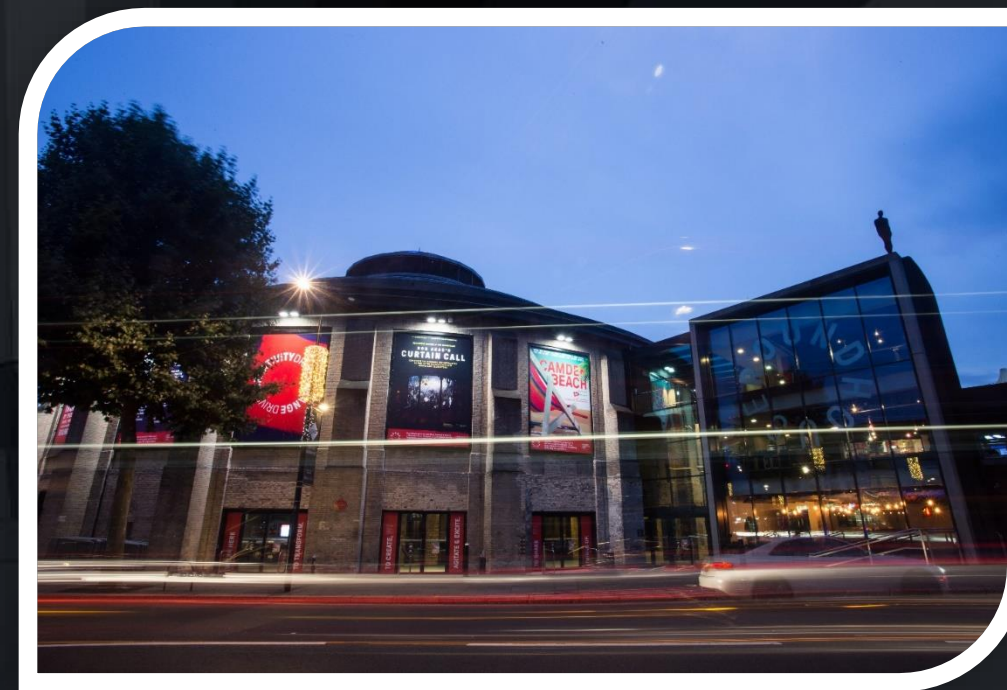
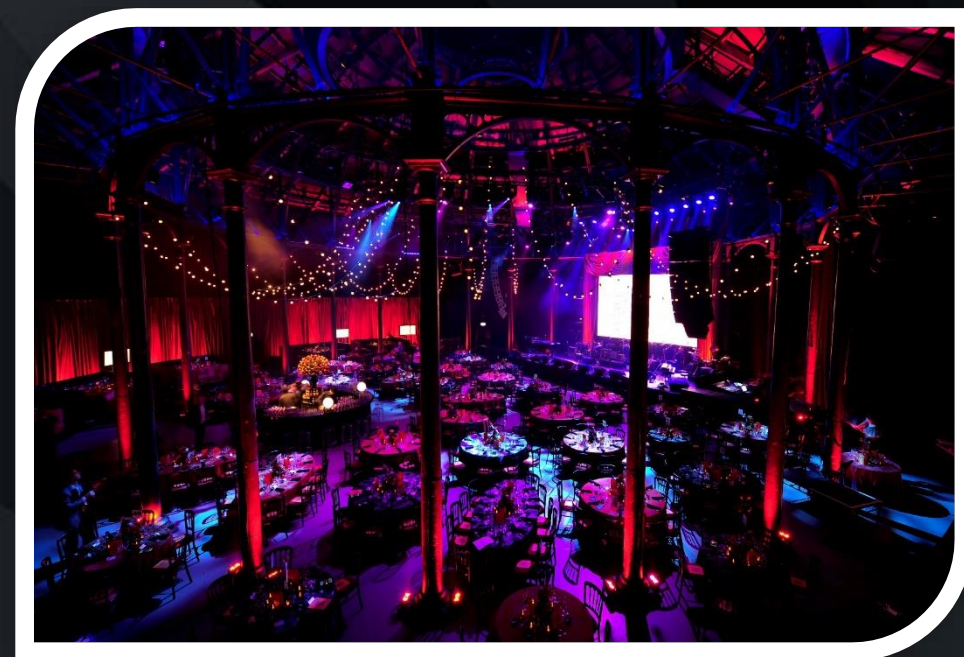




