



# Vuelio Blog Awards

## 2017 Sponsorship Packages

An annual event to celebrate the UK's leading digital influencers

24th November 2017 | Bloomsbury Big Top



## THE EVENT

**The Vuelio Blog Awards brings together the most influential UK bloggers, vloggers and journalists for an evening of celebration and entertainment.**

Over 400 bloggers, journalists and communications professionals attended the 2016 Vuelio Blog Awards, and 2017 is set to be even bigger and better.

Taking place at the fabulous Bloomsbury Big Top, guests will be greeted at this year's Awards with a sparkling drinks reception, followed by live entertainment that will amaze our audience as they enjoy a three-course fine dining experience.

The main attraction is the crowning of our best bloggers of 2017, with past winners including Slummy Single Mummy, London Beauty Queen, Mad About The House, Guido Fawkes and Dad Blog UK.

The evening continues in style, as guests are invited to join us for music and dancing at our exclusive afterparty.



# THE BENEFITS

**The Awards offer sponsors the opportunity to network with the UK's leading influencers and gain extensive exposure:**

## **Achieve widespread online coverage**

Sponsors are associated with the year's biggest blogger event and the leading UK influencers, generating massive online publicity. Last year the awards created a huge amount of buzz on social media, with the event trending on Twitter.

## **Position your brand in front of the UK's top influencers**

With a combined following of more than 5 million people, last year's shortlisted bloggers are the most influential in the country. The UK's greatest influencers will be attending the event and sponsors will have the opportunity to build relationships and expand their outreach.

## **Promotional activity**

The Vuelio Blog Awards are promoted extensively both online and across our comprehensive database. Sponsors will also have branding on our blog awards website and all promotional materials before, during and after the awards.

# HEADLINE SPONSOR

**£8,000**

The headline sponsor package is designed to give one brand maximum exposure at this year's Vuelio Blog Awards before, during, and after the event. This year, the headline sponsor and their VIP guests will have a night to remember.

The headline sponsor receives prime branding and placement on all Awards materials and adverts at the greatest night in the blogging calendar. Headline branding throughout the venue ensures our sponsor receives maximum exposure as our esteemed guests share their evening on social media for millions of followers.

The headline sponsor will receive VIP treatment throughout the evening, including two tables of ten for dinner. They will also be front and centre when our top influencers are recognised with their Awards.

The package includes sponsorship of the evening's biggest award – Best UK Blog, and they'll have the opportunity to present it to this year's overall winner.

This package is exclusive to one sponsor only and available on a first come first serve basis.

## THE HEADLINE PACKAGE INCLUDES:

- Prime branding/inclusion on all Awards adverts and editorial
- Prime branding on all Awards emails
- Prime branding on the Awards website
- Company logo and profile on the Awards website
- Prime branding on all Awards night materials, including the Awards booklet, signage and banners
- Double page advertisement in the A5 Awards booklet
- Dedicated headline sponsor banners throughout the event
- 20 places to the full Awards evening (two tables of 10 at dinner)
- 10% discount on additional places
- Choice of tables at the Awards dinner
- Bespoke invites to sponsors' guests, including targeting appropriate influencers
- Option to include branded gifts in the goodie bags

# DRINKS RECEPTION SPONSOR

## £3,750

The Drinks Reception is the official start of the celebrations and a chance for guests to mingle with the leading bloggers in the UK. This package gives the Drinks Reception sponsor the opportunity to reach the entire audience in a captivating and unique environment.

This year's Drinks Reception will welcome guests at our brand new venue – the Bloomsbury Big Top. Live performers will provide entertainment as guests enjoy a complimentary sparkling wine reception, and prepare for the greatest night in the communications calendar.

The Drinks Reception sponsor will have exclusive branding throughout the reception, including branded flute covers on each glass.

### THE DRINKS RECEPTION SPONSOR PACKAGE INCLUDES:

- Branding/inclusion on all Awards adverts and editorial
- Branding on all Awards emails
- Branding on the Awards website
- Company logo and profile on the Awards website
- Branding on all Awards night materials, including the Awards booklet, signage and banners
- Branded flute covers on each glass
- Company logo and 75-word profile in the Awards booklet
- 5 places to the full Awards evening
- 10% discount on additional places
- Option to include branded gifts in the goodie bags

## AWARD SPONSOR

### £3,750

Individual award sponsors will have a unique opportunity to align their brand with individual categories, as well as that category's finalists and overall winner.

Award sponsors are invited to present the award on stage on the night and with branding on the award itself, sponsors will have a permanent presence on their winner's trophy.

While the Vuelio Blog Awards is only in its third year, each category already has a history of incredible finalists and have been won by blogging giants.

Award sponsors get 10 places included in their package – that's a full table for dinner, and 10% discount on additional places. Award sponsors also receive branding before, during and after the event to maximise exposure.

### THE AWARD SPONSOR PACKAGE INCLUDES:

- Branding/inclusion on all Awards adverts and editorial
- Branding on all Awards emails
- Branding on the Awards website
- Branding on all Awards night materials, including the Awards booklet, signage and banners
- Company logo and 75-word profile in the Awards booklet
- 10 places to the full Awards evening (one table of 10 at dinner)
- 10% discount on additional places
- Bespoke invites to sponsors' guests, including targeting appropriate influencers
- Option to include branded gifts in the goodie bags

### THE AVAILABLE CATEGORIES

**Fashion**

**Beauty**

**Parenting**

**Wedding**

**Travel and Leisure**

**Health and Fitness**

**Food and Drink**

**Arts and Entertainment**

**PR, Media and Communications**

**News and Politics**

**Best UK Blog**

**Best Newcomer**

**DIY and Interior Design**

**Women's Lifestyle**

**Men's Lifestyle**



## PHOTO BOOTH SPONSOR

£2,500

- Branding on photo booth
- Logo included in all photo booth pictures
- Branding/inclusion on Awards adverts and editorial
- Branding on Awards emails
- Branding on the Awards website
- 5 places to the full Awards evening
- 10% discount on additional places

## TWITTER WALL SPONSOR

£2,500

- Logo featured on the Twitter Wall
- Branding/inclusion on Awards adverts and editorial
- Branding on Awards emails
- Branding on the Awards website
- 5 places to the full Awards evening
- 10% discount on additional places

## BESPOKE SPONSORSHIP PACKAGE

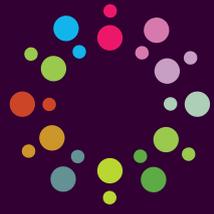
Our packages can be tailored to create bespoke packages to suit your budget and requirements. If you would like to do something unique, we would love to hear your ideas.

## GOODIE BAGS

If you would like to insert any product samples or gifts in the official goodie bags which will be distributed to all guests on their departure, please get in touch to discuss branding opportunities.

## GET IN TOUCH

To discuss the packages in more detail or create a bespoke requirement, please call Jake O'Neill: 020 3426 4012 or email: [jake.oneill@vuelio.com](mailto:jake.oneill@vuelio.com).



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