



BASE

A W A R D S 2 0 2 3

2ND NOVEMBER

The Roundhouse, 2nd November 2023

The 43rd BASE Awards will be returning again to the iconic London Roundhouse in 2023.



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.

Those who regularly attend the event include:

DISTRIBUTORS:

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

RETAILERS:

Amazon, Asda, Chili, HMV, iTunes, Morrisons, Netflix, Rakuten, Sainsbury's, Sky, Virgin Media, Zavvi

TECH & SUPPLY CHAIN:

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

RECRUITMENT:

Handle Recruitment
Huckleberry Recruitment

RESEARCH & TRADE BODIES:

AudienceNet, British Board of Film Classification, Corsearch, Digital Entertainment Group International, Entertainment Retailers Association, FACT, Futuresource, Industry Trust for IP Awareness, Kantar Worldpanel, Official Charts Company, Omdia, UK Cinema Association, West10

ADVERTISING, MARKETING & CREATIVE

ASG Spark, Delga Print, Deluxe, DNA PR, Edit Pool, FER0, Finest, LovetheStuff, Obviously Creative, Pixellogic, Powster, Premier Communications, Snapchat, Strike Media, White Label



Sponsorship Opportunities

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

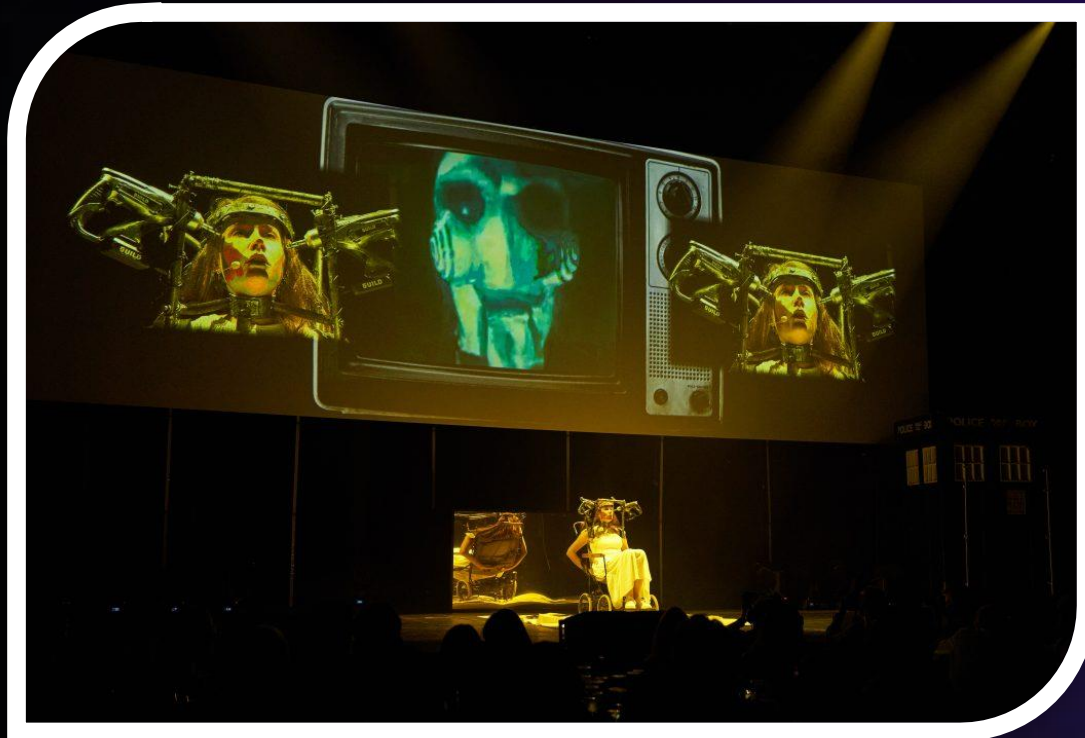
- The Headline Sponsor - POA
- Drinks Reception – POA
- Themed Dinner @ £7,500
- Various Themed Bar Sponsorships available @ £8,000 per bar
- Individual Award Sponsorships @ £7,000 [your choice of category]
- Individual Award Sponsorships @ £4,500 [we allocate a category]
- Entertainment / Themed Areas / Sponsored Areas - POA
- Pick 'n' Mix station - £4,500
- Various dessert stations - £4,500 each
- Bespoke Cocktail - £1,500 each [max of three]
- ~~Photo booth Green Screen @ £3,500~~
- Brand Awareness Package - from £800