A W A R D S 2 0 2 2

6<sup>TH</sup> OCTOBER

# The Roundhouse, 6th October 2022



**The 42<sup>nd</sup> BASE Awards will return to the iconic London Roundhouse in 2022.**

**For the very first time the awards evening will be held in October, bringing the industry together in a celebration of the £3.3bn UK Home Entertainment Category, and the talent, creativity and agility which has defined the last year.**







With 22 revitalised categories, the BASE Awards recognise best-in-class activity across all aspects of the marketing and promotion of the Home Entertainment category.

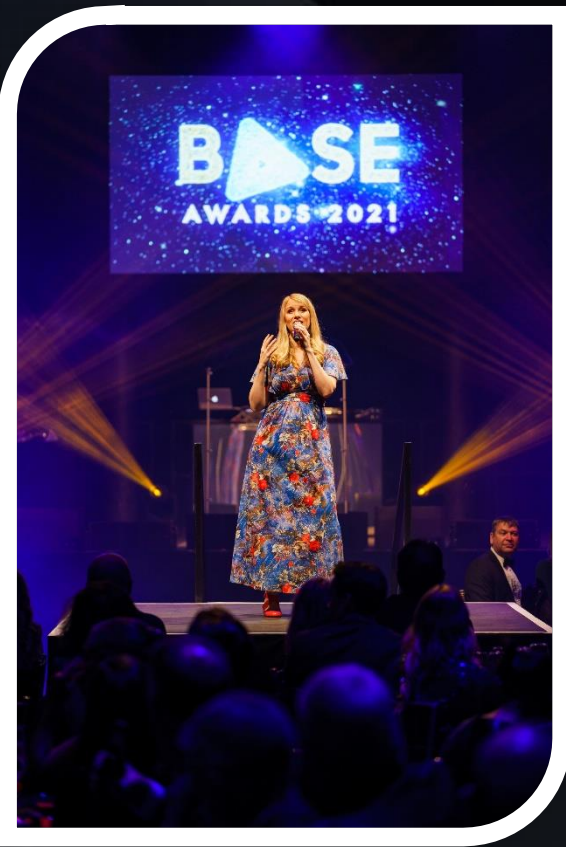
This is a night of team celebration and relaxation that also provides fantastic face-to-face networking.

Through attendance, bespoke sponsorship packages or both, companies are able to spotlight their businesses and services in a room packed with category decision makers.

£10 from every ticket sold will help support vulnerable children, young people and their families. Please visit [www.actionforchildren.org.uk](http://www.actionforchildren.org.uk) for more details about this amazing BASE charity partner.







# ATTENDEES

Companies who regularly attend include



## DISTRIBUTORS:

Arrow Films, BBC Studios, BFI, Dogwoof, Entertainment One, Fremantle Media, HBO, Lionsgate, NBCUniversal, Paramount, Sony Pictures, Spirit Entertainment, StudioCanal, Walt Disney Studios, Warner Bros.

## RETAILERS:

Amazon, Asda, Chili, HMV, iTunes, Morrisons, Netflix, Rakuten, Sainsbury's, Sky & Tesco,

## TECH & SUPPLY CHAIN:

Cinram, eXPD8, Sony DADC, Technicolor, VDC, Visual Data.

## RECRUITMENT:

Handle Recruitment  
Huckleberry Recruitment

## RESEARCH & TRADE BODIES:

British Board of Film Classification, Entertainment Retailers Association, FACT, FindanyFilm.com, Industry Trust for IP Awareness, Kantar Worldpanel, Official Charts Company, Omdia, UK Cinema Association, West10

## ADVERTISING, MARKETING & CREATIVE

ASG Spark, Delga Print, DNA PR, Edit Pool, Obviously Creative, PixelLogic, Powster, Premier Communications, Showcard, Strike Media.







