



World Air Cargo Awards

Sponsorship Opportunities

- Wednesday 10th May 2023
- Hall B2, Messe Muenchen Exhibition Center





World Air Cargo Awards 2023



The Award Categories

- Airfreight Forwarder of the Year **(SOLD)**
- Air Cargo Handling Agent of the Year **(SOLD)**
- Air Cargo Charter Broker of the Year **(SOLD)**
- Airport of the Year **(SOLD)**
- Air Cargo General Sales Agent of the Year **(SOLD)**
- Air Cargo Industry Customer Care
- Air Cargo Industry Achievement
- Information Technology for the Air Cargo Industry **(SOLD)**
- Air Cargo Industry Marketing & Promotional Campaign
- Cargo Airline of the Year **(SOLD)**

AWARD CATEGORY SPONSORSHIP €6,000

- The sponsor will have the opportunity to announce the winner of the sponsored category, and for a senior executive to present the Award to the winner;
- The sponsor will have the opportunity to make a one-minute speech, on the stage, prior to presenting the Award to the winner;
- The sponsor's logo will be shown on the large stage screen during the one-minute speech and during the announcement of the winner by the presenter;
- Continuous international publicity in **Air Cargo Week** and **ACW Digital** from the launch of the Awards campaign until its conclusion;
- The sponsor's logo will be present on the Awards page of aircargoweek.com;
- 1 x Junior Page World Air Cargo Awards (WACA) promotional advertisement in Air Cargo Week and ACW Digital; designed in-house using a head and shoulders photograph of a senior executive of the sponsor, and up to 100 words of text;
- 1 x Tabloid Page advertisement (digital only) placed in **ACW Digital**; any issue of your choice; The sponsor's logo will appear alongside the Official Winners' photograph in the Special Review issue of **Air Cargo Week** and **ACW Digital**;
- The sponsor's logo will appear alongside the Official Winners' photograph in the Special Review issue of Air Cargo Week and ACW Digital;
- 1 x promotional email announcing the Sponsor to the industry, designed in-house, and sent to our marketing database – approximately 10,000 contacts;
- The Sponsor's logo will appear on all promotional emails from the launch of the Awards until its conclusion;
- The Sponsor will receive editorial coverage (Sponsor Spotlight) in **Air Cargo Week** and **ACW Digital** with formal interviews and photographs;
- The Sponsor's logo will appear on all promotional advertisements from the launch of the event until its conclusion;
- The sponsor will receive extensive promotion on **Air Cargo Week's** social media platforms – before, during and after the event: LinkedIn, Twitter, Facebook.



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DIAMOND SPONSORSHIP €15,000

Incorporating Welcome Drinks Reception

- 1 x category sponsorship of your choice (subject to availability). See page 2 for full list of category sponsorship benefits;
- **Welcome Drinks Reception Sponsor** (Prosecco, Champagne, Soft Drinks). Waiting staff to wear branded sashes);
- Branded Social Media Wall (5m x 2.9m) – to encourage attendees to engage with your brand during and after the event;
- 2 x promotional pull-up banners, strategically located within the Awards' presentation area;
- 30 client invitations to ceremony – invites provided to sponsor by Air Cargo Week;
- Sponsors' acknowledgement at closing of event.

SOLD



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PLATINUM SPONSORSHIP €13,000

Incorporating Network Party Canape

- 1 x category sponsorship of your choice (subject to availability). See page 2 for full list of category sponsorship benefits;
- **Network Canape Party Sponsor** (commences on completion of the Awards presentation ceremony). Company branding on table flags and waiting staff to wear branded sashes;
- Branded Social Media Wall (5m x 2.9m) – to encourage attendees to engage with your brand during and after the event;
- 1 x promotional pull-up banners, strategically located within the Awards' presentation area;
- 20 client invitations to ceremony – invites provided to sponsor by Air Cargo Week;
- Sponsors' acknowledgement at closing of event.

SOLD



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GOLD SPONSORSHIP €12,000

Incorporating Beer Bar Sponsorship

- 1 x category sponsorship of your choice (subject to availability). See page 2 for full list of category sponsorship benefits;
- **Bar /Beer Sponsor** – Company logo branded beer served from a company logo branded Bar. (Choice of beers available);
- Branded Social Media Wall (5m x 2.9m) – to encourage attendees to engage with your brand during and after the event
- 1 x promotional pull-up banners, strategically located within the Awards' presentation area;
- 15 client invitations to ceremony – invites provided to sponsor by Air Cargo Week;
- Sponsors' acknowledgement at closing of event.

SOLD



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SILVER SPONSORSHIP €10,000

Incorporating Music Sponsor

- 1 x category sponsorship of your choice (subject to availability). See page 2 for full list of category sponsorship benefits;
- **Music Sponsor** – live band (Hot Sax Club) performing during the Welcome Drinks Reception and the Network Canape Party.
- 1 x promotional pull-up banner, placed close to the live band;
- 15 client invitations to ceremony – invites provided to sponsor by Air Cargo Week;
- Sponsors' acknowledgement at closing of event.



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BRONZE SPONSORSHIP €8,000

Incorporating Napkin Sponsor

- 1 x category sponsorship of your choice (subject to availability). See page 2 for full list of category sponsorship benefits;
- Napkins Sponsor – Branded with your company logo and placed on tables and bars, and handed out by waiting staff serving the food;
- 10 client invitations to ceremony – invites provided to sponsor by Air Cargo Week;
- Sponsors' acknowledgement at closing of event.



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SPECIAL PHOTO BOOTH SPONSORSHIP €2,500

A unique and fun way to promote your brand!

- Personalised print layout with your company logo;
- Branded instant print photographs;
- Photograph filters: colour, black & white, sepia;
- Three small photographs or one large photograph;

SOLD

CONTACT DETAILS

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