

ACW
AIR CARGO WEEK

WORLD AIR CARGO AWARDS
wednesday 26th June 2024

2024



SPONSORSHIP OPPORTUNITIES

AWARD CATEGORY SPONSORSHIP

£4,500



The Award Categories

- Airfreight Forwarder of the Year - **SOLD**
- Air Cargo Handling Agent of the Year
- Air Cargo Charter Broker of the Year - **SOLD**
- Airport of the Year
- 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
- Air Cargo Industry Marketing & Promotional Campaign
- Cargo Airline of the Year - **SOLD**

- 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 9,000 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.

DIAMOND SPONSORSHIP

£11,500

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

PLATINUM SPONSORSHIP

£10,000

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

GOLD SPONSORSHIP

£8,500

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.



SILVER SPONSORSHIP

£7,000

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 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.



BRONZE SPONSORSHIP

£5,000

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.



WINE BAR SPONSORSHIP

£5,000

- 1 x branded wine bar (with sponsor's branding) allocated in a premium location within awards venue;
- Red and white wine served to guests during networking party, served by event bar staff with sponsor's branded sashes;
- 1 x promotional pull-up banner (arranged by organiser) positioned within bar area;
- 10 x client invitations to ceremony, invites provided to sponsor by Air Cargo Week;
- Sponsor's logo to present on all Air Cargo Week World Air Cargo Awards promotional emails until its conclusion;
- Sponsor's logo present on the awards page on aircargoweek.com;
- Sponsor's logo shown on the large stage screen during awards event;
- 1 x Tabloid page advertisement (digital only) placed in an ACW Digital issue of sponsor's choice.



SOLD

GOODY BAG SPONSORSHIP

£6,500



- Sponsors to supply approximately 500 Corporate canvas bags (contents to be approved by Air Cargo Week);
- Opportunity to add promotional literature and branded items for guests;
- 10 x client invitations to ceremony – invites provided to sponsor by Air Cargo Week;
- Sponsor's logo to present on all Air Cargo Week World Air Cargo Awards promotional emails
- Sponsor's logo present on the awards page on aircargoweek.com;
- Sponsor's logo shown on the large stage screen during awards event;
- 1 x Tabloid page advertisement (digital only) placed within an ACW Digital issue of sponsor's choice;
- Recognition as "The Goody Bag Sponsor" from promotional pull-up banner (arranged by organisers) displayed at entrance of awards ceremony.



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CONTACT DETAILS

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