



SPONSORSHIP OPPORTUNITIES

Be front of mind of the restaurants, bars, pubs and hotels in
the UK and beyond, with our exclusive sponsorships

www.sommelierwineawards.com

OUR REACH

The competition and the 3,000+ wines entered are promoted to the on-trade throughout the year

12,000

on-trade buyers sent a copy of the SWA Gold Book

150+

top UK sommeliers and wine buyers judging

3,500+

SWA newsletter subscribers

210,000+

Website page views

12,000+

Social media reach

10,000+

on-trade professionals at Imbibe Live



SPONSORSHIP PACKAGES

SWA offers bespoke sponsorship packages for on-trade wine products. These packages offer year round exposure throughout the marketing campaign and at the SWA judging days.

*Prices upon application



EMAIL ADVERTISING

The SWA email campaign runs throughout the year to a variety of our audience members.

Benefit from our extensive reach by featuring your product or brand in our e-newsletter, and be front of mind of our robust and ever-growing newsletter audience.

Option A: Content block = £500 per email

(Heading: 35 characters incl spaces, Intro copy: 160 characters incl spaces, 275 x 170px image, URL link)

Option B: Banner = £500 per email

(610px x 120px image, URL link)



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[Read more](#)

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[Read more](#)

YOUR IMAGE
OR LOGO
HERE

YOUR BANNER HERE

A

B

WEB BANNERS

Promote your products, winning wines and brand to the SWA online audience for a whole month. Your advert could be seen up to 20,000 times (depending on website page) as visitors land on the SWA website.

Website page	Banner Type	Price
Homepage A	Billboard banner	£1,000
Homepage B	Leaderboard banner	£700
Homepage C	Medium rectangle banner	£500
Winners page A	Billboard banner	£1,000
Winners page B	Leaderboard banner	£700
About page B	Leaderboard banner	£300
About page C	Medium rectangle banner	£300



Billboard banner - 970 x 250px

Leaderboard banner - 728 x 90px

Medium rectangle banner - 300 x 250px



REMARKETING

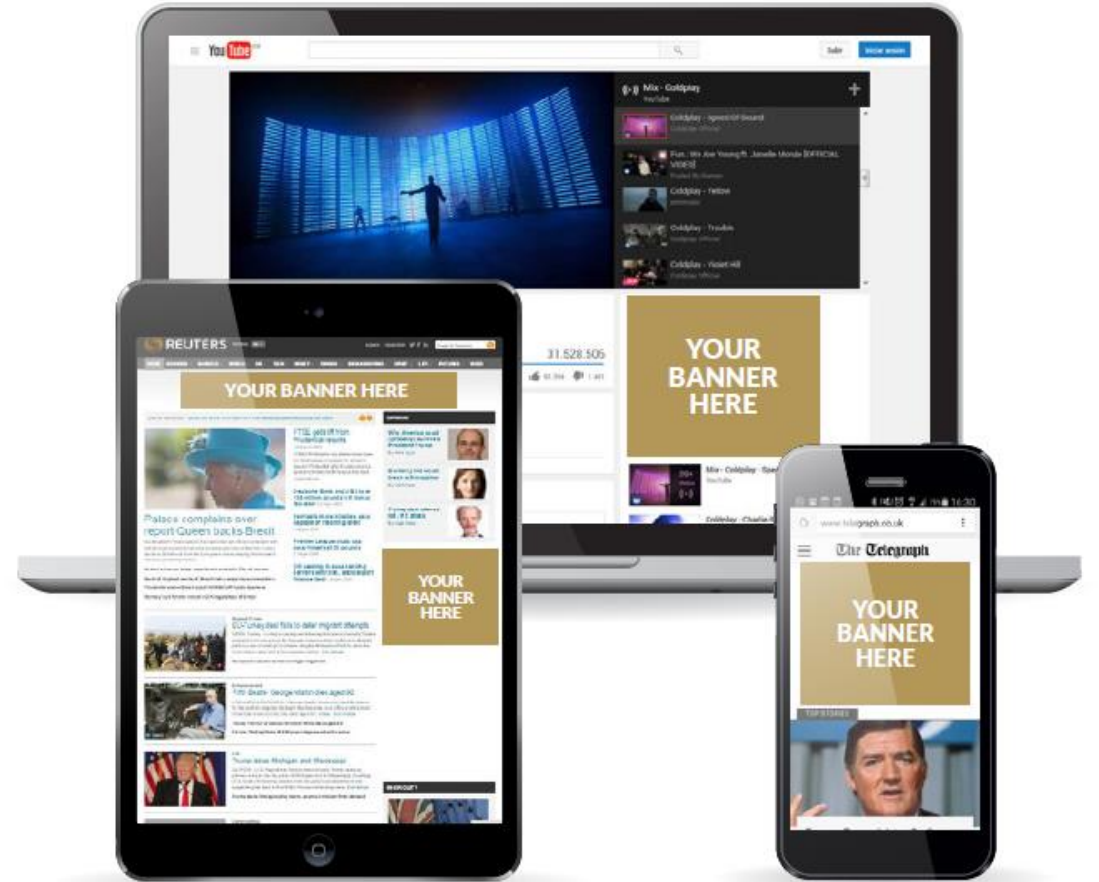
Did you know it takes up to 6 times for a brand to be recognised and remembered? Elevate your chances of having your brand remain front of mind and directly target SWA website visitors with a real-time remarketing campaign.

