6th November at the Royal Lancaster, London. This captive audience includes those operating at the highest echelons of industry; decision makers and influencers who represent a superb network and, as a prospective sponsor, the opportunity to position your brand and products through a highly targeted channel.

The evening itself, is complemented by an active communications campaign over the course of nine months, which spans national, regional and trade press, website, advertising, email, social media and direct mail. Through editorial channels alone, the Brick Awards in 2023 achieved a reach of over 1.5 million people.

This Sponsors' Pack provides details of the main packages on offer. Should you wish to discuss these options in more detail or if you have particular requirements, please contact me on 07860282113 or at georgespreckley@brick.org.uk. I look forward to working with you.

George Spreckley

Brick Development Association



SPONSORSHIP PACKAGES

SUPREME PACKAGE

£15,950 + VAT

Our Supreme sponsorship package provides maximum visibility throughout the awards process. The Supreme package is the headline sponsor with the privilege of awarding the evenings top prize.

What's included?

PRE-EVENT

- News report on www.brick.org.uk announcing company sponsorship
- Mailer Announcing Category Sponsorship. With 500 word promotional text and link provided by sponsor
- Bespoke Social media assets with company logo designed to promote your sponsored Category
- Company profile and branding to appear on relevant category sections of the Brick Awards webpage
- Company logo to appear on relevant category sections of the award entries portal
- Company logo to appear on all relevant communications material i.e. mailshots, tickets
- Company name included in category-specific press releases
- Table plan in advance of the ceremony
- **10% discount** on further table bookings

DURING EVENT

- Company representative to present the category award trophy on-stage, during the ceremony (includes professional photo with presenter and category winner, inclusive of rights to use for the company's own promotional purposes)
- **2 X tables of 12** for the awards dinner and ceremony, inclusive of table wine and access to the after-dinner celebrations
- Company logo and name prominent in the audio-visual presentation of the category and announced by the presenter
- Company name engraved onto the category award trophy
- Company logo on the sponsors' loop, which plays throughout the awards dinner and ceremony
- Company logo on the media wall (backdrop for professional photography)
- **2 full-page adverts** in the Evening Programme
- **2 full-page adverts** in the Winners' Brochure

POST-EVENT

- Company logo in Awards Highlights video published online
- Bespoke Social media winners assets with company logo designed to promote your sponsored Category
- Company profile and branding to appear on relevant category winners sections of the Brick Awards webpage

GOLD PACKAGE

£14,750 + VAT

Our premium sponsorship package provides maximum visibility throughout the awards process. The Gold package is particularly attractive to those seeking both significant campaign value and presence at the ceremony.

What's included?

PRE-EVENT

- News report on www.brick.org.uk announcing company sponsorship
- Mailer Announcing Category Sponsorship. With 500 word promotional text and link provided by sponsor
- Bespoke Social media assets with company logo designed to promote your sponsored Category
- Company profile and branding to appear on relevant category sections of the Brick Awards webpage
- Company logo to appear on relevant category sections of the award entries portal
- Company logo to appear on all relevant communications material i.e. mailshots, tickets
- Company name included in category-specific press releases
- Table plan in advance of the ceremony
- **10% discount** on further table bookings

DURING EVENT

- Company representative to present the category award trophy on-stage, during the ceremony (includes professional photo with presenter and category winner, inclusive of rights to use for the company's own promotional purposes)
- **2 X tables of 12** for the awards dinner and ceremony, inclusive of table wine and access to the after-dinner celebrations
- Company logo and name prominent in the audio-visual presentation of the category and announced by the presenter
- Company name engraved onto the category award trophy
- Company logo on the sponsors' loop, which plays throughout the awards dinner and ceremony
- Company logo on the media wall (backdrop for professional photography)
- **2 full-page adverts** in the Evening Programme
- **2 full-page adverts** in the Winners' Brochure

POST-EVENT

- Company logo in Awards Highlights video published online
- Bespoke Social media winners assets with company logo designed to promote your sponsored Category
- Company profile and branding to appear on relevant category winners sections of the Brick Awards webpage

SILVER PACKAGE

£9,750 + VAT

The Silver package provides superb visibility and offers a cost effective way to combine a strong campaign with presence at the event.

What's included?