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:

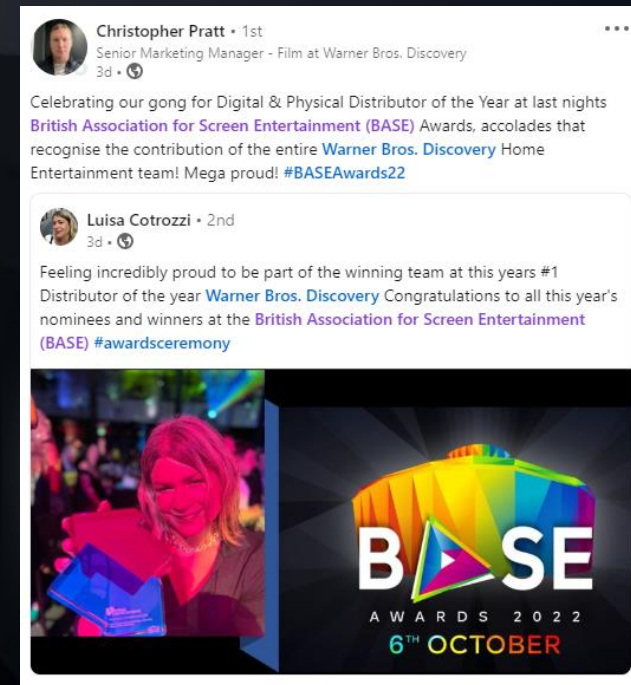
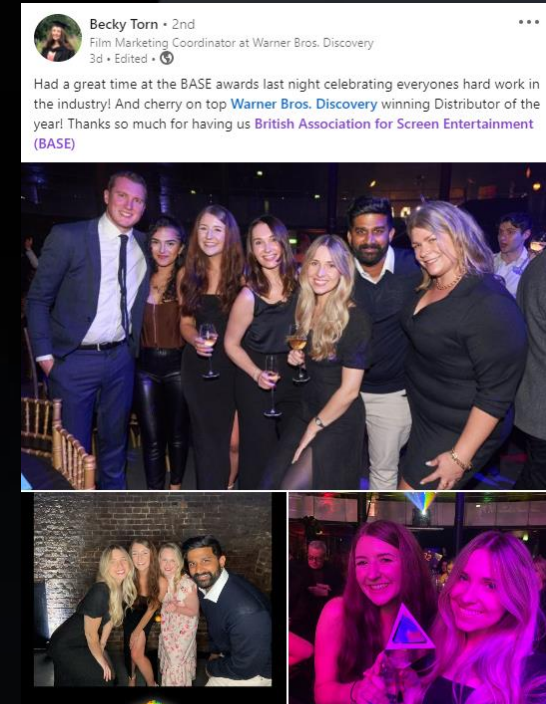
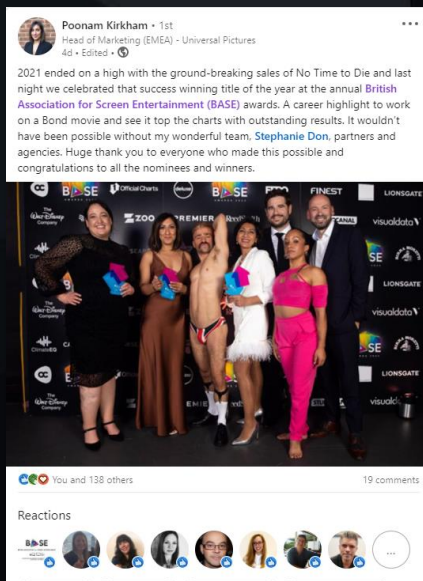
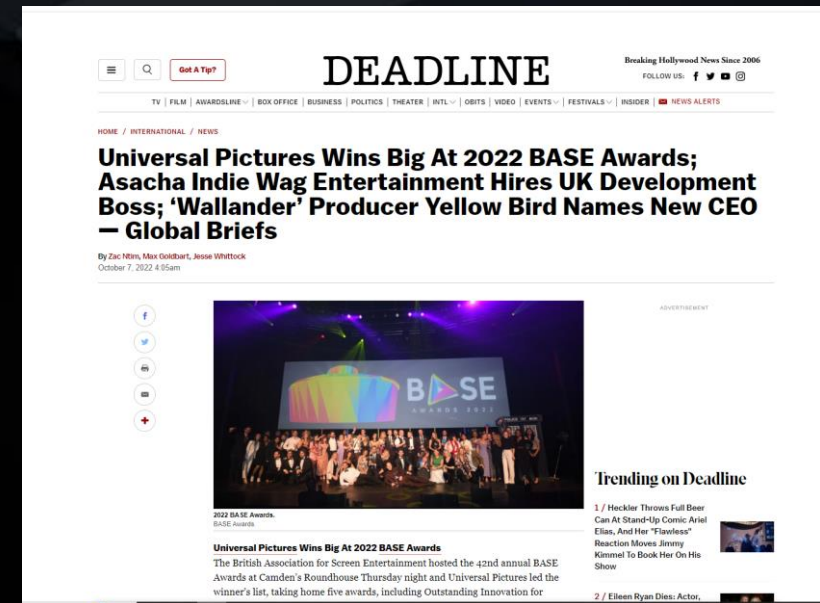
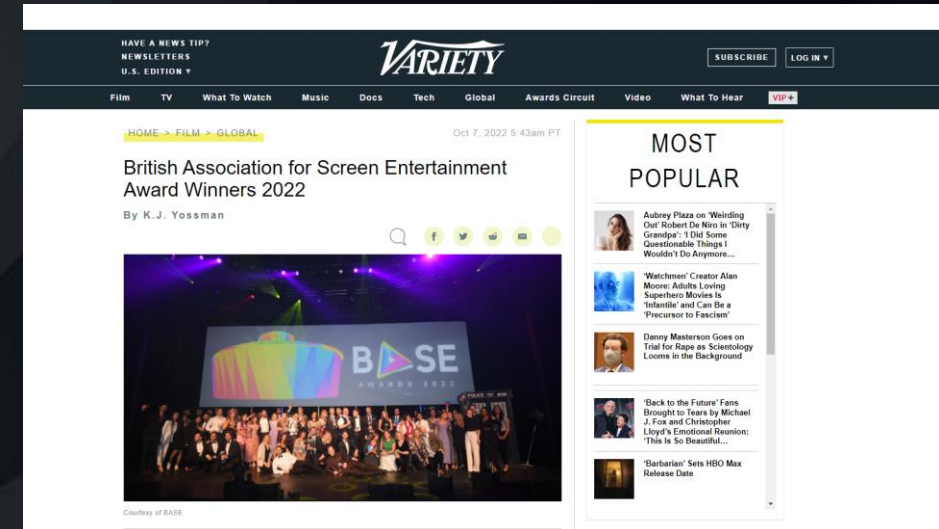
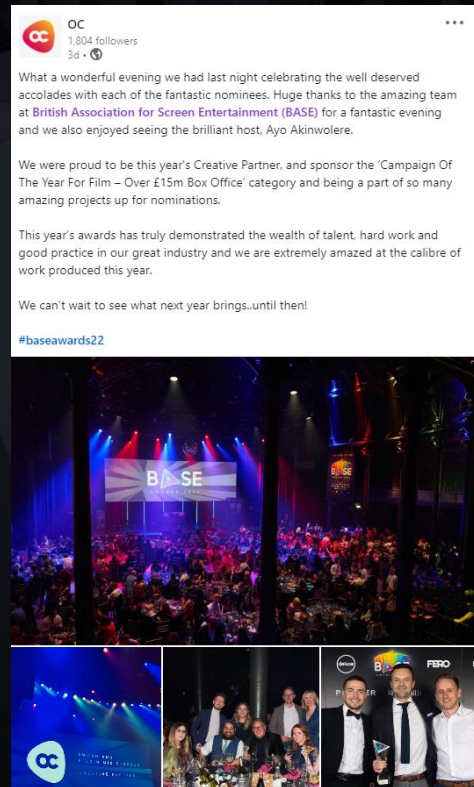
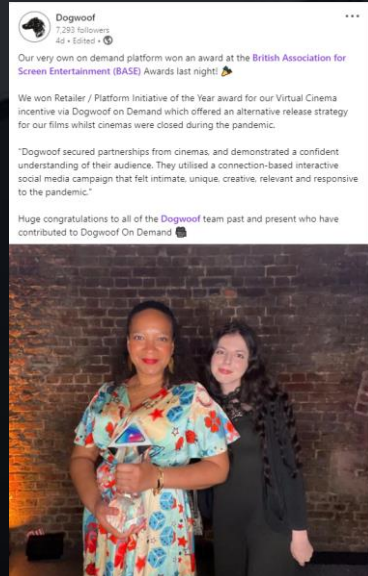
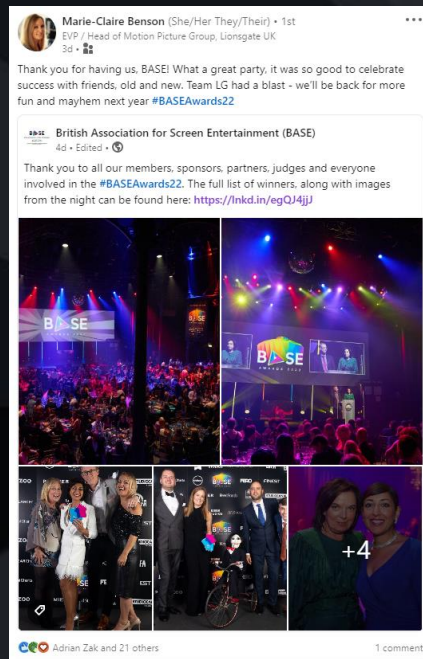
- Company logo used in all comms surrounding the event [including featuring in BASE LINE], with a direct link to your website
- Featured on the sponsor show reel shown throughout the night and photo step-and-repeat
- Company logo featured on all print and digital materials [including tickets and menu]
- Advertisement in the BASE Awards microsite
- Company logo on the BASE Awards microsite
- Company name on any BASE awards advertisements in B2B press
- All Awards sponsors will be named each time their category is mentioned and join individual winners shot
- *Please note that these are all subject to deadlines and only available 2 weeks before the event*



