



BATH
PROPERTY
AWARDS

SPONSORSHIP

Connect and showcase your brand and connect with the unrivalled quality and quantity of [companies involved](#) in the Bath Property Awards.

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ABOUT

The Bath Property Awards celebrates the dynamic Bath property sector. From residential to commercial, from lettings to new builds, from civic buildings to bold re-imaginings, Bath simply teems with clever property companies shaping our city's destiny.

Property matters to us all. Professionally in financial terms; aesthetically in its creativity; practically in somewhere to live or work. And Bath's built environment is central to how our city is seen nationally and beyond.

Each year the leading and ambitious players in this thriving sector come together to take part in the Bath Property Awards. The Awards are run by the region's leading property event organiser MediaClash and are carefully constructed to ensure they maximise business opportunities for all attendees.

This document outlines how your business can stand out by sponsoring...



WHERE	Apex City of Bath Hotel
WHEN	Friday 8 November 2024 12pm-4pm
FORMAT	Networking Keynote speaker Meal Awards presentation Convivial business meetings

KEY DATES	
June	Launch event
June	Nominations open
September	Grand Reveal Finalists announcement
October	Finalists' & Sponsors' Reception
October	Official Preview in <i>Bath Life</i>
8 November	BATH PROPERTY AWARDS 2024
December	Official Review in <i>Bath Life</i>

BATH PROPERTY AWARDS





AUDIENCE

The Bath Property Awards are the leading business event for the sector. Join the unrivalled quality and quantity of companies connecting with the event. Check [this list](#) for an example, it's pretty much all the leading players gathered at one time.

We're determined to continue build on that great roster and prioritise the bringing together of the most influential people in the Bath property landscape as well as the fresh faces shaping its future.

The daytime event features strong opportunities to build or extend relationships with key property companies, from architects to developers, financiers, agents and more, both residential and commercially focussed.

The Bath Property Awards are professionally and thoughtfully curated to ensure maximum opportunities for its attendees, especially sponsors, to grow their businesses through the event.

Introductions are made and business is done at the Property Awards.



350
Attendees



200
Attendees at
pre-awards
events



75+
Finalists



100+
Nominations



AUDIENCE

You'll be in great company. Previous Sponsors, Finalists and Winners include:





NETWORK

Use the Property Awards as a showcase to build your network, maximise awareness of your brand as a leading company and do mutually-beneficial business.

We support and enable this level of interaction before, during and after the event and it is enhanced even further for sponsors with introductions, profile and a stand-alone event.

"We really enjoyed the awards and got a lot out of the event, so we're delighted to have sponsored the Commercial Development category." – Blaise Commercial Finance

"Just wanted to offer our huge congratulations for running such a great event on Friday. All felt very 'London' in the heart of Bath, and we all enjoyed it enormously." – L&C Mortgages

- ✓ Launch event, free to attend, 50+ attendees
- ✓ Finalists & Sponsors Reception ahead of the Awards 100+ attendees
- ✓ Networking Reception at the Awards, 300 attendees
- ✓ Full list of Awards attendees with their table number circulated in advance
- ✓ Opportunity to host a table for ten of your team, clients, contacts and Finalists at the Awards as a Sponsor
- ✓ Networking booklet supplied to all tables with company names and table numbers
- ✓ Special sponsor dinner following the Awards





MEDIA REACH

The Bath Property Awards are backed by the media reach of MediaClash through its brands: in print, in person and on social, with a wide-reaching business and consumer audience. It is promoted in the following ways with Sponsor branding included every step of the way:



15+

Pages in
Bath Life



40+

Mailshots to
2k+ each time



50k+

Social reach





PROCESS

Winning a Bath Property Award is a powerful accolade. There is even greater business focus than before on the Awards process with extra emphasis on business metrics in nominations, the judging process and marketing.