# Awards Categories

**\* Sponsorship opportunities available**

Physical Retailer of the Year – *HELD*

Digital Retailer of the Year – *HELD*

Retailer / Platform Initiative of the Year – *HELD*

**Campaign of the Year for TV**

**Campaign of the Year for Catalogue – Single**

**Campaign of the Year for Catalogue – Multiple**

Outstanding Innovation - *SPONSORED*

**Category Hero Awards – several available**

Creative Marketing Initiative of the Year – *SPONSORED*

**Campaign of the Year for New Release Film – Up to £15m Box Office - Traditional**

**Campaign of the Year for New Release Film – Over £15m Box Office - Traditional – *HELD***

**2021 Title of the Year** - Based on the Official Charts Company Data - *SPONSORED*

**2021 Physical Distributor of the Year** - Based on the Official Charts Company Data - *SPONSORED*

**2021 Digital Distributor of the Year** - Based on the Official Charts Company Data - *SPONSORED*

**\*NEW FOR 2022\*** 2021 Independent Label of the Year - Physical

**\*NEW FOR 2022\*** 2021 Independent Label of the Year - Digital

**\*NEW FOR 2022\*** Campaign of the Year for Independent Film - *SPONSORED*

**\*NEW FOR 2022\*** Hidden Gem

**\*NEW FOR 2022\*** Campaign of the Year for Specialist

**\*NEW FOR 2022\*** Best in Class Awards – *some remain available*

**\*NEW FOR 2022\*** Campaign of the Year for New Release Film – **Non-Traditional**





# Sponsorship Opportunities



We work with you to best showcase your brand. Below are indicative options available.

- The Headline Sponsor - POA
- Drinks Reception – POA
- Themed Courses @ £7,500 per course
- Various Themed Bar Sponsorships available @ £8,000 per bar
- Individual Award Sponsorships @ £7,000
- Entertainment / Themed Areas / Sponsored Areas - POA
- Pick 'n' Mix station - **SPONSORED**
- Photo booth @ £3,500
- Brand Awareness Package - from £750

## Advertising – all from £500

- The Digital Awards Programme: advert
- The Digital Awards Programme: editorial
- BASE LINE: Awards edition skin and sponsorship
- BASE LINE: category sponsorship and editorial

All sponsors receive the following benefits:

- Company logo used in all comms surrounding the event [including featuring in BASE LINE], with a direct link to your website
- Featured on the sponsor show reel shown throughout the night
- Company logo featured on all digital materials including tickets and menus
- Advertisement in the BASE Awards microsite
- Company logo on the BASE Awards microsite
- Company logo on any BASE awards advertisements in B2B press.
- All Awards sponsors will be named each time their category is mentioned.
- Please note that these are all subject to deadlines.





# HEADLINE SPONSOR

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- Co-ownership of the BASE Awards ceremony along side BASE
- Year-long awards sponsorship messaging in BASE LINE, our industry newsletter delivered to 750+ GDPR compliant contacts invested in the category
- Top branding at the event, linked in all awards publicity and press coverage
- Company logo incorporated into the set design and on screen throughout the presentation.
- Company acknowledgement in the show script
- Editorial and advertisement in the BASE Awards digital programme
- The opportunity to brand an area at the venue
- All brand awareness accompanying all sponsorship packages.

**COST:** POA depending on requirements. Can be combined with the drinks reception or one of the entertainment sponsorships. All details should be discussed with the sponsorship team in full