Social Awareness

The Awards generates an incredible amount of social exposure and brand awareness. Working with several partners and brands, traction grows Y-O-Y.

- Receiving coverage in **Variety**, **Deadline** and **Advanced Television**
- **753k total impressions**
- **Media Reach of 60m** [post event]



Ticket Prices

Tickets and tables can be reserved asap with priority given to the event sponsors.
Limited numbers of tickets are available - book early to avoid disappointment and to secure your early bird rate!

EARLY BIRD - BASE Member Price

£390 per ticket until end of August

EARLY BIRD - Non Member Price

£420 per ticket until end of August

Prices will increase at the beginning of September, so please lock in your ticket bookings now!

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.

*A very limited number of the larger tables are available; catering up to 15 guests if required.
Normal tables can seat 10 or 11 guests

All prices are exclusive of VAT

The menu for the Awards Dinner will be sent out alongside your ticket registration. Please note that all specific dietary requirements must be submitted via Eventbrite.

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



Event Details

2nd November 2023

Dress Code

tbc!

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*

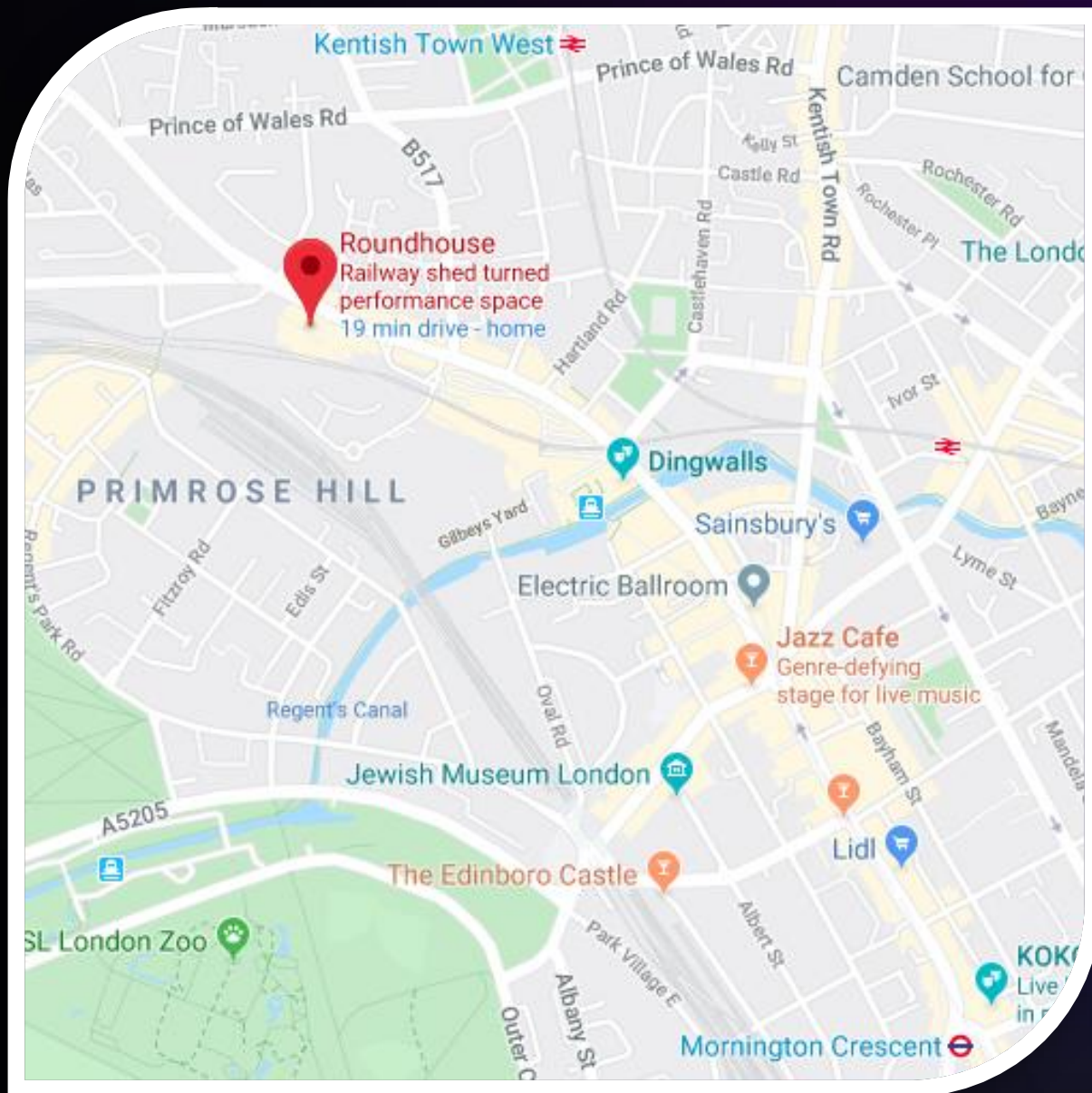
Drinks and Canapés from **18.00**

Awards and Dinner from **18.45**

Party, Dessert & Entertainment
from **22.00**

End of event **12.00***

*All times are subject to
change

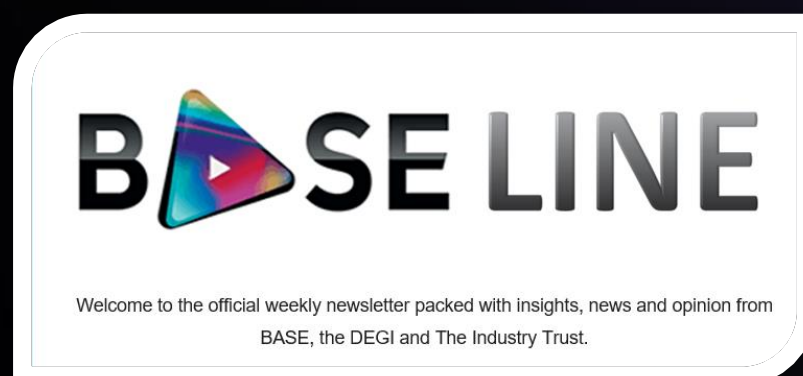


Other Sponsorship Opportunities

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 Report

Various dates

Each bespoke report will feature key category insights across a spectrum of topics.

The reports have a global reach and we only allow a maximum of 5 adverts included in each report.

£1,000 per A4 advert



BASE Category Showcase

13th September 2023
Central London location

The annual BASE Visual Showcase, gives our members the chance to present directly to a broad array of UK entertainment retailers in an exclusive setting. Held in central London, it is a fantastic opportunity to wow over 90 guests with the brilliant new slate content coming to retail over the next 18 months in a cinematic setting.

The Visual Showcase mixes fresh data and insights on the entertainment category and shopper behaviour across two hours, and is an invite-only, unique event where senior colleagues from across UK Home Entertainment distribution share the stage. The morning ends with a networking lunch. Sponsorship opportunities: Welcome coffees/reception / on-stage presentation / networking lunch

