



CHEERS TO OUR PUB
HEROES

2020 SPONSORSHIP BROCHURE

THE OSCARS OF THE PUB INDUSTRY, REIMAGINED FOR 2020 – LET'S CELEBRATE OUR PUB HEROES!



“

As a result of the ongoing Coronavirus pandemic and the catastrophic effect that this has had on the hospitality sector, it has been decided that this year, for one year only, *The Great British Pub Awards* will pivot to host and celebrate those establishments that have adapted their businesses to come out the other side as community champions.

The lowdown:

- Shine the spotlight to the country, sector and government on the important local community work done by pubs
- The event will be streamed free to air across multiple platforms for the public to view and donate
 - It can be streamed in pubs up and down the country giving them a community event to achieve footfall and local PR
 - A great opportunity for brands to jump onboard and show their support for our fantastic, resilient industry

”



THE NATIONAL AWARDS FOR INDIVIDUAL PUBS

KEY OVERVIEW

EVENT TIMELINE

LAUNCHES LATE JUNE 2020

ENTRY PROCESS

The entry process is simple, each entrant will be required to provide 500 words as to why they should win the award



THE GRAND FINALE - 10th SEPT 2020

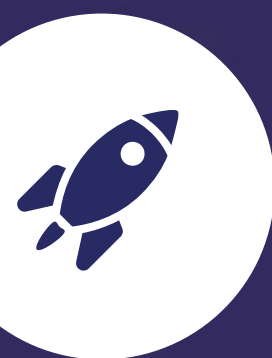
Culminating in an online event streamed across multiple platforms, each winner will be told in advance and a film crew will be sent to create an inspirational video on each

- Awards video to be pre-edited to ensure quality but streamed as if it were live
- Celebrity presenter as host (talent TBA)
- Trophies/certificates sent to participants
- Sponsors will have the opportunity to send product to finalists (logistics TBD)



LAUNCH

The 2020 awards launch in late June across social media and leveraging the MA's digital channels and audiences



ONLY THE BEST

All entries will be judged and whittled down to a final shortlist of 100. Category winners to be decided by a community vote



POST AWARDS LUNCH

Winners invited to a sit down lunch hosted by the MA & sponsors (date TBD) in London. Sponsor products could be included in the menu

DID YOU KNOW?

The 2017 Great British Pub Awards were livestreamed on Facebook, reaching over **33,000 users**, nearly **800 comments/reactions/shares** and **over 300 live viewers** (with the winner streaming the event on the TV's in their pub for all to see!)

2020 AWARDS CATEGORIES

Feeding the Community	A pub that has kept their community fed
Front-Line Support	A pub that has supported the NHS and other front-line workers in a variety of ways
Staff Welfare	A pub that has gone above and beyond to look after their teams
Community Mindfulness	A pub that has supported the community's mental health
Community Services	A pub that has looked after vulnerable customers
Business Continuity	A pub that has found innovative ways to continue to deliver its services during the lockdown
Pub Shop	A pub that has pivoted to provide essential supplies to its local community
Charity Champion	A pub that has raised money for charity despite the lockdown
Keeping the Community Entertained	A pub that has continued to provide vital entertainment to its community - virtual quizzes, concerts etc
Sheltering the Community	A pub that has provided a room for someone in need