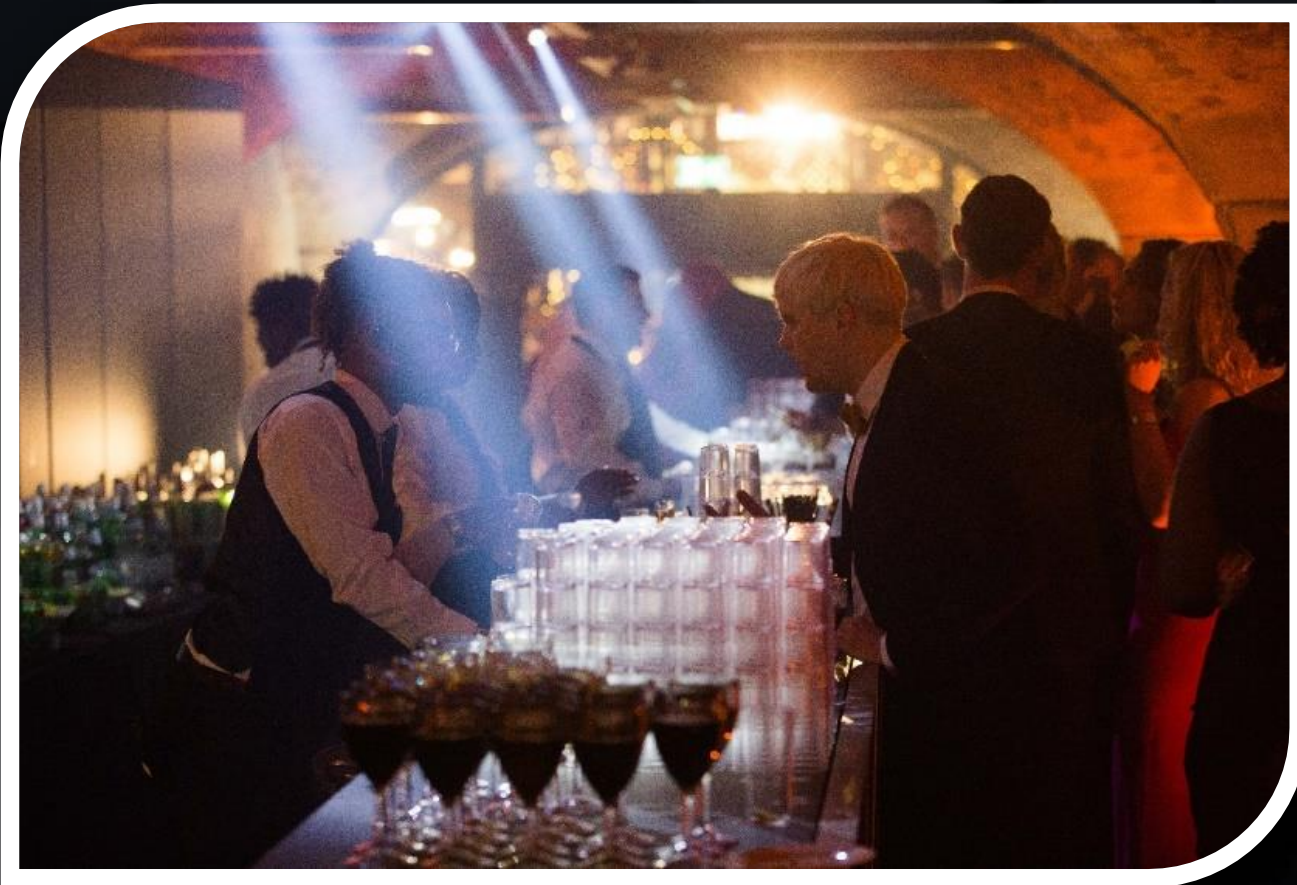


# SPONSORSHIP: THE BARS

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## The Bars

Your chance to brand bars on site where the main party will take place. This option gives you the chance to brand the area as you wish: past themes have included Signatures *Kray Twin Tavern* and a *Sony Venom* bar.



All details can be discussed with the events team to make this an amazing and eye catching area. Other benefits as detailed.

Examples:

Upstairs post-dinner bar and chill-out areas: £8,000

One-off cocktail/bar stands: £4,000





# SPONSORSHIP: DRINKS RECEPTION

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## Drinks Reception

Your branding will be at the forefront as all guests arrive, with numerous opportunities for standees, waiter/waitress branding, as well as pursuing a dedicated cocktail option.

The sponsorship cost is **POA** and will include an ad in the digital programme and all brand awareness accompanying all sponsorship packages.

