



The Roundhouse, 25th September 2024

The 44th BASE Awards will be returning again to the iconic London Roundhouse in 2024.



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. See [here](#) the 2023 event!

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, Elevation Sales, Fremantle Media, HBO, Lionsgate, Kaleidoscope, NBCUniversal, Noah Media, Paramount, Sony Pictures, Spirit Entertainment, StudioCanal, Walt Disney Studios, Warner Bros. Discovery, White Label

RETAILERS:

Amazon, HMV, iTunes, Netflix, Rakuten, Sky, Virgin Media, Zavvi

TECH & SUPPLY CHAIN:

eXPD8, Frontline, Vantiva, VDC, Visual Data.

RECRUITMENT:

Handle Recruitment
Huckleberry Recruitment

RESEARCH & TRADE BODIES:

AudienceNet, BDSWest10, BBFC, Corsearch, Digital Entertainment Group International
ERA, FACT, Futuresource, Industry Trust for IP Awareness, Kantar Worldpanel, OCC, Omdia, UKCA, Webkyte

ADVERTISING, MARKETING & CREATIVE

Deluxe, DNA PR, FERRO, Finest, LovetheStuff, Mail Metro, OC Agency, Pixelogic, Powster, Premier PR, Snapchat, Spark, 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 - POA
- 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:

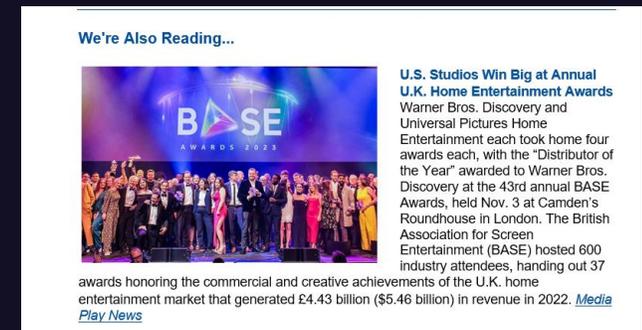
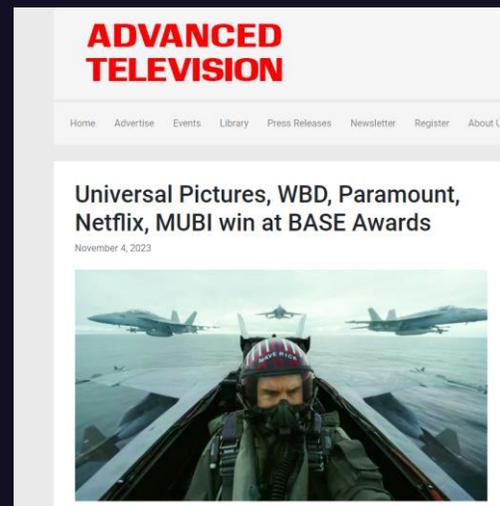
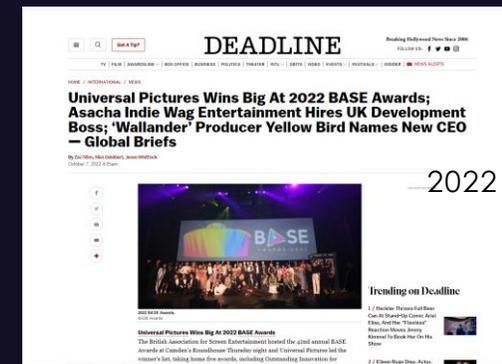
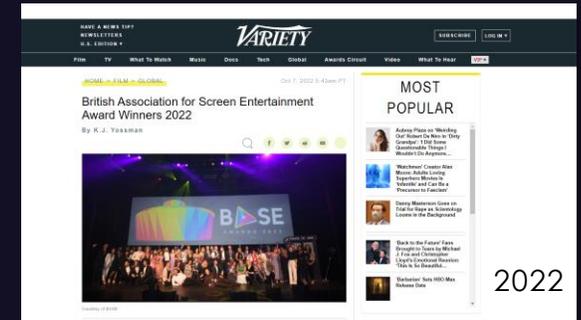
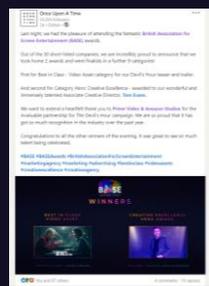
- Company logo used in all comms surrounding the event [including featuring in BASE LINE], with a direct link to your website
- Featured on the sponsor show reel shown throughout the night and photo step-and-repeat
- Company logo featured on all print and digital materials [including tickets and menu]
- 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**, **Advanced Television & Rapid TV News**
- **970k** total impressions were secured across social media channels



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!

BASE Member Price

Table of 10 @ £4,500 plus VAT
Individual tickets @ **£450** plus VAT.

Non Member Price

Table of 10 @ £5,500 plus VAT
Individual tickets @ **£550** 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.

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