PRE-EVENT

- News report on www.brick.org.uk announcing company sponsorship
- Bespoke Social media assets with company logo designed to promote your sponsored Category
- Company profile and branding to appear on relevant category sections of the Brick Awards webpage
- Company logo to appear on relevant category sections of the award entries portal
- Company logo to appear on all relevant communications material i.e. mailshots, tickets
- Company name included in category-specific press releases
- Table plan in advance of the ceremony
- **5%** discount on further table bookings

DURING EVENT

- Company representative to present the category award trophy on-stage, during the ceremony (includes professional photo with presenter and category winner, inclusive of rights to use for the company's own promotional purposes)
- **1 X table of 12** for the awards dinner and ceremony, inclusive of table wine and access to the after-dinner celebrations
- Company logo and name prominent in the audio-visual presentation of the category and announced by the presenter
- Company name engraved onto the category award trophy
- Company logo on the sponsors' loop, which plays throughout the awards dinner and ceremony
- Company logo on the media wall (backdrop for professional photography)
- **1 full-page advert** in the Evening Programme
- **1 full-page advert** in the Winners' Brochure

POST-EVENT

- Company logo in Awards Highlights video published online
- Company profile and branding to appear on relevant category winners sections of the Brick Awards webpage

BRONZE PACKAGE

£6,000 + VAT

The Bronze package provides superb visibility and offers a cost effective way to achieve a strong campaign with longevity.

What's included?

PRE-EVENT

- News report on www.brick.org.uk announcing company sponsorship
- Company profile and branding to appear on relevant category sections of the Brick Awards webpage
- Company logo to appear on relevant category sections of the award entries portal
- Company logo to appear on all relevant communications material i.e. mailshots, tickets
- Company name included in category-specific press releases
- Table plan in advance of the ceremony

DURING EVENT

- Company representative to present the category award trophy on-stage, during the ceremony (includes professional photo with presenter and category winner, inclusive of rights to use for the company's own promotional purposes)
- Company logo and name prominent in the audio-visual presentation of the category and announced by the presenter
- Company name engraved onto the category award trophy
- Company logo on the sponsors' loop, which plays throughout the awards dinner and ceremony
- Company logo on the media wall (backdrop for professional photography)
- Company logo in the Evening Programme
- Company logo in the Winners' Brochure

POST-EVENT

- Company logo in Awards Highlights video published online
- Company profile and branding to appear on relevant category winners sections of the Brick Awards webpage

CATEGORY SPONSORSHIP INDEX

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ARCHITECTS' CHOICE

Target market: individual, practicing architects from all types and sizes of practice. Brick manufacturers.

COMMERCIAL

Target market: leading medium- and large-sized architectural practices and contractors, which deliver high-value, cutting-edge commercial developments and of course, their commercial clients. Brick manufacturers.

CONTRACTORS CHOICE

The winner of this Award will be decided by a selected panel of Bricklayers and Brick Contractors. The panel will be asked to consider all the elements involved in the work such as the craftsmanship, technique, style and build. Quality that in their collective view makes the project a dream job that any Bricklayer would want in their Portfolio.

CRAFTSMANSHIP

Target market: the UK's leading medium- and large-sized brickwork contractors, which focus on delivering exceptionally-executed schemes of all types. Brick manufacturers.

EDUCATION

Target market: leading small- to large-sized architectural practices and educational institutions, across primary, secondary, further and higher education. Brick manufacturers.

HOUSE BUILDER

Target market: leading medium- and large-sized house builders and developers of various sizes, which focus on volume house building. Large brick manufacturers.

INDIVIDUAL HOUSING DEVELOPMENT

Target market: leading small- and medium-sized architectural practices as well as custom and self-build clients. Brick manufacturers.

INNOVATION

Target market: designers and architectural practices of all sizes, which push the boundaries of that which can be achieved in contemporary building design. Brick manufacturers.

LARGE HOUSING DEVELOPMENT

Target market: leading developers, construction firms and architectural practices, as well as housing associations, which deliver extensive residential and mixed-use schemes. Large brick manufacturers.

MEDIUM HOUSING DEVELOPMENT

Target market: leading medium-sized developers, contractors and architectural practices, who focus typically on a range of work from small bespoke commissions through to substantial mixed-use developments and urban masterplans. Brick manufacturers.

PUBLIC

Target market: local authorities and other public bodies, as well as medium to large-sized architectural practices and contractors who deliver publically-funded schemes. Brick manufacturers.

