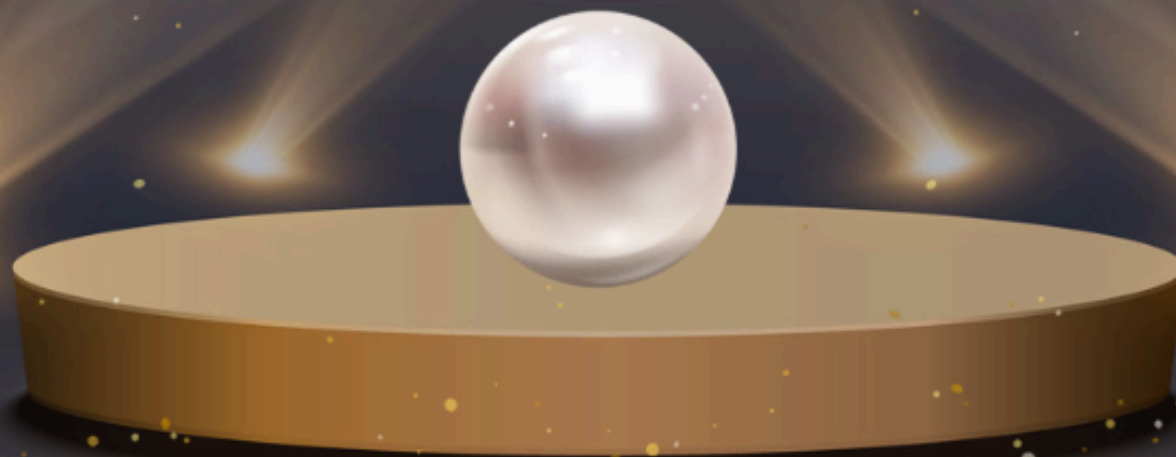


# The Hotel Marketing Awards 2025 Celebrating 30 years



June 2025 | London





## About the Awards

The 30th HMA Annual Hotel Marketing Awards will take place in 2025 at an exclusive venue in London, with approximately 200+ Senior marketing hotelier guests.

We will be offering the following awards, celebrating the best in practice of the following categories each will be available for individual sponsorship:

### Categories:

- Best Website
- Best Partnership Marketing
- Social Media Campaign of the Year
- HMA Creative Excellence Award
- Best Hotel Marketing Team
- Rising Star in Hotel Marketing



# Timeline

Throughout this 6 month campaign from opening the award nominations to the live winners award presentation ceremony your branding will be visible.

## **January 2025**

Launch of awards and nominations through HMA/HOSPA's email marketing and social media platforms



## **January-April 2025**

Continued promotion to encourage entries



## **April 2025**

Judging to take place



## **May 1st 2025**

3 x shortlisted nominees for each category will be announced at the National Hotel Marketing Conference during the final afternoon main stage sessions. At the same time announcements will go out via HMA & HOSPA social channels



## **June 2025**

Winners will be announced live at The HMA Awards Ceremony in June 2025 and featured on the HMA website.







# hmma 2024

hotel marketing awards





# Sponsorship Opportunities

We are pleased to offer three sponsorship package options.  
Headline Sponsorship and two options for Individual Award Sponsorship.



# Headline Sponsorship

## **Speaking Opportunity** - Panel Discussion or Speech:

### **A 5-minute speaking opportunity on the main stage or seat on panel discussion**

This will allow the sponsor to address the audience, share insights from your organisation, and showcase your commitment to the hospitality industry.

This could include a brief discussion on trends in hotel marketing or innovative strategies your organisation employs.

# Headline Sponsorship / cont

## Headline level branding on the following:

- **Generic awards social media graphics** about the awards shared on the HMA's social media channel, which will be sent to the nominee for them to share
- **Full Awards Animation Video/Presentation** and generic awards videos that will be used on the HMA's social media channels and sent to nominees to share
- **Generic eShots** sent to HOSPA and HMA members February 2025 onwards before during and after the event event in June
- **Solus email** to HMA and HOSPA members announcing the sponsorship and opportunity to include company information and links to contacts/further information
- **HMA website** awards pages
- **The Event media wall** for interviews and photographs during the event and on generic HMA award presentation slides as well as enhanced digital presence at the awards event.
- **Opportunity to offer goodie bag** for all event attendees
- **Generic post event social** media and PR activity.
- **Post event email** sent to all attendees post event to include enhanced editorial space and include link to sponsors website
- **HMA Blog** The key themes of the event would be covered by an HMA blog, written by one of the HMA committee of marketing specialists, with acknowledgement of the event sponsor.