This aim is to reflect and include companies of all sizes, up to the largest in Bath, in each category. We require information on:

- Years in business
- Number of staff
- Sales

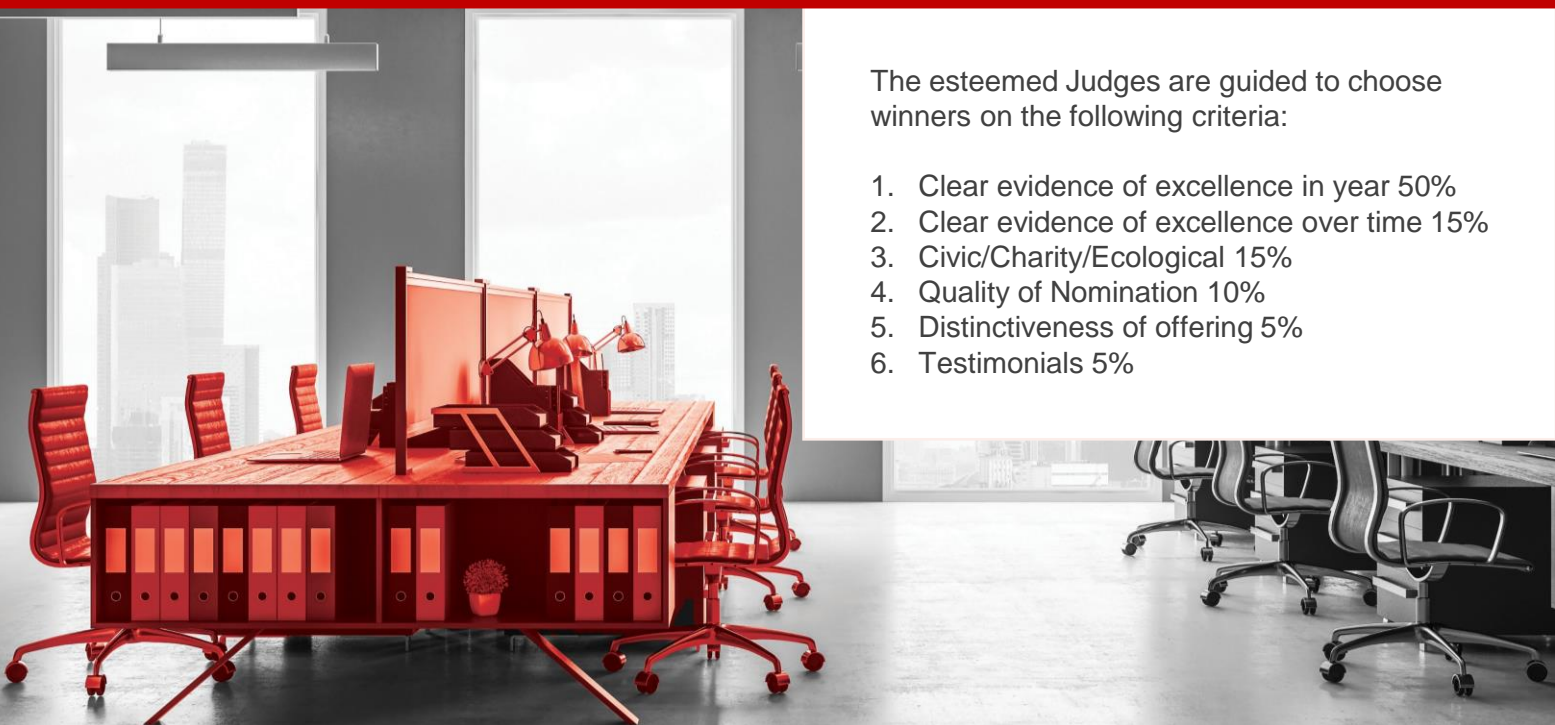
THE JUDGES

It is integral that the Awards are judged wholly independently. There is a fresh panel selected each year from the senior business community with a variety of expertise. Our previous Judges include business leaders from:

