



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 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

6,500+

SWA newsletter subscribers

200,000+

Website page views

9,000+

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.

*Prices upon application



EMAIL ADVERTISING

The SWA email campaign runs throughout the year to a variety of our audience members. The newsletter database grows every day.

Option A: Content block = £500 per email

(160 characters inc spaces, 275x170px)

Option B: Banner = £500 per email

(610px x 120px)



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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 or brand to the SWA online audience

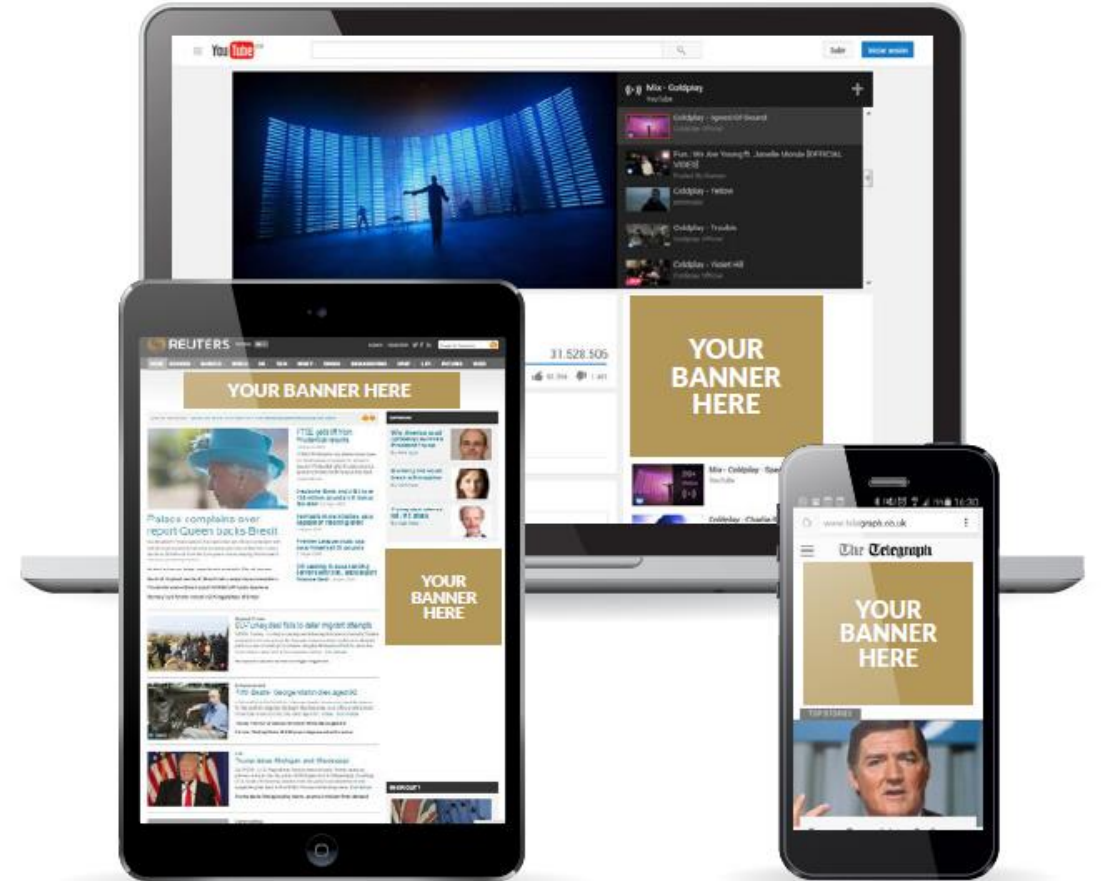
Website page	Banner Type	Price
Homepage	Billboard banner	£1,000
Homepage	Leaderboard banner	£700
Homepage	Medium rectangle banner	£500
Winners page	Billboard banner	£1,000
Winners page	Leaderboard banner	£700
About page	Leaderboard banner	£300
About page	Medium rectangle banner	£300



REMARKETING

Directly target SWA website visitors with a real-time remarketing campaign, displaying your advert on thousands of other popular websites (e.g. Facebook, CNN, YouTube) driving them to your website/ winning wine listing.

Packages from £450 for 10,000 impressions



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** and across **imbibe.com**, the most trusted thought leader in the industry.

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

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

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

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

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





SPONSORSHIP OPPORTUNITIES FOR WINNERS

www.sommelierwineawards.com

BOTTLE STICKERS

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

Bottle stickers from £60



GOLD WINNER PACKAGES

Why not take the opportunity to showcase your wines at Europe's largest on-trade drinks exhibition, Imbibe Live. Don't miss your chance to be part of this innovative and interactive annual exhibition for anyone who sources, buys or serves drinks in the licensed on-trade.



Carafe - £100

Shared Social Media Giveaway
Wine on the table

Magnum - £300

Dedicated Social Media Giveaway
Wine on the table

Jeroboam - £750

Remarketing
Dedicated Social Media Giveaway
Wine on the table



GET IN TOUCH

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

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T: 020 8910 7817

www.sommelierwineawards.com

