



## The 29th HMA Hotel Marketing Awards

18th June 2024,  
Ham Yard Hotel, London

**SPONSORSHIP  
OPPORTUNITIES**

**The 29th HMA Hotel Marketing Awards will take place on 18th June 2024 at the Ham Yard Hotel in London, with approximately 150+ Senior Marketing hotelier guests. We are pleased to offer the following awards, celebrating the best in practice of the following categories (each available for individual sponsorship):**

## **Categories**

- Best Website
- Best Local Community Marketing
- Email Marketing Campaign of the Year
- Social Media Campaign of the Year
- Most Creative Content Marketing Campaign
- Best Partnership Marketing
- Best Integrated Marketing Campaign
- Marketing Innovation of the Year
- Best Hotel Marketing Agency Team
- Best Hotel Marketing Team
- Rising Star in Hotel Marketing

## **Timeline**

- From January 2024: Awards launch and nominations through the HMA's and HOSPA's email marketing and social media platforms
- April 2024: Award judging to take place
- May 2nd; 3 x shortlisted nominees for each category will be announced at the National Marketing Conference during the final afternoon main stage sessions

## **The shortlisted nominees will be:**

- Featured in HOSPA's annual magazine "The Overview - In Depth" which will be distributed at the National Hotel Marketing Conference after the shortlisted nominations are announced
- The magazine will also be sent digitally to all HOSPA and HMA members (all sponsors logos and reference to sponsorship included)
- Announced on HOSPA's and the HMA's social media channels, via additional email marketing to HOSPA and HMA members
- Short-listed nominees filmed in May 2024

Winners will be announced at The HMA Awards Ceremony and featured on the HMA website and social channels.

## Sponsorship Opportunities

We are pleased to offer two sponsorship options:

1. Category Sponsorship Package
2. Enhanced Category Sponsorship Package which also includes extensive additional activity for a 12 month period, as detailed below.

### Branding

- Branding present on awards social media graphics presenting each nominee. These will be shared on the HMA's social media channels and also sent to the nominee to share on their channels
- Branding on the individual teaser videos (x3) that will be used on the HMA's social media channels and sent to nominees to share
- Branding throughout the sponsored award category video and on the full award animation video / presentation
- Branding on individual mic flag (for the awards evening)
- Branding on e-shots sent to HOSPA and HMA members from February onwards. As well as on the HMA website awards pages - each awards category will have a link for further information which will contain the sponsor's logo
- Branding on event media wall for interviews and photographs and on the relevant presentation slides for each award
- Logo displayed on winner trophies

### Judging

A sponsor representative will be invited to the final judging sessions in London in April 2024

### The Awards Event on June 18th

- The sponsor will have the opportunity to present the award to winner on the stage and will also be interviewed at the HMA Awards
- Sponsors will be offered two complimentary tickets to the HMA Hotel Marketing Awards (value £300 +VAT)
- Sponsors will be offered a small exhibition stand/poser table\* at the awards and can bring one pop up banner, sales material and can host champagne drinks at the table if desired (purchased by the sponsor) \*subject to space/capacity restrictions

## 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
- Branding on email sent to all attendees post event (to include link to sponsors website send as part of a generic post event email).

## Category Sponsorship Package

**Total Cost £2,950 + VAT**

## Enhanced Category Sponsorship Package

This sponsorship will include all the activity detailed in the Category Sponsorship Package plus::

- 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 (content to be agreed with HMA and should be educational/thought-leadership led). This will be promoted via HMA and HOSPA's social media platforms and details included in the events pages of both HMA and HOSPA's website.

**Total Cost £5,500 + VAT**