- B&NES Council
- Bath BID
- Bath City Lets
- Curo
- Donald Insall Associates
- Emery
- Etons of Bath
- Feilden Clegg Bradley Studios
- Handelsbanken
- Hartry Global
- Knight Frank
- Mogers Drewett Solicitors
- National Trust
- Savills
- St Johns Chambers
- TCN UK
- Touchstone
- University of Bath
- Winkworth

The esteemed Judges are guided to choose winners on the following criteria:

1. Clear evidence of excellence in year 50%
2. Clear evidence of excellence over time 15%
3. Civic/Charity/Ecological 15%
4. Quality of Nomination 10%
5. Distinctiveness of offering 5%
6. Testimonials 5%





CATEGORIES

The Awards covers the breadth of the property sector, recognising each level of the value chain. Each year the Judges choose the leading individual category winner to receive the additional accolade of 'Winner of Winners'.

- Architect
- Civic Development
- Commercial Agent
- Commercial Development
- Consultancy
- Contractor
- Co-working Space
- Developer
- Employer
- Financial
- Interior Designer
- Legal
- Lettings Agent
- One to Watch
- Residential Agent
- Residential Development
- Rising Star
- Suppliers and Services
- Transformation





PACKAGES

There are tiered sponsorship opportunities to suit various budgets and desired packages. These are summarised as follows with a break-down of benefits and activation on the following pages. The Bath Property Awards team is always open to working with you to customise packages to suit your business needs and engagement.

HEADLINE

Take the unique leadership position and showcase your brand. We collaborate closely with our Headline Sponsor to create and deliver value, including most-prominent branding and bespoke elements.

WINNER OF WINNERS

Receive premier-level sponsorship by aligning your company with the crème-de-la-crème Award of the event: The Winner of Winners Award crowns the Judges' choice of the best winner of all Categories.

CATEGORY

Exclusive association with your chosen category including an extensive marketing package.

FEATURE

Exclusive association with an Awards feature such as the Grand Reveal Day, Finalists & Sponsors Reception event, Awards Arrival Drinks, The Exchange after-drinks meetings, Keynote Speaker.

PARTNER

Table of ten at the Awards plus marketing package.





HEADLINE SPONSOR PACKAGE

Take the unique leadership position and showcase your brand. We collaborate closely with our Headline Sponsor to create and deliver value, including most-prominent branding and bespoke elements.

SOLD FOR 2024

BEFORE

- Most prominent branding and coverage in all Awards promotion in *Bath Life* .
- Most prominent branding in email newsletters sent to over 2,000 business contacts
- Full page advert in the Official Awards Preview in *Bath Life*
- Exclusive email newsletter sent to the **Bath Property Awards** database with your messaging
- Most prominent branding on the **Bath Property Awards** website homepage
- Most prominent branding and opportunity to speak at the live-stream Finalist Grand Reveal virtual event
- Regular mentions in posts and tagged in descriptors across **Bath Property Awards** social media accounts: Twitter, LinkedIn and Instagram
- Eight places at the Finalists' & Sponsors' Reception event including an opportunity to make a speech

DURING

- Table of ten in the prime position at the front of the stage at the Awards
- Opportunity to make a speech at the start of the evening
- Opportunity to network with the 300+ attendees (list sent in advance)
- Arrival drinks, three-course meal, wine and Champagne on your table
- Full-page advert in the Awards Official Showguide, given to every attendee
- Most prominent branding across every element including: Winner photo backdrop, the Awards stage set, Official Showguide, table plan, banners and boards
- Logo on the Hosts' presentation lecterns
- Massive coverage on social media with multiple tags

AFTER

- Full page advert and profile in Official Awards Review coverage in *Bath Life*
- An additional full page advert in *Bath Life* at any point in the campaign
- Exclusive email newsletter sent to the **Bath Property Awards** database
- Full summary presentation of the coverage and branding received throughout the entire campaign
- Four places at the exclusive Sponsors' Dinner
- Complementary tickets to a suite of MediaClash events

HEADLINE PACKAGE INVESTMENT:

One year: **£8,000**

Two-years: **£6,750**

Three years: **£6,000**



WINNER OF WINNERS SPONSOR PACKAGE

Receive premier-level sponsorship by aligning your company with the crème-de-la-crème Award of the event: The Winner of Winners Award crowns the Judges' choice of the best winner of all Categories.