## Themed Courses

We can work with you on some ideas for courses such as canapes, the main meal or something a little different. Our caterers will be commissioned to consider your brand and requests to make this a true taste sensation.

If you go for the starter or main course, each guest attending will see your logo on the menu in the run up to and on the night of the event.

With a creative team working on the menu, the result will be something that works for our audience and your brand.

Sponsorship cost **£7,500**





# Sponsorship Opportunities

## Bespoke Pick 'n' Mix Station

Sponsor the sweetie station and it can be tailored to your needs. You can brand the area around the station with free standing pos.

Sponsorship costs: from **£4,500** per station depending on requirements. -

**SPONSORED**

## Party Photo booth [tbc]

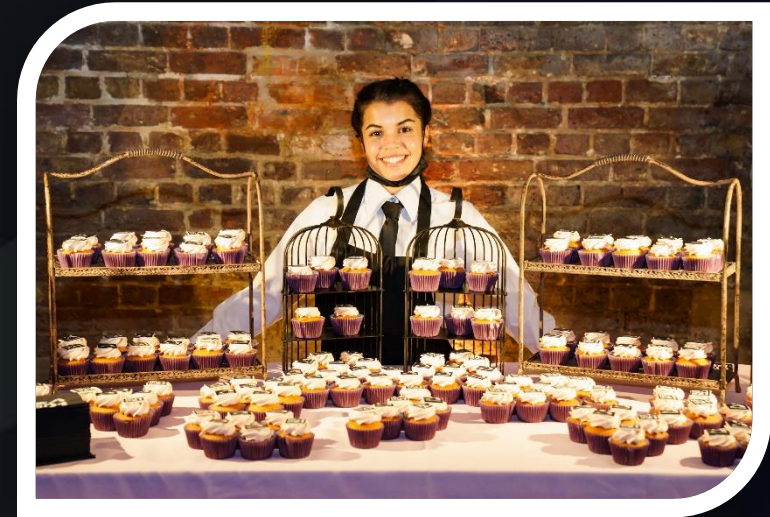
Our guests love the Photo booth with a queue forming each year!

Sponsors have the option to brand the booth and offer guests the chance to add their pics into a memory book.

Each guest takes home a printed copy with your logo and message on.

There are many options of the type of photo booth we can now supply including the traditional party booth, a red carpet free standing version and fully themed options.

Sponsorship costs: from **£3,500** depending on booth and branding required.





# Sponsorship Opportunities

## Entertainment / Themed Areas / Sponsored areas

We have space if you want to showcase something special to the 500+ guests.

Lots of areas to choose from - just call the Sponsorship team to discuss in full - **POA**

