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Walpole

British
Luxury
Awards

2023

PARTNERSHIP PACK



About Walpole



*Walpole is the only body
in the UK dedicated to
promoting, protecting &
developing British luxury
at home & abroad.*

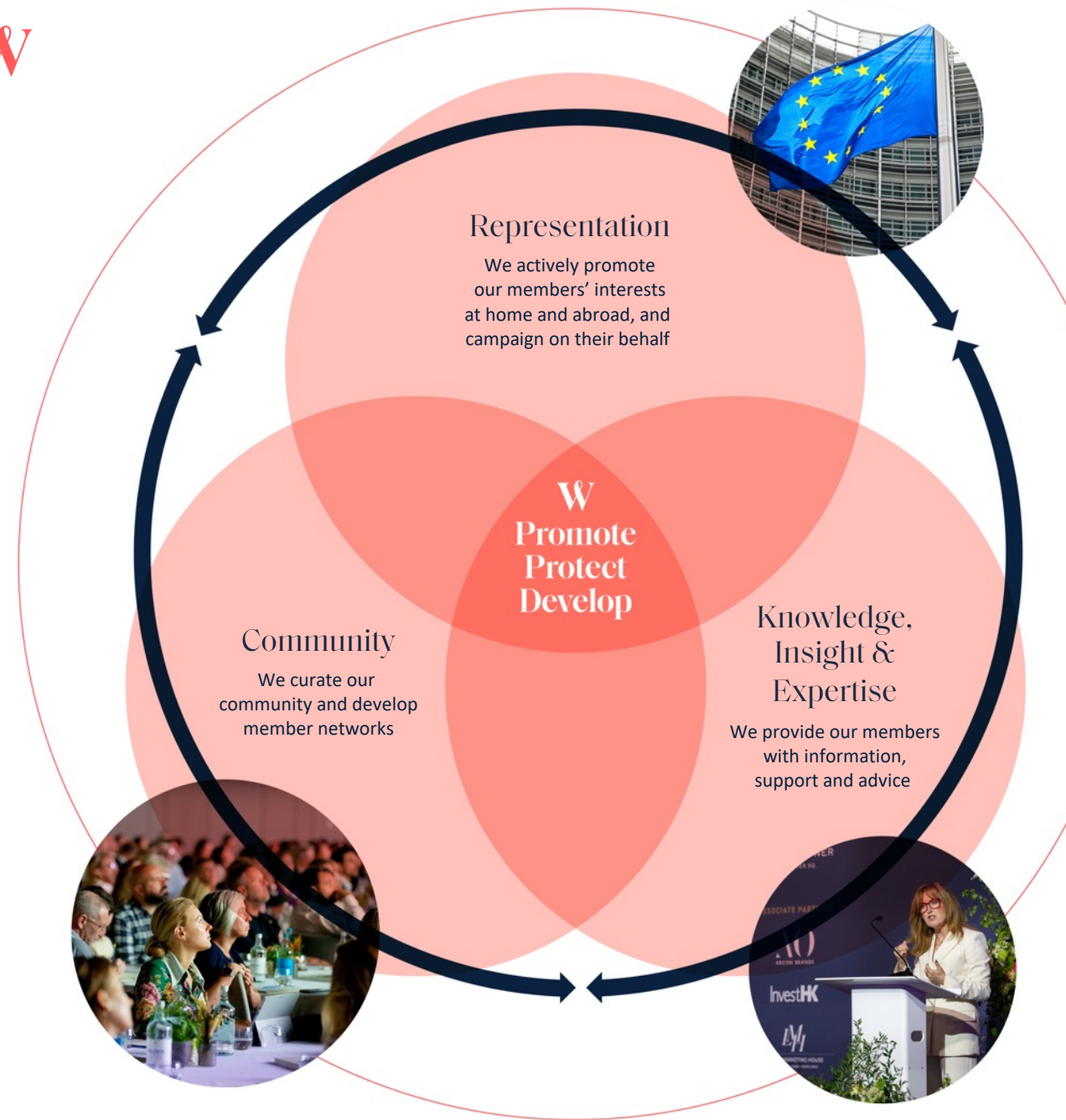
Our membership comprises more than 250 of the finest brands across a broad range of sectors: from retail to interior design & craftsmanship, food & drink to fashion, accessories to beauty, through hospitality, culture and the media to automotive & yachting. Walpole members are united by a common focus on discerning and affluent consumers and a shared mission to deliver world-class products and experiences. We achieve this by:

Representing our members' interests at home and abroad, building networks and encouraging collaboration within our ***Community*** and providing members with ***Knowledge, Insight & Expertise***

DISCOVER MORE AT THEWALPOLE.CO.UK



What We Do





Walpole's member list includes the finest brands in luxury

BOODLES
1798

BURBERRY



MANOLO BLAHNIK

FORTNUM
& MASON
EST 1707

Alexander McQUEEN

Harrods



BELMOND

JO MALONE
LONDON

Mulberry



ROLLS-ROYCE
MOTOR CARS LTD



Walpole

Events Calendar 2023/2024

• Member Social - an informal drop-in held on the last Thursday of the month





About the
*Walpole British
Luxury Awards*

20 November 2023



*The biggest night in
the luxury calendar*

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Hosted in the spectacular setting of the Ballroom at The Dorchester, the annual Walpole British Luxury Awards is a celebration of the world-leading creativity, design, innovation and craftsmanship at the heart of Britain's luxury sector.