REFURBISHMENT

Target market: leading brickwork contractors, small- and medium-sized builders and architectural practices, as well as highly-specialised refurbishment/restoration contractors and consultants. Brick manufacturers.

CATEGORY SPONSORSHIP INDEX

SMALL HOUSING DEVELOPMENT

Target market: leading small-sized developers and architectural practices, specifiers and designers, who focus typically on a range of work from small bespoke commissions through to substantial mixed-use developments and urban masterplans. Brick manufacturers.

SPECIALIST BRICKWORK CONTRACTOR

Target market: the UK's leading brickwork contractors, which typically work across a mix of high-value commercial, public and residential schemes. Brick manufacturers.

SUPREME

Target market: any category winning project could be named Supreme Winner. As such, the target market is harder to define in advance however, the added press value of this sponsorship proves highly attractive to larger organisations seeking opportunities for sophisticated mass-marketing across the construction industry.

SUSTAINABILITY AWARD

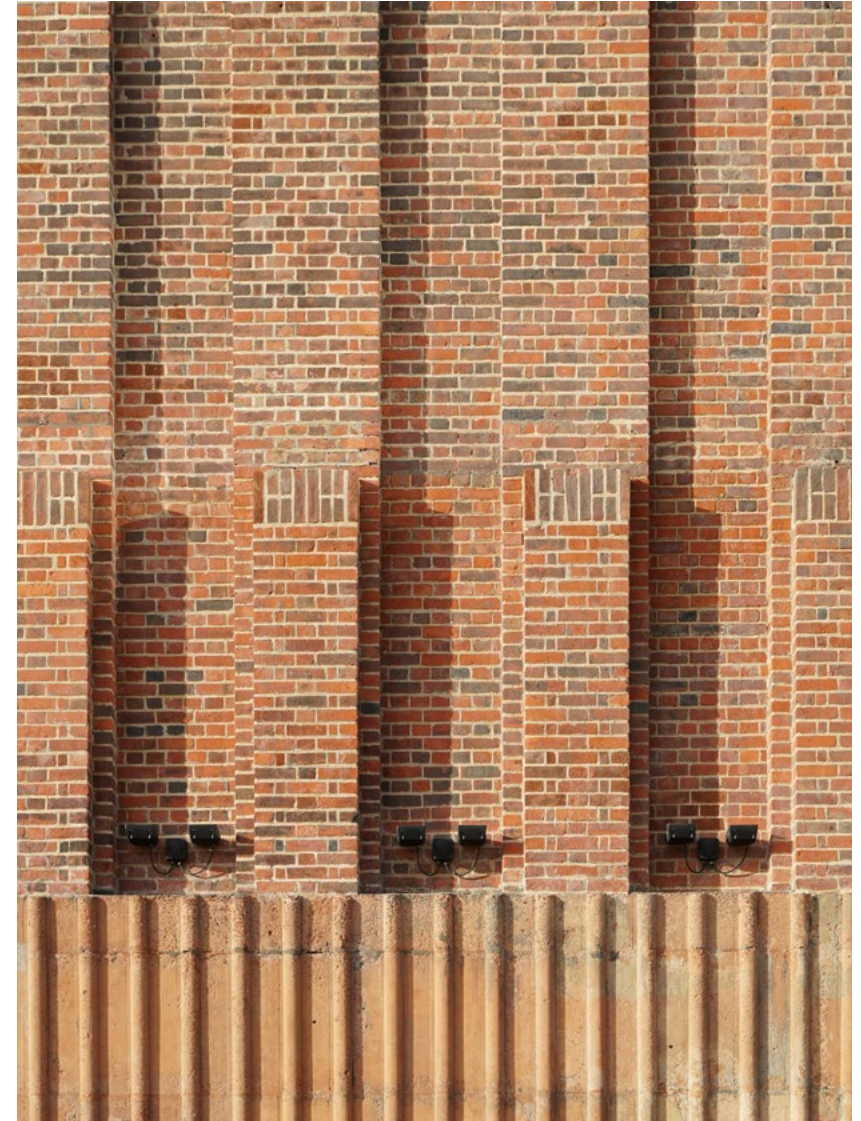
Target Market: All Architects that are looking to highlight the great strides the Industry is making to reduce carbon, plastic and waste in support the environment.