## Awards Supporter

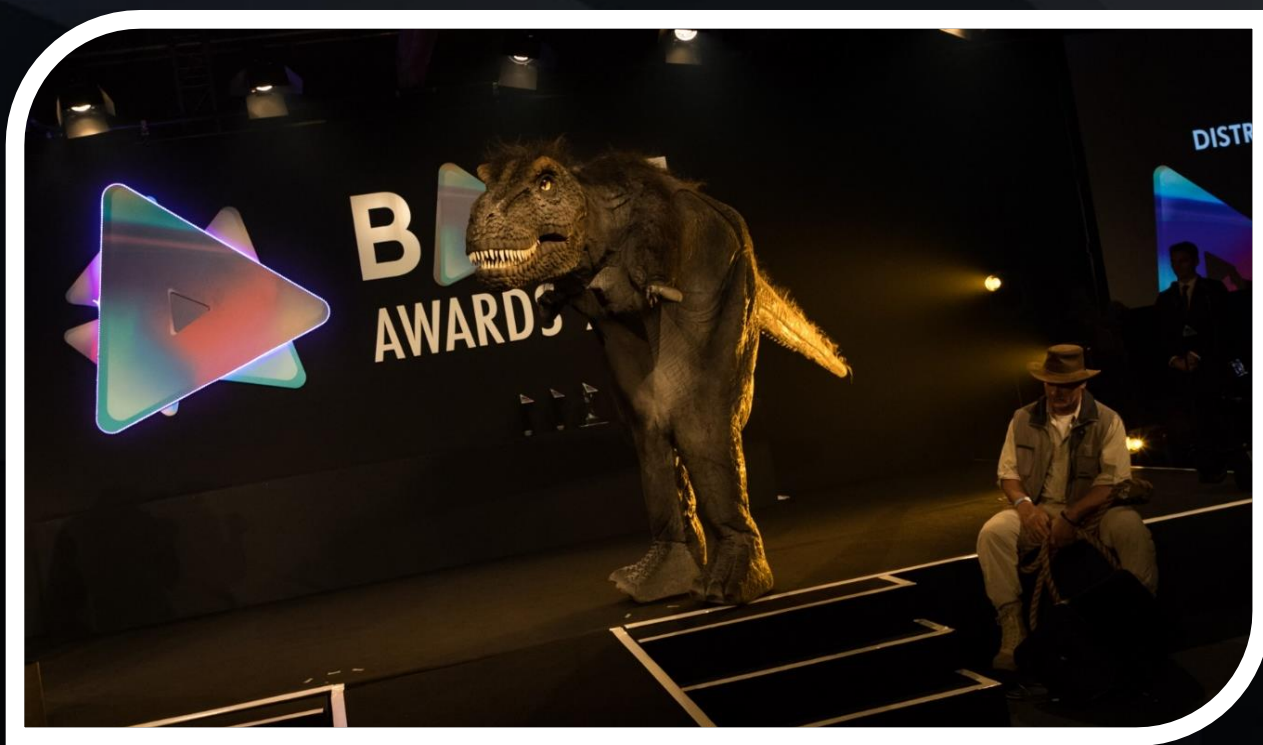
Not quite able to sponsor but want to have your brand showcased? Join the celebrations with a brand awareness package and be an Awards 'supporter'. This will see your logo used on all comms associated with the Awards, with a link to your website and will feature an advert in the BASE Awards microsite.

Sponsorship cost is **£750**

## Individual BASE Award Sponsorships

Each award is available for sponsorship. The sponsor will have a photo opportunity with the winner at the ceremony, the company name will be included in category title and engraved on to the trophy.

Sponsorship cost: **£7,000** per award, includes an ad on the microsite and all brand awareness accompanying all sponsorship packages.





# Let Us Entertain You!

BASE are proud to delight and surprise on the night, also available to sponsor!





# Advertising Opportunities



## BASE Awards Microsite

This commemorative site is live now at [base-org.uk](http://base-org.uk). It will contain everything you need to know about the event.

Deadlines will be given once your package has been confirmed.

Advertising starts from **£500**



## BASE Line - The Awards Edition

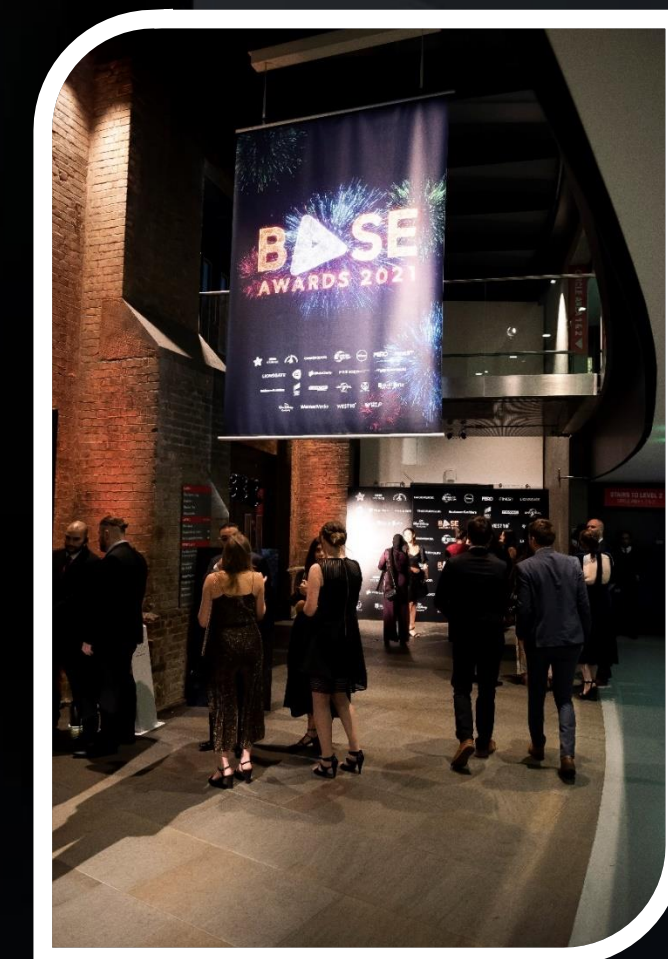
As an additional opportunity, you can enhance your Awards Package by including a special discounted advertising opportunity. As a sponsor you will be able to include your advert in the post event newsletter, circulated to over 750 readers, weekly!