BEFORE

- Prominent branding in all Awards promotion in *Bath Life* .
- Prominent branding in email newsletters sent to over 2,000 business contacts
- Half page advert in the Official Awards Preview in *Bath Life*
- Prominent branding on the **Bath Property Awards** website homepage
- Branding and name check in the live-stream Finalist Grand Reveal
- Regular mentions in posts across **Bath Property Awards** social media accounts: Twitter, LinkedIn, Instagram
- Four places at the Finalists' & Sponsors' Reception event

DURING

- Table of ten in a top position in front of the stage at the Awards
- Arrival drinks, three-course meal, wine and Champagne on your table
- Opportunity to network with the 300+ attendees (list sent in advance)
- Half-page advert in the Awards Official Showguide, given to every attendee
- Prominent branding across every element including: Winner photo backdrop, Official Showguide, table plan, boards
- Personal introduction to stage to present the top Award of the evening
- Massive coverage on social media, with multiple tags

AFTER

- Half page advert and profile in Official Awards Review coverage in *Bath Life*
- Full summary presentation of the coverage and branding received throughout the entire campaign
- Two places at the exclusive Sponsors' Dinner
- Complementary tickets to a MediaClash sister-event

WoW PACKAGE INVESTMENT:

One year: **£5,500**

Two-years: **£5,000**

Three years: **£4,500**



CATEGORY SPONSOR PACKAGE

Exclusive association with your chosen category including an extensive marketing package.

BEFORE

- Branding in all Awards promotion in *Bath Life* .
- Branding in email newsletters sent to over 2,000 contacts
- Profile in the Official Awards Preview in *Bath Life*
- Branding on the **Bath Property Awards** website homepage
- Branding and name check in the live-stream Finalist Grand Reveal
- Regular mentions in posts across **Bath Property Awards** social media accounts: Twitter, LinkedIn, Instagram
- Two places at the Finalists' & Sponsors' Reception event

DURING

- Table with ten places
- Arrival drinks, three-course meal, wine and Champagne on your table
- Opportunity to network with the 300+ attendees (list sent in advance)
- Profile in the Awards Official Showguide, given to every attendee
- Prominent branding across every element including: Winner photo backdrop, Official Showguide, table plan, boards
- Personal introduction to stage to present your Award on the evening
- Massive coverage on social media, with multiple tags

AFTER

- Profile in Official Awards Review coverage in *Bath Life*
- Full summary presentation of the coverage and branding received throughout the entire campaign
- Two places at the exclusive Sponsors' Dinner
- Complementary tickets to a MediaClash sister-event

CATEGORY PACKAGE INVESTMENT:

One year: **£4,250**

Two-years: **£4,000**

Three years: **£3,750**



FEATURE SPONSOR PACKAGE

Exclusive association with an Awards feature such as the Grand Reveal Day, Finalists & Sponsors Reception event, Awards Arrival Drinks, The Exchange after-drinks meetings, Keynote Speaker.