URBAN REGENERATION

Target market: leading medium- and large-sized developers, construction firms, architectural practices and housing associations, which deliver schemes with high social value, often mixed-use but with a focus on residential capacity and quality. Brick manufacturers.

WORLDWIDE

Target market: leading architectural practices and contractors from all over the world. Brick manufacturers.



EVENT SPONSORSHIP



RAFFLE £1,800 +VAT

The raffle is an integral part of the dinner and ceremony, and as the main vehicle for the Charity of the Year's fundraising, attracts the attention of every single guest for a prolonged period of time.

What's included?

- Company representative announced to stage to pull each winning raffle ticket from the raffle drum
- Company logo and name prominent in the audio-visual presentation of the raffle and announced by the presenter
- Company logo to appear on all relevant communications material i.e. mailshots, tickets
- Company logo on the sponsors' loop, which plays throughout the awards dinner and ceremony
- Company logo in the Evening Programme
- Company logo on the media wall (backdrop for professional photography)



PHOTOBOOTH £2,500 +VAT

This will be branded with your company logo. All printed photos will feature your branding and website. The booth, enjoyed by many of the event's guests last year, will be placed in a highly visible area of the venue.

What's included?

- Company branding on the photo booth's external skin with high visibility
- Company logo and website on all printed photos
- Company logo to appear on all relevant communications material i.e. mailshots, tickets
- Company logo on the sponsors' loop, which plays throughout the awards dinner and ceremony
- Company logo in the Evening Programme
- Company logo on the media wall (backdrop for professional photography)



TABLE GIFTS £2,000 +VAT

The opportunity to place an appropriate piece of branded merchandise or a small branded 'gift pack' containing merchandise at each place setting on every table. This is an effective cut-through tactic to place your brand directly under the nose of the near 600 attendees.

What's included?

- Company placement at each place setting on every table, provided to all guests (appropriate content to be agreed by negotiation between sponsor and Brick Awards)
- Company logo to appear on all relevant communications material i.e. mailshots, tickets
- Company logo on the sponsors' loop, which plays throughout the awards dinner and ceremony
- Company logo in the Evening Programme



CASINO £2,000 +VAT

The casino forms a substantial part of the evening's entertainment, in which many of the near 600 guests last year participated. The casino will take place in a highly visible area of the venue and you will have the option of flagging the gaming tables with your own branded banners (banners to be supplied by sponsor)

What's included?

- The surface of the roulette and back jack tables will be branded with company logo
- Company logo to appear on all relevant communications material i.e. mailshots, tickets
- Company logo on the sponsors' loop, which plays throughout the awards dinner and ceremony
- Company logo in the Evening Programme
- Company logo on the media wall (backdrop for professional photography)



TABLE PLAN £1,500 +VAT

The Brick Awards is a large event. With near 600 guests to be seated, table plans at the venue and printed in small format help to ensure everyone finds their way.

What's included?

- Company logo featured prominently on the event's digital table plans both at the event and in the portable printed format
- Company logo to appear on all relevant communications material i.e. mailshots, tickets
- Company logo on the sponsors' loop, which plays throughout the awards dinner and ceremony
- Company logo on the media wall (backdrop for professional photography)



FULL-PAGE ADVERT IN EVENT PROGRAMME £950 +VAT

The Evening Programme ensures guests know what to expect during the event. It is handed out to each individual on arrival and contains salient details such as the order of events, menus and category shortlists. It is referred to extensively by guests throughout the evening.

What's included?

- A full-page, colour advert in the printed programme



PICK & MIX STALL £1,800 + VAT

The pick 'n' mix display stand has 20 compartments, each holding up to 3kg of sweets. We can provide up to 20 different sweets with enough for 600 portions.

What's included?

- Full branding of the stand and branded paper bags.

DRINK RECEPTION £3,000 + VAT

Be the exclusive sponsor for the welcome drinks reception preceding the Award ceremony (600 guests)

What's included?

- Branded Banners and wine glass discs



CONTACT US

For any further information about The Brick Awards or ways in which you can get involved, please contact us on the details below:

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www.brick.org.uk



The Brick Development Association is the national authority on clay bricks and pavers. Our membership accounts for almost 100% of the sector's productivity here in the UK. Our role is to communicate the collective interests of our members and to ensure their products remain the material of choice in the UK's built environment.