For a one off special rate of **£250** you can add this onto any BASE Awards package.

## Sponsorship Contact Details

If you would like to discuss any of the sponsorship packages available or have your own idea for the event please contact:

**Vicki Geddes**  
e: [vicki@baseorg.uk](mailto:vicki@baseorg.uk)





# Ticket Prices

Tickets and tables can be reserved asap with many bookings already locked in!

## BASE Member Price

- **Table of 12\*** @ **£4,140** plus VAT / **Table of 10** @ **£3,450** plus VAT  
Individual tickets @ **£345** plus VAT.

## Non Member Price

- **Table of 12\*** @ **£4,380** plus VAT / **Table of 10** @ **£3,650** plus VAT  
Individual tickets @ **£365** plus VAT.

All enquiries or bookings should be directly emailed to Vicki at **vicki@baseorg.uk**

Sponsorship packages **do not** include tickets so please make sure you book your tickets separately.

\*Limited number of the larger tables with 12 seats are available.  
Normal tables can seat 10 or 11 guests

The menu for the Awards Dinner will be sent out in advance of receiving your tickets. Please note that all specific dietary requirements must be emailed to Phoebe on [teamassistant@baseorg.uk](mailto:teamassistant@baseorg.uk) in advance of the event, date TBC.

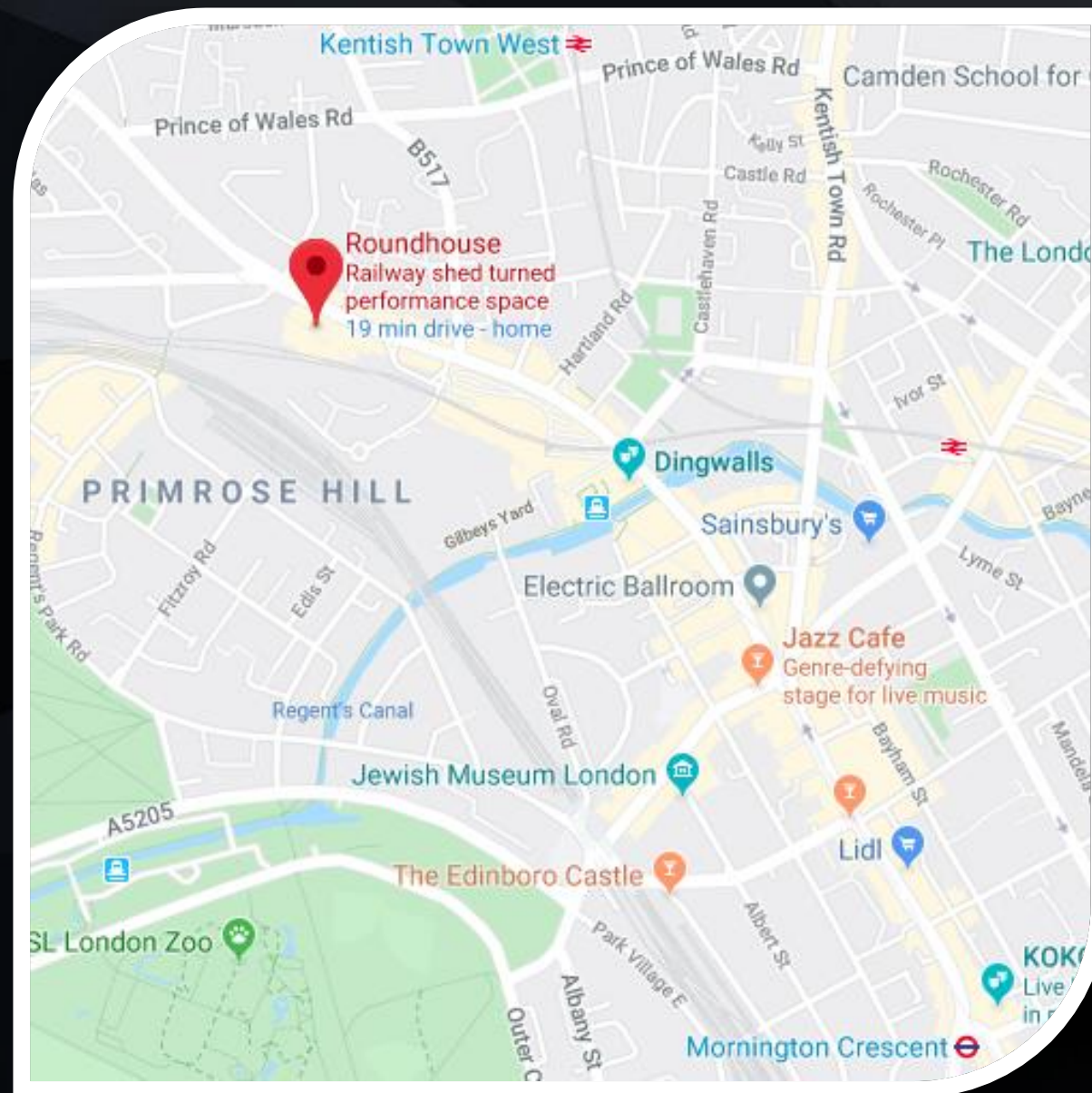
**£10 from each ticket will be donated to the charity Action for Children.**





# Event Details

6<sup>th</sup> October 2022



## Dress Code

Black tie, **bright and glamorous!**

## The Venue

The Roundhouse  
Chalk Farm Road,  
London, NW1 8EH

The nearest tube stations are Chalk Farm or Camden Town Station, the nearest Overground station is Kentish Town West. The venue recommends planning your easiest journey by using Transport for London's useful Journey Planner.

