



The Negotiator

Awards 2023

Grosvenor House,
Park Lane, London
24 November 2023



A unique sponsorship opportunity

Established in 2008, The Negotiator Awards has become the most prestigious awards ceremony for the UK residential estate and letting agency industry.

The event is growing in popularity every year, with the largest number of entries received in 2022 and 960 guests attending the awards ceremony, almost all of them directors and business owners.

As befits such a high profile event, the The Negotiator Awards 2023 will be held at the 5-star Grosvenor House Hotel, on Park Lane, London, in the famous Great Room.

The Negotiator Awards is viewed as the highlight of the residential property industry year, featuring coveted awards, presented at a glamorous black-tie gala dinner, with celebrity entertainment. It is a stylish, fast-paced and exciting event.

The Negotiator Awards is organised by Propertydrum Ltd, publisher of **TheNegotiator** the only UK-wide trade publication for the residential estate and letting agency industry. The magazine has an unrivalled reach – distributed digitally to 25,000 inboxes every month, and a print edition going to over 1000 agency owners via Royal Mail, it has a readership many times that – spanning the entire market.

Sponsorship of the event brings with it powerful exposure to this clearly-defined audience, with further heightened profile via online newsletters read by over 5000 property professionals every day. No other awards –or event– in this market has such targeted media strength behind it. The event also has its own dedicated website: www.thenegotiator.co.uk/awards and the awards programme is promoted on social media throughout the year.

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Associate your brand with a celebration of excellence

The Negotiator Awards celebrates excellence in residential agency. The event is staged in the five-star luxury of the Grosvenor House Great Room. It is hosted by a leading celebrity – renowned actor Stephen Mangan presented the 2022 Awards; previous presenters have been Tom Allen, Jimmy Carr, Julian Clary, Ed Byrne, Alistair McGowan, Alexander Armstrong and Hugh Dennis to mention a few.

Sponsors enjoy exposure to the audience throughout the evening – branding and advertising in the Awards programme, banner around

the event and on the giant screens. Award categories are presented by representatives of the sponsoring company, with exclusive on-screen branding and name-checks and sponsor thanks as part of the presentation.

But the evening itself is the culmination of a continuous campaign of promotion of sponsor branding, with year-round multi-channel marketing of the event to the agent audience, through the various media products of The Negotiator.

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Be seen to support UK agency – and network with its leaders

The evening is considered the 'Property Party of the Year' for UK residential agency – there is cabaret entertainment throughout and after-dinner dancing and a charity casino – but it is also an important networking event for what is by definition, the cream of the industry. Sponsors mix with this select audience in a stylish, exciting and congenial setting, creating brand association with success,

achievement and five-star quality.

Suppliers to the industry can network with agent clients and potential clients to make connections and build relationships, opening doors and creating opportunities for the coming new year.

Sponsors can entertain their own clients and staff at the event, extending their hospitality to this premium quality evening.

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Platinum sponsor – £45,000 (exclusive)

- Incorporation into main event logo – “in partnership with...” in all instances, printed and online.
- Sponsor to be referred to as 'Headline sponsor of The Negotiator Awards 2023'.
- Media package via all channels of The Negotiator, to ratecard value of £30,000+VAT to run for 12 months.
- **Three tables** of ten guests, near the stage, valued at £9,750.
- Sponsorship of **12 Regional awards** with sponsor's company name engraved on trophies.
- Senior executive of the sponsor company will be announced and

invited on stage to open the golden envelope for each award presentation – “*And the winner is...*”

- Senior executive of sponsor to present a 3-minute welcome speech before the Awards dinner.
- Sponsor to host a VIP champagne drinks reception in the Court Suite, before the Awards dinner for up to 100 guests.
- Double page spread (DPS) advert in event programme.
- Full page 'sponsor's welcome' in event programme.
- Full page company profile and DPS ad in Event Special Supplement.
- Pre and post-event sponsored emailshot to Awards guests.

TheNegotiator
In partnership with
Propbrand
Awards 2023





Gold sponsor – £15,000 (maximum of 5)

- Incorporation into main event logo – “supported by...” for the event and the event programme.
- **Two tables** of ten guests, near the stage, valued at £6,500.
- Sponsorship of **two awards** with sponsor’s company name engraved on trophies.
- Logo to appear on guest tickets and place name cards for each guest.
- Senior executive of the sponsor’s organisation will be announced and invited on stage to open the golden envelope for each award presentation – “*And the winner is...*”
- Logos to appear on main screens during the event and award category winner announcement.
- Logo on front cover of event programme and next to Shortlisted category.
- Full page advert in event programme.
- Logo to appear in pre- and post-publicity pages in **TheNegotiator** and via email and online marketing and alongside the award category and shortlist and promotional web pages on our website: www.thenegotiator.co.uk/awards

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Silver supporting sponsors – £7,950

- Sponsorship of one Award.
- One table of ten guests located in the front half, worth £3250
- Sponsor company name engraved on the trophy.
- Senior executive of the sponsor's organisation will be announced and invited on stage to open the golden envelope – "And the winner is..."
- Logo to appear on main screens during the event and award presentation.
- Logo on sponsor 'sponsor thanks' page of event programme and next to Shortlisted category.
- Quarter page advert in event programme.
- Logo to appear in pre- and post-publicity pages in **TheNegotiator** magazine, alongside the Award category and shortlist and promotional web pages on www.thenegotiator.co.uk/awards

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Awards & Conference package – £7,950

- Sponsorship of one category of The **Negotiator Awards**.
- 5 Guest places at The **Negotiator Awards**, value £1,625.
- Quarter page advert in The **Negotiator Awards** programme.
- Branding on screens and during the Awards presentation.
- Senior company representative to open the Golden Envelope and announce the category winner.
- Branding on www.thenegotiator.co.uk/awards website.

Conference benefits (during the day)

- One 3m x 2m exhibition stand at the Conference Expo.
 - Branding in the delegate brochure agenda.
 - Branding on the event website www.thenegotiator.co.uk/conference and full listing on Exhibitor page including video and email blasts linked to branded pages and exhibitor information.
 - 2 delegate passes (worth £300) to invite agent clients, in addition to two staff stand passes.
- Silver multi-channel advertising package: value £4,450.

Multi-channel advertising package

Associate Partner sponsorship brings with it an advertising package with The **Negotiator**: online, print, email and social to the ratecard value of £4,450+VAT.

- 1 emailshot to The **Negotiator** agent database: £950.
- 1 month MPU1 display advert
www.thenegotiator.co.uk: value £1500.
- 2 weeks midpage display advert
The **Negotiator** newsletter: value £800.
- 2 weeks Button display advert on
The **Negotiator** newsletter: value £400
- 1 half-page advert in The **Negotiator** Magazine, online and in print: value £800.





Contact

To discuss sponsorship,
please contact:



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