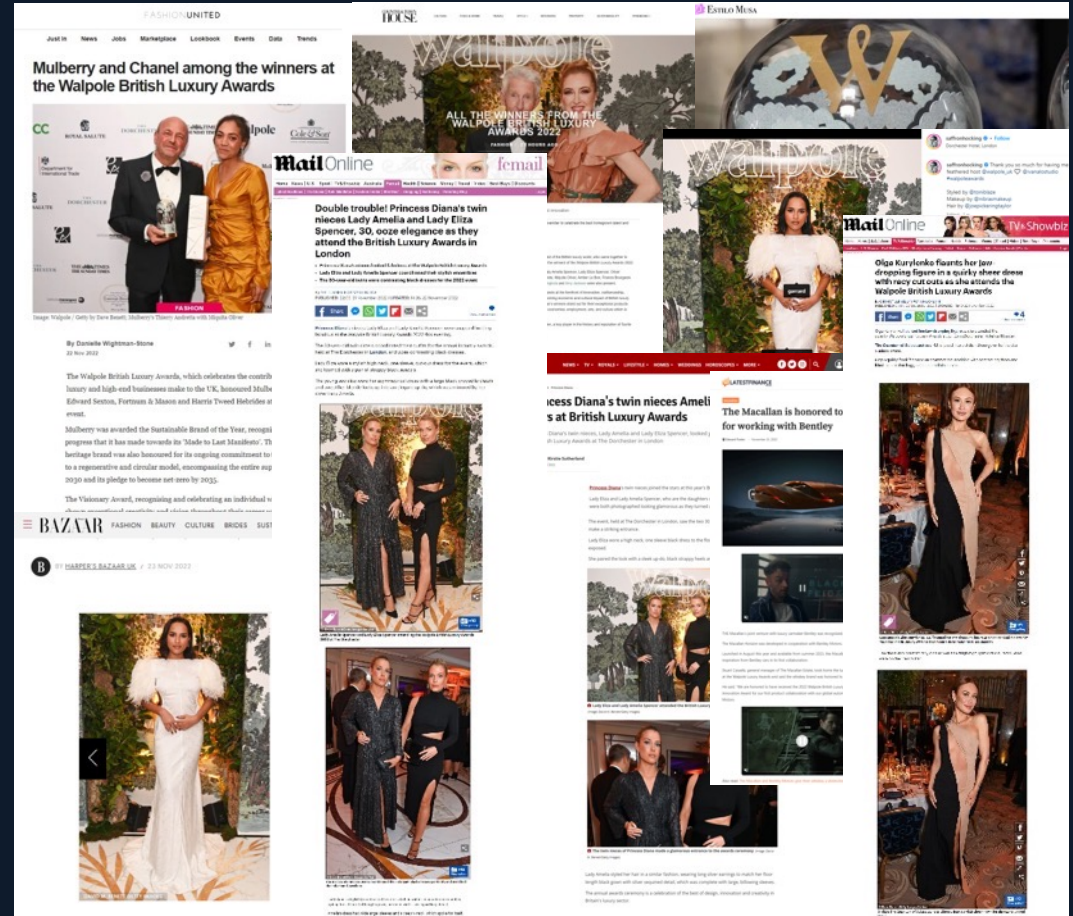
For one night, an exclusive audience of 400 luxury leaders, decision-makers, media and talent gather to recognise the most exciting achievements from British business and its most creative individuals over the past year.



Media Coverage 2022

161,630,083 total reach
spanning luxury lifestyle, influencers,
national newspapers and supplements,
and leading trade titles
Print · Online · Social

The event is supported with a strategic press engagement plan pre-Awards together with a wide-reaching publicity campaign on the night.





Awards Categories 2023

Eight categories celebrate the successes of brands and creative individuals across the breadth of the sector.

Nominations are open for five categories: **Made in the UK**, **Creative Collaboration**, **Game-Changer**, **British Luxury Brand of the Year** and **Sustainable Luxury Brand of the Year** which is voted for by a panel of specialists in the sustainability field.

The flagship award of the night – **British Luxury Brand of the Year** – is voted for by the Awards Judging Panel of leading luxury tastemakers, as well as the entire Walpole membership, making it the ultimate peer-reviewed accolade of the British luxury industry.