For all details on the venue please visit:

<https://www.roundhouse.org.uk/>

## Timings\*

Drinks and Canapés from **18.00**

Awards and Dinner from **18.45**

Party, Dessert & Entertainment from **22.00**

End of event **12.00\***

\*All times are subject to change and subject to no covid restrictions in force.





# Other Sponsorship Opportunities

## BASE LINE

### **The weekly news-source for the Home Entertainment Category**

BASE LINE is now a weekly fixture in all our lives: Friday mornings wouldn't feel the same without it! A mixture of the most important stories to impact the HE sector that week, BASE LINE spotlights commercial, creative, cultural and social goings-on in the category, as well as bespoke editorial from important category voices. From May 2022 it will also include a skills and talent section, in association with leading recruiters in entertainment.

Sponsorship opportunities for BASE LINE include individual sections, such as quarterly or annual sponsorship of the Creativity or Social Impact categories, as well as skinned bespoke issues and brand awareness opportunities.

## BASE / DEGI

### **Market Report 2022**

In 2022 BASE and the DEGI will publish **The Evolution of Home Entertainment** Report. Leading names from the research and insights sector, along with key UK and International voices from the category, will contribute to this BASE/DEGI driven vision of Entertainment consumption in the coming years. The report will live on beyond its publication as a vital digital resource for our members and the wider entertainment community.

Sponsorship opportunities include individual adverts as well as double page editorial inserts, allowing your organisation to showcase its own vision of the future, and how your brand can support the journey of the sector.

