



# Vuelio Blog Awards

## Sponsorship Packages 2018

30 November 2018 | Bloomsbury Big Top





# THE EVENT

**The Vuelio Blog Awards are the most respected accolades available for the best UK bloggers and influencers. Independently judged, the Vuelio Blog Awards are considered the Oscars of the industry.**

Over 400 bloggers, influencers, journalists and communications professionals attended the Vuelio Blog Awards in 2017, and our fourth year looks to be even bigger and better!

Returning to the fabulous Bloomsbury Big Top, guests will be greeted with a sparkling drinks reception, followed by a three-course meal and live entertainment that promises to top the fiery magic that wowed our guests last year.

The main attraction is, of course, the crowning of the top influencers of 2018, with a celebrity host delivering the UK's most coveted awards. Previous winners include Inthefrow, Menswear Style, Guido Fawkes, Lily Pebbles and Hand Luggage Only.

The evening then continues in style, with music and dancing keeping the party going until the early hours of the morning. How else would you want to spend your Friday night?



# THE BENEFITS

The Awards offer sponsors an amazing opportunity to network with the UK's leading influencers and gain unprecedented exposure.

## **Achieve widespread online coverage**

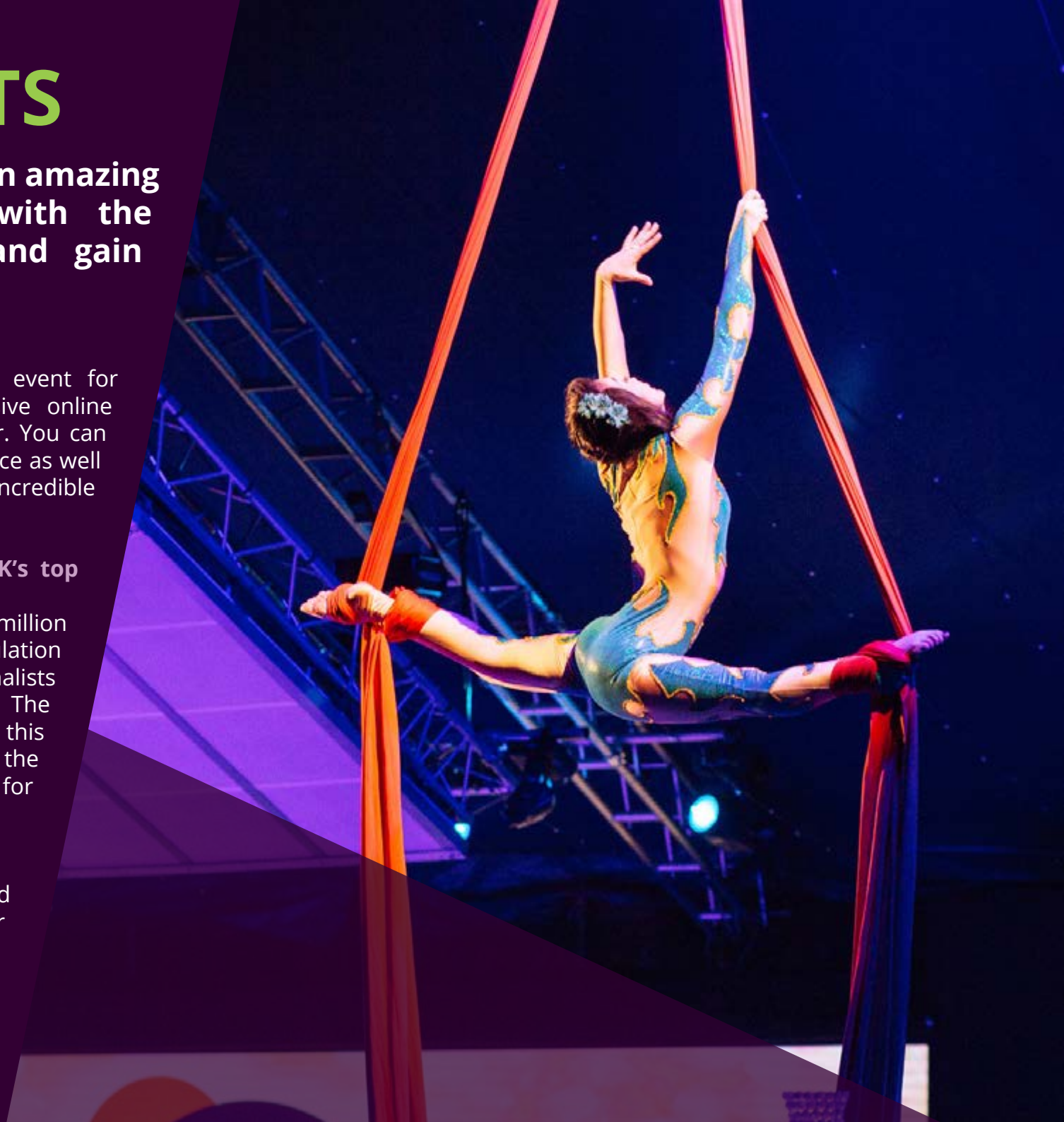
The Vuelio Blog Awards is the biggest event for influencers in the UK, generating massive online publicity and annually trending on Twitter. You can be associated with this huge online presence as well as the leading UK influencers, who have incredible personal followings.

## **Position your brand in front of the UK's top influencers**

With a combined following of over 18 million people, more than the combined daily circulation of every national newspaper, last year's finalists were the most influential in the country. The UK's greatest influencers will be attending this year's event and, as a sponsor, you will have the opportunity to build valuable relationships for future collaborations.