- **Made in the UK** in association with the **Department for Business and Trade**
- **Great Creative Britons**
- **Cultural & Social Contribution**
- **Visionary** in association with **WOLF**
- **Creative Collaboration**
- **Game-Changer** in association with **Laurent-Perrier**
- **Sustainable Luxury Brand of the Year** in association with **Investec**
- **British Luxury Brand of the Year**

Previous winners include:

- Anya Hindmarch
- Emilia Wickstead
- Julia Peyton-Jones
- Vanessa Kingori
- Charlotte Tilbury
- dunhill
- Manolo Blahnik
- Harris Tweed Hebrides
- Thomas Heatherwick
- Edward Sexton
- Mulberry
- McLaren Automotive
- Victoria Beckham
- Richard Quinn
- FARFETCH
- The Royal Ballet x Erdem
- Rita Ora
- Professor Dame Sarah Gilbert x Burberry
- Bremont





*Partnership
Opportunities*



There are a number of ways to get involved with the Walpole British Luxury Awards – *from Headline Partner to Supporter* – all offering a variety of opportunities to showcase your support, including *branding and visibility, brand amplification, and exclusive content.*

Visibility

*Brand
Amplification*

Hospitality

Content & PR

*Audience
Access*

Branding & Visibility

Depending on your package, there are opportunities for your brand to feature on Awards marketing collateral – including invitations, programmes, press releases – as well during the event on the step-and-repeat board and table settings.





Brand Activation

There are multiple opportunities to engage with guests. We are committed to working with you to come up with creative ways to bring your brand to life on the night and encourage guests to engage with your brand.

Hospitality

Invitations to the Awards allow you to network with leaders and influencers in the luxury sector, and give you the opportunity to host your own guests.



Partnership Tier 1: Headline Partner

As a HEADLINE PARTNER you will receive maximum exposure in the build-up, during, and after the Awards. Benefits include:

- Walpole British Luxury Awards **'in association with'** accreditation.
- Your logo and brand name incorporated into all Walpole British Luxury Awards **logo lock-ups** including on stage and editorial.
- Large scale, **bespoke activation**.
- **Sponsor amplification** during ceremony.
- Table (**10 x tickets**) for you to host your own guests.
- Premium awards **brochure ads** (1st DPS and IBC).
- Exclusive CEO to CEO **interview**, distributed on Walpole channels.

Price: £120,000. See table for full benefits package.



Partnership Tier 2: Associate Partner

As an ASSOCIATE PARTNER, benefits include:

- A **bespoke, branded award** created in collaboration with Walpole and in-keeping with your company values. We would also encourage you to consider a legacy aspect to this award, giving it longevity beyond the event.
- Bespoke **activation**.
- A full-page awards **brochure ad**.
- Exclusive **bespoke editorial/ social content**.
- Table (**10 x tickets**) for you to host your own guests.

Price: £75,000. See table for full benefits package.



Partnership Tier 3: Award Partner

Align your brand to an existing award with one of two options:

i) AWARD PARTNER for BRITISH LUXURY BRAND OF THE YEAR benefits from association with the principal award of the night, with maximum category exposure prior to the event through its Walpole-wide voting process. Other benefits include:

- Representative on stage for Award presentation
- Credit on all category award references

Price: £50,000

ii) AWARD PARTNER (ALL OTHER):

Price: £35,000

See table for full benefits package.



Partnership Tier 4: Supporter

Our supporters contribute to making the Awards ceremony a memorable night, with the opportunity for this exclusive audience to sample and experience your brand. Benefits include:

- **Category exclusivity.**
- Brand amplification through **activation**.
- **Logo inclusion** on event invitation, brochure and website.
- **Social media** tags and credits.

Price: £20,000. See table for full benefits package





Partnership Tiers

PARTNERSHIP LEVEL	TIER 1	TIER 2	TIER 3		TIER 4
	Headline Partner	Associate Partner	Award Partner		Supporter
			British Luxury Brand of the Year	All other	
Price ♦	£120,000	£75,000	£50,000	£35,000	£20,000
Category Exclusivity	*	*	*	*	
Branding & Visibility					
Logo Lock-Up (British Luxury Awards in association with..)	*				
Named Award		*			
Brand logo on invitation	* (front)				* (back)
Logo in Awards Programme	*	*	*	*	*
Full-page ad in Awards Programme	* (premium)	*	*	*	Option to purchase
Website: logo and credit on awards page	*	*	*	*	*
Website: logo and credit on winner(s) profile page	*	*	*	*	
Logo on press release	*	*	*	*	(text only)
Step-and-repeat board	*	*	*	*	*
Logo presence on stage	*				
Logo on relevant awards category presentation (stage & social)		*	*	*	
Representative on stage	*	*	*		
Optional brand video on stage ♦	*				
Activation					
Bespoke branded activation	*	*	*	*	*
Table Placement (optional)	*	*			*
Giftng (optional)	*	*	*	*	*
Tickets & Hospitality					
Ticket Allocation (+ option to purchase at preferential rate)	10 (1 x table)	10 (1 x table)	5	5	3
Digital Content					
CEO to CEO Interview	*				
Bespoke content creation (1 x article)	*	*			
Pre-event article (awards focus) - Website (promoted digest & social)	*	*	*	*	
Social media tags/ credits on Awards posts	*	*	*	*	*

♦ Rates are quoted exclusive of VAT. Any production work to be performed by Walpole shall be charged at cost as quoted by Walpole, plus any applicable VAT. Branded activations will vary in scale depending on partnership level and are subject to Walpole approval.



Contact

If you have any questions or require further information, please do not hesitate to get in touch:

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