Your advert could be displayed on thousands of other popular websites (e.g. Facebook, CNN, YouTube) driving visitors to your website/winning wine listing.

10,000 impressions = £450

30,000 impressions = £1,075

50,000 impressions = £1,700



IMBIBE PORTFOLIO PACKAGES

NEW for 2020: due to recent feedback we are offering advertising opportunities across the *Imbibe* portfolio with advantageous loyalty rates.

Through entering your wines into SWA you will also have the opportunity to showcase your brand at our leading on-trade drinks event, [Imbibe Live 2021](#) and across [imbibe.com](#), the most trusted thought leader in the industry.

Submit 100-150 wines to receive:
25% discount on a 3m² stand and
15% off a digital opportunity

Submit 150-200 wines to receive:
25% discount on a 6m² stand and
15% off a digital opportunity

Submit 200-250 wines to receive:
25% discount on a 12m² stand and
15% off a digital opportunity

Submit 250-300 wines to receive:
25% discount on a 24m² stand and
15% off a digital opportunity

Submit 300+ wines to receive:
25% discount on a 36m² stand and
15% off a digital opportunity



imbibe.com





SPONSORSHIP OPPORTUNITIES FOR WINNERS

www.sommelierwineawards.com

THE GOLD BOOK

The Gold Book is the defining feature of the Sommelier Wine Awards, it is the **ultimate wine list for the UK on-trade**. Distributed in the summer issue of *Imbibe* magazine and available online (and downloadable via Apple Books).

The online Gold Book is accessible all year round. All digital adverts are interactive, allowing readers the opportunity to reach your website or social media channels in one easy click.

Option A: Advertisement = £800

Page size	Dimensions	Price	Digital add-on	Digital only
Double page spread	Trim - 420mm x 290mm	£2,500	Included	£750
	Bleed - 426mm x 296mm			
	Type area - 396mm x 273mm			
Full page	Trim - 210mm x 290mm	£1,500	Included	£375
	Bleed - 216mm x 296mm			
	Type area - 186mm x 273mm			
Half page	Vertical trim - 90mm x 273mm	£800	Included	N/A
	Horizontal trim - 186mm x 132mm			



FRANCE

FRANCE: ALSACE

You have to hand it to the Alsace producers. Just when you thought this category couldn't get any more depressing, it somehow manages to find a new low. It's like watching Theresa May's attempts to orchestrate Brexit.

There are nowhere near enough wines entered from east of the Vosges, and not enough of those that are sent in are any good. Are these wines restaurant-friendly? Hell yeah. Should they be pinning their hopes on the on-trade in the UK? Absolutely. So why the paucity of entries? Lord only knows. Interestingly, given that the Alsatians themselves spend so much time talking about how good their Rieslings are, this was the second year on the trot that their star grape has been outpointed by its tartier rose-and-lychee-scented sister.

If the French flute-bottle kings want to show off what their region is capable of, they'll need to do better than this.

2019	GOLD: 1	SILVER: 1	BRONZE: 0	COMMENDED: 3
2018	GOLD: 3	SILVER: 2	BRONZE: 0	COMMENDED: 5

FROM THE TASTING TEAMS

'Gewürztraminers have great application. We have such diversity of cuisines here in the UK, and the dicit of Gewürz with spicy food – it really does work. These wines were grand cru prices, but only the Gewürz was grand cru quality.' **Martin Lam, team leader**

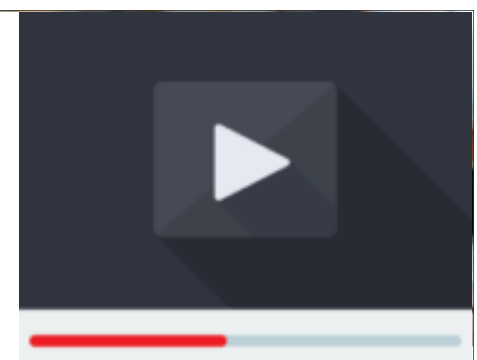
'The Rieslings were all dry, but they weren't as complex for the prices as you'd want.' **Carolana W Seibel, Moto Restaurant**