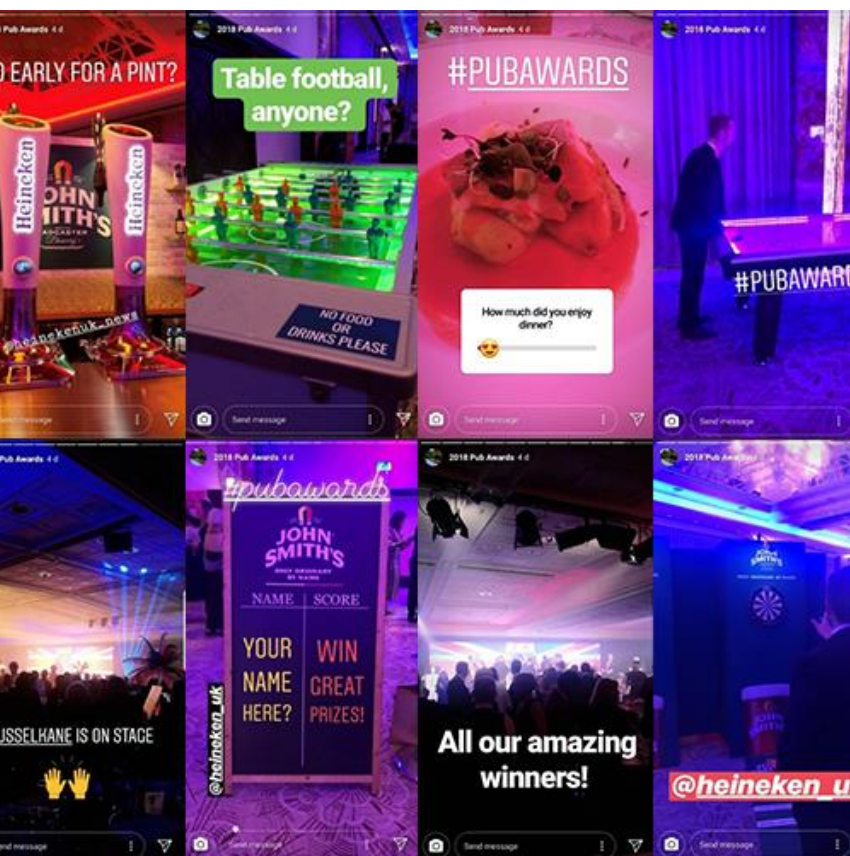
SPONSOR RECALL

The percentage of all 2017 *Morning Advertiser* event attendees that could recall a sponsor post-event.

(Source: 2017 Post-Event Feedback Surveys)

CONTENT, SOCIAL MEDIA & PR

Through the innovative use of social media and PR, we are able to extend the reach of the event, and our sponsors, beyond that of the live attendees. Although the finale concludes over the course of an evening, the duration and locality of its impact extend far beyond the online stream. Alongside dedicated social media and press coverage, the community interaction angle over the duration of this year's event will drive consumer-wide reach, including paid social campaigns and social amplification from the participating pubs



2019 SOCIAL STATS:

4,083,233 impressions across 7 days



3,108,000 TV and Radio reach of the shows which broadcasted the GBPA results in 2019



Brand visibility and extensive editorial on the Morning Advertiser website (291,000 unique monthly users)

The 2017 event saw #PubAwards as a top trending hashtag in London for over 6 hours



Dedicated social media coverage of the event across Twitter, Facebook and Instagram



Encouraging audience engagement before, during and after to increase social amplification



SPONSORSHIP BENEFITS



SPONSORSHIP PACKAGE

Category Partnership

- Logo on the MA for launch marketing, call for entry and GBPA feature articles.
- Logo, link and profile on www.greatbritishpubawards.co.uk and across all email marketing
- Branding on entry portal, event press releases, marketing material
- Logo on your category trophy
- Logo and video message on voting mechanic for your chosen category
- Branding on screen during stream of awards
- Position on category judging panel – judged remotely
- Product placement opportunity in special GBPA packs sent to all 100 shortlisted pubs
- Advertising – full page in online brochure, sent out to all finalists and partners the day before the virtual awards
- Presentation of your category – pre recorded
- Category winner article on MorningAdvertiser.co.uk to include all banner placements and pre-roll on video
- 2 x places at future winners lunch – date TBC



CHEERS TO OUR PUB
HEROES

KEY CONTACTS

CHRIS DUFFETT

COMMERCIAL DIRECTOR

☎ 01293 846546

✉ chris.duffett@wrbm.com

HAZEL BATCHELAR

GROUP EVENTS MANAGER

☎ 01293 846551

✉ hazel.batchelar@wrbm.com

CHRIS LOWE

PUBLISHER

☎ 01293 846582

✉ chris.lowe@wrbm.com