BEFORE

- Branding as a Feature Sponsor in email newsletters sent to over 2,000 business contacts
- Logo in the Official Awards Preview in *Bath Life*
- Branding as a Feature Sponsor on the **Bath Property Awards** website homepage
- Mentions in posts across **Bath Property Awards** social media accounts: Twitter, LinkedIn, Instagram
- Two places at the Finalists' & Sponsors' Reception event

DURING

- Two tickets to attend the Awards
- Arrival drinks, three-course meal and wine on your table
- Opportunity to network with the 300+ attendees (list sent in advance)
- Logo in the Awards Official Showguide, given to every attendee
- Branding across selected elements including: Official Showguide, table plan, banners
- Coverage on social media, with tags

AFTER

- Logo in Official Awards Review coverage in *Bath Life*
- Full summary presentation of the coverage and branding received throughout the entire campaign
- Two places at the exclusive Sponsors' Dinner
- Complementary tickets to a MediaClash sister-event

FEATURE PACKAGE INVESTMENT: One year: **£3,000** Two-years: **£2,500** Three years: **£2,000**



PARTNER SPONSOR PACKAGE

Table of ten at the Awards plus marketing package.

BEFORE

- Company name and link in email newsletters sent to over 2,000 contacts
- Company name in the Official Awards Preview in *Bath Life*
- Logo and link as a Partner on the **Bath Property Awards** website homepage
- A minimum of one mention in posts across **Bath Property Awards** social media accounts: Twitter, LinkedIn, Instagram
- Two places at the Finalists' & Sponsors' Reception event

DURING

- Table with ten places
- Arrival drinks, three-course meal and wine on your table
- Opportunity to network with the 300+ attendees (list sent in advance)
- Logo in the Awards Official Showguide, given to every attendee
- Logo on your table, on screen and on printed material at the event
- Tagged on social media posts

AFTER

- Company name in Official Awards Review coverage in *Bath Life*

PARTNER PACKAGE INVESTMENT: One year: **£3,000**



SUSTAINABILITY CONFERENCE 2024

WHAT IS IT? The Property Symposium 24 is a property conference for the region's leading property companies. The focus this year is Sustainability. It is created and run by MediaClash, which produces the region's leading Property Awards in Bristol, Bath, Cardiff and Exeter.

WHEN IS IT? 16 April 2024, 8:45am-1pm at The M Shed, Bristol.

FORM: Research-based keynote speakers, alongside sector insights plus panels.

Sign up to any Property Awards package and receive 5% off any Property Symposium Partnership outlined below...

PARTNERSHIP LEVELS

Headline Partner:

Pre-eminent position in all marketing both before, during and after the event. This includes complimentary tickets for your team and key clients, introductory remarks; sponsors video; panel session and closing remarks:

£6,000 (inc. 15 x passes to attend)

Knowledge Partners:

Introduction and branding around keynote speaker(s) pre- and post-event marketing:

£4,000 (inc. 6 x passes to attend)

Panel Partner:

Inclusion on panel plus branding, pre- and post-event marketing:

£3,000 (inc. 4 x passes to attend)

Supporting Partners:

Branding on event assets, alignment with the Sustainability brand: £2,500

(inc. 2 x passes to attend)

Feature Partner:

Various options, from partnering with us on the networking to showcasing specific services and products. Please talk to the team about how you can benefit.



ACTIVATION

Sponsor Benefits		Headline	WoW	Category	Feature	Partner
Bath Life 10k distributed to wealthy homes and throughout city centre every fortnight	Named in Awards editorial	✓	✓	✓	✓	
	Logo on Awards display adverts	✓	✓	✓	✓	
	Profile in Official Awards Preview	✓	✓	✓		
	Advert in Official Awards preview	✓	✓			
	Advert in Official Awards review	✓	✓			
	Advert in any other issue during the campaign	✓				
Email marketing 2k+ business contacts on database	Named	✓	✓	✓	✓	✓
	Link	✓	✓	✓	✓	✓
	Logo	✓	✓	✓	✓	
	Announcement	✓	✓	✓	✓	
	Logo in Header	✓				
	Dedicated mailshot	✓				
Website Highest traffic on Grand Reveal Day and Awards week	Logo & link on home page	✓	✓	✓	✓	✓
	Logo & link on Category page	✓	✓	✓	✓	
	Logo & link on Winners page	✓	✓	✓	✓	
	Logo & description on Sponsors page	✓	✓	✓	✓	
	Logo & link on Finalists page	✓			✓ (Grand Reveal sponsor only)	
	Logo and link in header of every page	✓				
Social channels (Applied across all channels, combined reach of 34k)	Minimum of one tag	✓	✓	✓	✓	✓
	Minimum of five tags	✓	✓	✓	✓	
	Announcement post	✓	✓	✓	✓	
	Logo and tag in Finalists' announcement	✓	✓	✓		
	Logo and tag in Winners' announcement	✓	✓	✓		
	Minimum of ten tags	✓				
	Tagged in descriptors	✓				