'Now they're more focused on making bone-dry styles it makes them easier to match with foods.' **Shane McHugh, Adam Handling**



'With the boom in fine dining in Indian and Japanese cuisines, Alsace wines can go really well with the aromatics and the residual sugars.' **Andre Luis Martins, Cavalry & Guards Club**

116 SOMMELIER WINE AWARDS 2019



GOLD LIST



Domaine Barmes-Bueche, Gewürztraminer, Grand Cru Steingruber 2015, Alsace, France
£19.50 @ Wine Source UK
'Very pretty' began impressed team leader Andres Inuarre on encountering this Gold-worthy Alsatian Gewürz, going on to describe 'rose water with a touch of saline, and lots of lychee and mandarin, not to mention lots of zippy acidity', while Andre Luis Martins of Cavalry & Guards Club appreciated its 'gentle peach aromas and tropical notes – an elegantly balanced, refreshing wine'. This is very gastronomic, concluded team leader Martin Lam.

SILVER LIST



Emile Beyer, Epulisheim, Gewürztraminer 2015, Alsace, France
£16.52 @ Matthew Clark

SOMMELIER WINE AWARDS 2019 117

Option B: Promotional video = £800

Want to stand out on the page?

Video has become a powerful tool to capture the attention of customers in an engaging way.

(Half page, 30-second video, max file size 300MB. The following file types are permitted: webm, mkv, flv, ogv, ogg, avi, mov, wmv, mp4, m4v, mpg, mpeg, mpv, m2v, 3gp)

Deadline for artwork 8 May 2020

GOLD BOOK EMAIL CAMPAIGN



Promote your winning wines in the exclusive Gold Book email campaign, sent to SWA's database of over 3,500 drinks professionals.

Option A: Content block = £500

(Heading: 35 characters incl spaces, Intro copy: 160 characters incl spaces, 275 x 170px image, URL link)

Option B: Banner = £500

(610px x 120px image, URL link)

NEW for 2020: include an exclusive discount code for SWA's on-trade audience, with a direct link through to your website.

Option C: Your offer = £500

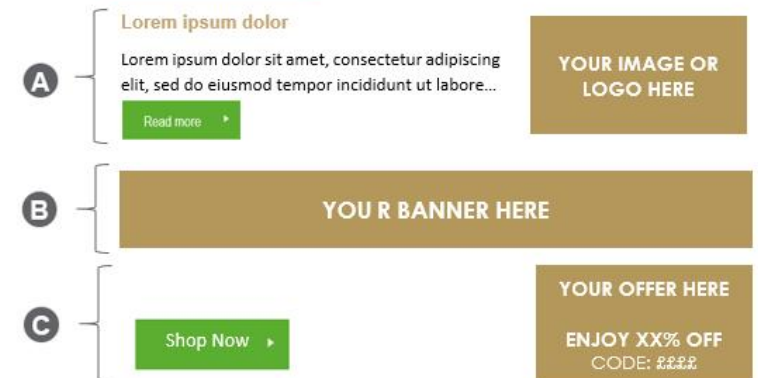
(Unique discount code, 275 x 170px ad image, URL link)



SWA Gold Book 2020

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[View The Gold Book ▶](#)



BOTTLE STICKERS

SWA offers all winners the chance to promote their winning wines with free resources such as digital logos. Additional bottle stickers can be purchased.

Bottle stickers from £60



GOLD WINNER PACKAGES

Why not take the opportunity to showcase your wines to *Imbibe*'s large social following.

We are offering you the chance to shout about your SWA wins and raise brand awareness via social engagement.

Social media giveaways are the perfect way to start an online conversation about your brand, increase your online followers and generate leads.

Carafe - £160

Instagram Post on @SommelierWineAwards
1 x Roll of stickers

Magnum - £480

Instagram Giveaway on @ImbibeUK
3 x Rolls of stickers

Jeroboam - £1,600

Instagram Giveaway on @ImbibeUK
5 x Rolls of stickers
10K Remarketing impressions
Content block in E-Newsletter



SILVER & BRONZE WINNER PACKAGES

Why not take the opportunity to showcase your wines to *Imbibe*'s large social following.

We are offering you the chance to shout about your SWA wins and raise brand awareness via social engagement.

Social media giveaways are the perfect way to start an online conversation about your brand, increase your online followers and generate leads.



Nip - £160

Instagram Post on @SommelierWineAwards
1 x Roll of stickers

Tipple - £480

Instagram Giveaway on @ImbibeUK
3 x Rolls of stickers

Toast - £1,100

Instagram Giveaway on @ImbibeUK
5 x Rolls of stickers
10K Remarketing impressions

GET IN TOUCH

If you're interested in any of the sponsored opportunities offered by SWA, please contact:

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