



# Take on the world.

## 2019 MEDIA KIT

### PRWEEK GLOBAL AWARDS

### TUESDAY 21ST MAY 2019

LONDON MARRIOTT HOTEL GROSVENOR SQUARE,  
LONDON, W1K 6JP UNITED KINGDOM

**[WWW.PRWEEKGLOBALAWARDS.COM](http://WWW.PRWEEKGLOBALAWARDS.COM)**

# INTRODUCTION

As the **PRWeek Global Awards** turn six, there is a common consensus that the value of PR has never been more crucial and more recognised by CEOs and the C-suite.

The PRWeek Global Awards honour transformative work that demonstrates the highest standards across regions and territories, as well as the best work in the distinct markets of Asia-Pac, LATAM, and the Middle East.

PR operates across stakeholder groups and communities and there's no doubt the days of having one message for customers, another for staff, and yet another for investors are well and truly over.

The power of the communications industry is a key factor in the growth of global business and the ability of organisations of all types to tell their stories and change behaviours: The PRWeek Global Awards recognise the best examples of this in practice.

# AUDIENCE



As a highly respected, global brand within the industry the PRWeek Global Awards attract entries and attendance from some of the best brands and consultancies in the world.



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FINANCIAL TIMES



LLORENTE & CUENCA





# VENUE



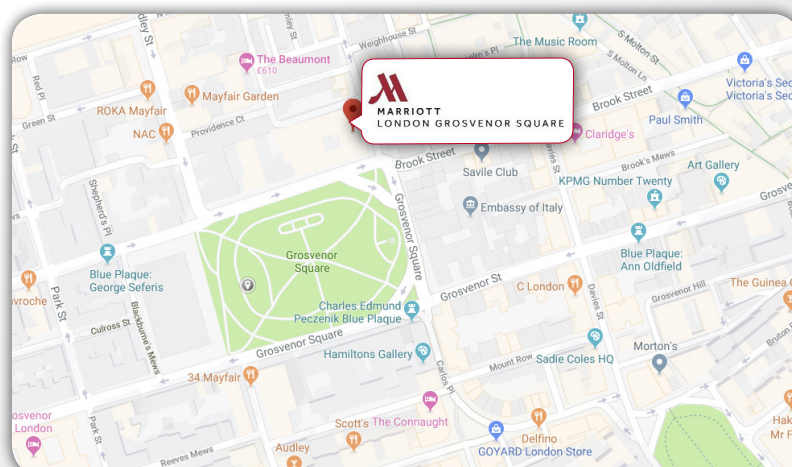
We are pleased to announce that the **PRWeek Global Awards** will be held in central London at the **London Marriott Hotel, Grosvenor Square** on **Tuesday 21st May 2019**. If you wish to reach the most influential, global professionals in the industry, partnership with the PRWeek Global Awards is your best option. Join us in making 2019 the most successful awards to date!

## ADDRESS

London Marriott Hotel,  
Grosvenor Square,  
London,  
United Kingdom.  
W1K 6JP

## NEAREST TUBE

Bond Street  
0.3 km from hotel



# CATEGORIES



## CAMPAIGN CATEGORIES

The campaign categories are open to work that is local to one country or region, or work that crosses international borders.

- Best Campaign: Asia-Pacific
- Best Campaign: LATAM
- Best Campaign: Middle East
- Best Influencer Marketing Campaign
- Consumer Launch
- Corporate and Social Responsibility
- Corporate Branding
- Employee Communications
- Healthcare
- Issues and Crisis
- Best Agency in Continental Europe **NEW!**
- Best Agency in Middle East **NEW!**
- Non- profit
- Product Brand Development
- Public Sector

## GLOBAL PR CATEGORIES

- Global Citizenship
- Global Content
- Global Creative Idea
- Global Event Activation
- Global Integration
- Global PR Breakthrough

## GLOBAL PR CATEGORIES

- Global Agency
- Global Brand
- Global Marketer
- Global Professional – Agency
- Global Professional- In House
- International Agency
- Best Agency in Asia Pacific **NEW!**
- Best Agency in Continental Europe **NEW!**
- Best Agency in LATAM **NEW!**
- Best PR Professional in Asia Pacific **NEW!**
- Best PR Professional in Continental Europe **NEW!**
- Best PR Professional in LATAM **NEW!**
- Best PR Professional in Middle East **NEW!**

# PARTNERSHIP OPPORTUNITIES



## PRWEEK GLOBAL AWARDS PARTNER PACKAGE

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- 200,000 chances to be seen globally through pre-event promotion
- Dedicated branding at the opening cocktail party, prior to the Awards dinner
- Your logo and/or company name will be included in the script, AV and signage and on the Twitter Wall during the event
- Logo included in guest directory/programme
- Your company will be featured on the winners announcement and official event write-up feature through PRWeek
- Your logo and URL link will remain on the website for a minimum of 3 months following the event
- Featured on post-event Partners Thank You advert in PRWeek

**INVESTMENT:** £5,000+VAT | \$6,000 USD

## PRWEEK GLOBAL AWARDS CATEGORY SPONSORSHIP PACKAGE

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All the above plus

- A company representative will be invited on stage to present your sponsored category winner with their trophy
- You will be given the first option to sponsor your 2019 category at the 2020 event
- Your logo will feature on post-event advertorial/write up in PRWeek
- One table for 10 guests at the Awards gala dinner and presentation ceremony

**INVESTMENT:** £9,500+VAT | \$11,700 USD



# ADDITIONAL OPTIONS



## HEADLINE PARTNER

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PRWeek can work with you to reach your marketing objectives by crafting a bespoke headline partnership of this event.

**INVESTMENT:** POA

## AWARDS GOODIE BAG SPONSOR

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This is your opportunity to leave attendees with a bag of goodies to take home after the awards. With this partnership your company logo will also be included on all advertising and marketing promoting the event. Please note that goodie bags will be supplied and branded by the partner and must contain suitable gifts.

**INVESTMENT:** £3,000 +vat | \$5,000 USD

## CONTENT SERIES

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Partner with PRWeek to create content that will be amplified globally throughout the promotion of the awards. The content series is an excellent way to achieve your marketing objectives by communicating directly to those you wish to reach. With a content partnership you will work with our specialised content team to who will work with you to achieve your predetermined KPI's.

**INVESTMENT:** POA

## RECEPTION SPONSOR

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Host the PRWeek Global Awards drinks reception and welcome the industry's finest from across the globe. The reception will be branded with your logo recognising you as the reception partner and depending on your investment you could also host the entertainment, provide photo opportunities, branded serving trays and create a special welcome drink.

**INVESTMENT:** POA (dependant on branding)

# ADDITIONAL OPTIONS



## TWITTER WALL

Sponsor the twitter wall that will appear on the big screen throughout dinner, showcasing the evenings tweets heavily branded with your company logo. Partnership of the twitter wall will also include ten promotional tweets that will be added to the PRWeek Global Awards, PRWeek USA, ASIA and UK twitter schedule throughout the evening.

**INVESTMENT:** £3,500+VAT | \$5,500 USD

## TABLE DROP

Leave a gift for attendees on the dining tables at the awards so everyone has a branded gift as soon as they sit down. Gifts can range from selfie sticks, sun glasses, props for photo opportunities and many more. Table drop items will be supplied and delivered to the venue by the partner.

**INVESTMENT:** POA

## TO DISCUSS ADDITIONAL OPTIONS PLEASE CONTACT:

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