



HOSPITALITY
AWARDS
2016-2017

AA HOSPITALITY AWARDS 2017-18
Partnership Opportunities

BE A PART OF THE BIGGEST HOSPITALITY AWARDS EVENT OF THE YEAR...

- Glamorous black tie awards ceremony at a fashionable London centric hotel
- Over 20 awards including Hotel Group of the Year, Lifetime Achievement, Chefs' Chef, Restaurant and Hotel of the Year for England, Scotland and Wales
- Experience the ultimate in fine-dining
- Unique entertainment and a celebrity host
- Industry-leading chefs, hoteliers and restaurateurs
- An extensive national, regional and digital media campaign.

WHY PARTNER THE AA HOSPITALITY AWARDS?

Be a part of an industry recognised award ceremony and benefit from the acquisition, retention and brand enhancement opportunities we have available!

- Network with over 1000 hospitality decision makers and industry influences.
- Break into a new industry, get your brand recognised and build new relationships
- Promote your products and services to a captive and diverse audience who deliver quality and service in all areas of their business, from hospitality, food and beverages, to their grounds and marketing activities.
- Benefit from the strategic tie-in and brand association of the AA, we've been recognising excellence since 1908
- Entertain your clients and treat them to prestigious fine-dining event

PARTNERSHIP PACKAGES

Packages available to partners are divided into three categories*, Gold, Standard and Bronze. Each category comes with an award partnership package as well as a selection of benefits outlined in a table on the next page.

**Bespoke and partnership in kind packages also available*

Gold Partnership Awards:
Life time Achievement
AA Chef of the Year
AA Hotel Group of the Year
AA Hotel of the Year:
England
Scotland
Wales
Northern Ireland
London
Bed & Breakfast Awards
AA Housekeeper of the Year

£20,000

Standard Partnership Awards:
AA Restaurant of the Year:
England
Scotland
Wales
London
AA Pub of the Year:
England
Scotland
Wales
AA Food Service Award
AA College of the Year
AA Eco Award of the Year
AA Wine Award:
England
Scotland
Wales

£10,000

Bronze Partnership Awards:
Drinks reception sponsor
Water Sponsor
Entertainment sponsor
After dinner bar sponsor
Award programme sponsor
Coffee
Good bag gift
Table Gift
After dinner petit fours
Place card sponsor
Table linen sponsor

£5,000



	Gold	Standard	Bronze
AA Hospitality Awards Partnership:			
Gold Partnership Package	✓	✓	✓
Standard Partnership Package	X	✓	✓
Bronze Partnership Package	X	X	✓
Number of inclusions in Intouch quarterly magazine	3	2	1
Number of email shots to members	3	2	1
Presentation to AA Inspectors annual conferences	2	1	X
Pre event			
Logo on AA Awards Web site and tickets	✓	✓	✓
Logos on relevant media	✓	✓	✓
Inclusion in relevant media	✓	✓	✓
At the event			
Number of places at awards dinner	10	5	2
Award category sponsor announcement and presentation	✓	✓	X
Awards programme advert:	Full page	1/2 page	X
Back drops at awards night: approx. representation coverage %	100	50	10
Post Event			
Inclusion in relevant media	✓	✓	✓
Logo on actual award winners entry on web site	✓	✓	✓
One follow-up mail shot to attendees	✓	✓	X

For any partnership related opportunities please contact:

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