## **Promotional activity**

The Vuelio Blog Awards are promoted extensively both online and across our comprehensive database. Your branding will be across our dedicated website, and all promotional materials before, during and after the awards.





# HEADLINE SPONSOR £8,000

The Headline Sponsor package is exclusively designed to give one brand maximum exposure at this year's Vuelio Blog Awards – before, during and after the event. The Headline Sponsor and their VIP guests are guaranteed a night to remember.

The Headline Sponsor receives prime branding and placement on all Awards materials and adverts at the greatest night in the influencer calendar. Headline branding throughout the venue ensures our sponsor receives maximum exposure as our esteemed guests share their evening on social media for millions of followers.

The headline sponsor will receive the VIP treatment throughout the evening, placed front and centre when our top influencers are recognised with their awards.

The package includes two tables of ten for dinner and sponsorship of the evening's biggest award – Best UK Blog – plus the opportunity to present it to this year's overall winner.

For the first time, this package also includes advertising on our world famous Top 50 UK Blogs ranking.

Vuelio  
BLOG  
AWARDS  
2017







## THE HEADLINE PACKAGE INCLUDES:

- Prime position branding on all Awards adverts and editorials
- Prime position branding on all Awards emails
- Prime position branding on the Awards website
- Company logo and profile on the Awards website
- Prime branding on all Awards night materials, including the Awards booklet, signage and banners
- Double page advertisement in the A5 Awards booklet
- Dedicated headline sponsor banners throughout the event
- 20 places to the full Awards evening (two tables of 10 at dinner)
- 20% discount on additional places
- Choice of table position at the Awards dinner
- Bespoke invitations to sponsors' guests, including custom influencer targeting
- Option to include branded gifts in the goodie bags
- Advertising against the world famous blog ranking, Top 50 UK Blogs, for one full year



# AWARD SPONSOR

## £3,750

Award Sponsors have a unique opportunity to own a category – aligning their brand with individual topic areas, as well as that category's finalists and overall winner.

Award Sponsors are invited to present the award on stage on the night and include their branding on the award itself. This gives our sponsors a permanent presence on their winner's trophy.

Each category at the Vuelio Blog Awards already has a history of incredible finalists and have been won by blogging giants – from Marcel, pictured, to Menswear Style, Guido Fawkes, Slummy Single Mummy and Inthefrow.

Award Sponsors get table of ten for dinner and 10% discount on additional places. Award sponsors also receive branding before, during and after the event to maximise their exposure.

And, for the first time, Award Sponsors will get advertising on their category's associated blog ranking online, for a full year.







## THE AWARD SPONSOR PACKAGE INCLUDES:

- Branding/inclusion on all Awards adverts and editorial
- Branding on all Awards emails
- Branding on the Awards website
- Branding on all Awards night materials, including the Awards booklet, signage and banners
- Company logo and 75-word profile in the Awards booklet
- 10 places to the full Awards evening (one table of 10 at dinner)
- 10% discount on additional places
- Bespoke invites to sponsors' guests, including targeting appropriate influencers
- Option to include branded gifts in the goodie bags
- Advertising against your category's related blog ranking for one full year

## CURRENT CATEGORIES – SUBJECT TO CHANGE

**Women's Fashion**

**Men's Fashion**

**Beauty**

**Parenting**

**Wedding**

**Pet**

**Travel and Leisure**

**Health and Fitness**

**Food and Drink**

**Automotive**

**Arts and Entertainment**

**PR, Media and Communications**

**News and Politics**

**Best Newcomer**

**DIY and Interior Design**

**London Lifestyle**



# DRINKS RECEPTION SPONSOR £3,750

The sparkling Drinks Reception is every guest's first taste of the amazing Blog Awards, so this package is reserved for a quality brand that can really enhance the experience.

It's the official start of the celebrations and a chance for guests to mingle with the leading bloggers in the UK. This package gives the Drinks Reception sponsor the opportunity to reach the entire audience in a captivating and unique environment.

Live performers will provide entertainment as guests enjoy a complimentary sparkling reception, and prepare for the greatest night of the year.

The Drinks Reception sponsor will have exclusive branding throughout the reception, including branded flute covers on each glass – so you know your brand is on everyone's lips.







## THE DRINKS RECEPTION SPONSOR PACKAGE INCLUDES:

- Branding/inclusion on all Awards adverts and editorial
- Branding on all Awards emails
- Branding on the Awards website
- Company logo and profile on the Awards website
- Branding on all Awards night materials, including the Awards booklet, signage and banners - including exclusive Drinks Reception branding
- Branded flute covers on each glass
- Company logo and 75-word profile in the Awards booklet
- 10 places to the full Awards evening (one table of 10 at dinner)
- 10% discount on additional places
- Option to include branded gifts in the goodie bags





## PHOTO BOOTH SPONSOR £2,500

- Branding on the photo booth
- Logo included in all photo booth pictures
- Branding/inclusion on Awards adverts and editorial
- Branding on Awards emails
- Branding on the Awards website
- 5 places to the full Awards evening
- 10% discount on additional places



## TWITTER WALL SPONSOR £2,500

- Logo featured on the Twitter Wall
- Branding/inclusion on Awards adverts and editorial
- Branding on Awards emails
- Branding on the Awards website
- 5 places to the full Awards evening
- 10% discount on additional places



## GET IN TOUCH

All of our packages can be tailored to create bespoke options to suit your budget and requirements, with almost every element customisable.

If you would like to do something unique, we would love to hear your ideas - including ideas for new award categories or packages.

To discuss the packages in more detail or create a bespoke requirement, please call Jake O'Neill: 020 3426 4012 or email: [jake.oneill@vuelio.com](mailto:jake.oneill@vuelio.com).





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