# Headline Sponsorship / cont

## HMA Members Events within 12 months of Awards

### In person event

As a continuation of the headline sponsorship, the headline sponsor is invited to sponsor a co-branded members event and will have the opportunity to give a short speech in acknowledgement of the sponsorship.

The theme of the event will be agreed with the HMA committee, but could focus a specific element of hospitality marketing such as direct bookings - creativity and best practice.

The event will be promoted via HMA and HOSPA's social media channels, via email marketing and will sit on the events pages of both websites.

*\*\*Please note F+B of the event is at an additional cost*

### On-line events

2 x HMA Co-Branded Webinars

- Moderated by the HMA chair
- Promoted on HMA social media channels and via email marketing
- Information hosted on HMA and HOSPA events pages
- Post-event attendee list with contact detail where opt-in was ticked
- Recording will be hosted on HMA/HOSPA websites and available as a file for sponsor use
- Content pre agreed with HMA committee



# Headline Sponsorship

## Networking at the Awards

### **Final Judging**

A sponsor representative will be invited to a relevant category final judging session in London in April 2025

### **Four complimentary tickets**

to the HMA Hotel Marketing Awards (value £700 + VAT)

### **Small table/banner at the awards in key position**

bring one standard sized single pop up banner and any sales material and can host champagne drinks at the table if desired (purchased by the sponsor) subject to space/capacity restrictions

### **Total Investment**

**£6,950 + VAT**

# Awards Category Sponsorship Opportunities

We are pleased to offer two options for individual award category sponsorship.

Option 1 will cover category sponsorship, as listed below.

Option 2 will include all of below plus extensive additional activity for a 12 month period.

## Included in both packages

### Branding - Logo Placement and Visibility

- **Social Media Graphics** where the category is featured, with each nominee, that will be shared on the HMA's social media channel (also sent to nominee to share on their channels)
- **Teaser videos** that will be used on the HMA's social media channels and sent to nominees to share
- **Sponsored award category video**
- **Full awards animation video / presentation**
- **Individual mic flag** (for the awards evening)
- **eShots** sent to HOSPA and HMA members February 2025 onwards before during and after the event event in June
- **Nomination forms** once each award sponsorship is confirmed.

- **HMA website** awards pages - each awards category will have a link for further information which will contain the sponsors logo.
- **Event media wall** for interviews and photographs during the event and on the relevant presentation slides for each award.
- **Post Event** Winning entry details will be posted on the HMA's website with each sponsor acknowledged within each category. Branding will be included in all post event social media and PR activity.
- **Email** sent to all attendees post event will include branding and link on relevant category (to include link to sponsors website).

# Award Category Sponsorship

## Networking

### **Final Judging**

A sponsor representative will be invited to join the judging panel for their relevant category

### **Presentation of Award**

The sponsor will have the opportunity to present the award to winner on the stage.  
Including an opportunity to be interviewed at the HMA Awards

### **Two complimentary tickets**

to the HMA Hotel Marketing Awards (value £350 + VAT)

### **Small table + banner placement**

one standard sized single pop up banner and poseur table for sales materials  
Option to host champagne drinks at the table if desired (purchased by the sponsor) subject to space/capacity restrictions

## **Sponsorship Package Option 1**

**Total Cost £3,500 + VAT**



# Award Category Sponsorship

## Sponsorship Package Option 2

This extensive package will include activity detailed in option 1 plus in addition:

**Bio page/company listing**

on the HMA website for 12 months

**4 x additional social media posts**

on HMA's social media platforms

**1 x blog/article**

on HMA website (content agreed with the HMA)

**1 x Co-Branded Webinar**

within a 12 month period of the agreement - this will be recorded and hosted on the HMA website for 12 months, promoted via HMA and HOSPA's social media platforms and details included in the events pages of both HMA and HOSPA's website.

(content to be agreed with HMA and should be educational/thought-leadership led)

### Sponsorship Package Option 2

**Total Cost £5,500 + VAT**



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