ACTIVATION

Sponsor Benefits continued...		Headline	WoW	Category	Feature	Partner
Additional events Awards shoulder events, plus access to MediaClash portfolio, key networking opportunities	Attend the Grand Reveal Day	✓	✓	✓	✓	✓
	Attend the Finalists' & Sponsors' Reception	✓	✓	✓	✓	✓
	Tickets to the Awards	✓	✓	✓	✓	✓
	Make a speech at the Finalists' & Sponsors' Reception	✓			✓ (F&SR sponsor)	
	Make a speech at the Grand Reveal Day livestream	✓			✓ (Grand Reveal sponsor)	
	Banners at Finalists' & Sponsors' Reception	✓			✓ (F&SR sponsor)	
	Banners at Drinks Reception	✓			✓ (Drinks Reception sponsor)	
	Prominent branding on the Grand Reveal livestream	✓			✓ (Grand Reveal sponsor)	
	Attend the Sponsors' Dinner	✓	✓	✓		
	Complementary tickets to another MediaClash event	✓	✓	✓	✓	
The Awards Huge brand profile at the biggest property gathering in the city	Tickets to attend	✓	✓	✓	✓	✓
	Arrival drinks	✓	✓	✓	✓	✓
	Three-course meal	✓	✓	✓	✓	✓
	Wine on your table	✓	✓	✓	✓	✓
	A branded table for ten	✓	✓	✓		
	Prominent logo shown throughout the Awards	✓				
	Make a welcome speech	✓				
	Present category Award		✓	✓		
	Opportunity to place banners in the drinks reception	✓	✓	✓	✓ (Drinks Reception sponsor)	
	Logo inclusion on Media Wall				✓ (Media Wall sponsor)	



ACTIVATION

Sponsor Benefits continued...		Headline	WoW	Category	Feature	Partner
Collateral Printed and digital assets, before, during and after the Awards	Named in Official Showguide	✓	✓	✓	✓	✓
	'Proud Sponsor' assets	✓	✓	✓	✓	
	Logo in Official Showguide	✓	✓	✓	✓	
	Profile in Official Showguide	✓	✓	✓		
	Logo on Table Plan	✓	✓	✓		
	Logo on Finalists stickers	✓	✓	✓		
	Logo on photo backdrop	✓	✓	✓	✓	
	Logo on hand outs at shoulder events	✓	✓	✓	✓	
	Logo on set	✓				



Level	One year	Two years	Three years
HEADLINE	£8,000	£6,750	£6,000
WINNER OF WINNERS	£5,500	£5,000	£4,500
CATEGORY	£4,250	£4,000	£3,750
FEATURES	£3,000	£2,500	£2,000
PARTNER	£2,900		
SINGLE TICKET	£190		

Please note: all prices are exclusive of VAT



CONTACT

We look forward to working with you...



Annie Kelly
Head of Partnerships
[Email](#)



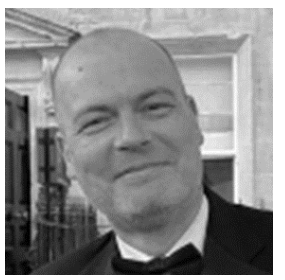
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