



# THE ESSNAWARDS 2022

## SPONSORSHIP

In partnership with

ESSNA

Whitehouse  
Communications 



# THE ESSNAWARDS

The ESSNawards, ran by **Europe's largest sports nutrition trade body** in partnership with Whitehouse Communications, is the only trade event to bring together the very best in sports nutrition development across Europe, encompassing the whole industry from ingredient manufacturers to consumer brands.

Now in its **fourth year**, the awards are finally returning for an **in-person event**. Our most popular categories will be returning to celebrate the innovators of the industry, big and small, whose name and work are helping to drive and grow the sector.

**Entries opened on May 25th**, and the awards ceremony will take place in **London** on **1st December**.



# ESSNAWARDS SUCCESS

Over the past three years, we have brought together the very best in sports nutrition to celebrate their achievements with:

**35 WINNERS**

**100+ SPORTS NUTRITION BRANDS**

**100s ATTENDEES**

**15+ COUNTRIES**





# BENEFITS OF SPONSORSHIP

- ✓ The only event in Europe dedicated to celebrating sports nutrition
- ✓ The chance to connect with new brands from multiple countries
- ✓ An engaged audience of brands throughout the supply chain
- ✓ The opportunity to engage not only with potential new customers, but journalists and influential sportspeople
- ✓ Cement your brand as a strong supporter of an industry which is predicted to grow by almost 10% in the next five years
- ✓ Increase your brand equity by aligning yourself with the largest and most respected trade body for sports nutrition in Europe, ESSNA
- ✓ The chance for creative influence over the theme of the year's events to align with your business goals



# SPONSORSHIP TIERS



**£10,000**

# GOLD SPONSORSHIP

As a Gold Sponsor, you will be the leading name and have creative influence on the theme of 2022s event.










## Pre-event exposure:

- Opportunity to judge a category of your choice
- Opportunity for creative input on the theme of this year's event in line with your company's goals (for example, sustainability or education) which will run throughout
- Your logo on all invitations and e-communications to all sports nutrition companies in Europe
- Dedicated company profile on our website with hyperlinks back to your site
- Continual e-mail and social media recognition as a gold sponsor, inviting audiences to learn more about and engage with your brand
- Inclusion in all PR materials
- Video content opportunities on our website and social media
- Opportunity to be exclusively profiled by the ESSNawards' media partner of choice
- Opportunity to be part of a pre-awards webinar to talk about your latest work and projects, shared in the lead up and during the ceremony

# GOLD SPONSORSHIP



## Event exposure:

-  A speech at the awards ceremony on your chosen theme
-  Opportunity to present your chosen award category
-  Your logo on all event materials including brochures, banners and goodie bags
-  A DPS in the event brochures
-  Your logo on your award plaque of choice
-  Recognition in welcome speech at drinks reception
-  Space for a booth, banners, flyers and other marketing materials
-  Opportunity for video content to be played
-  A complimentary table of up to 10 tickets for the ceremony, to celebrate your team or invite stakeholders (worth over £3,000)

£5,000

# SILVER SPONSORSHIP



A silver sponsorship provides your business with a superior level of visibility and exposure to your potential customers.

## Pre-event exposure:

- ✓ Your logo on all invitations and e-communications to all sports nutrition companies in Europe
- ✓ Dedicated company profile on our website with hyperlinks back to your site
- ✓ Continual e-mail and social media recognition as a silver sponsor, inviting audiences to learn more about and engage with your brand
- ✓ Video content opportunities on our website and social media

## Event exposure:

- ✓ Recognition in welcome speech at drinks reception
- ✓ Your logo on all event materials including brochures, banners and goodie bags
- ✓ A dedicated full page in the event brochure
- ✓ Your logo on your award plaque of choice
- ✓ Opportunity to present your category award
- ✓ Space for a booth, banners, flyers and other marketing materials
- ✓ Three complimentary tickets to the event ceremony, the perfect networking opportunity








**£3,000**







# BRONZE SPONSORSHIP

Becoming a Bronze sponsor is the perfect opportunity to increase your brand's visibility and boost your profile as an industry supporter.

## Pre-event exposure:















-  Your logo on all invitations and e-communications to all sports nutrition companies in Europe
-  Dedicated company profile on our website with hyperlinks back to your site
-  Social media recognition as a bronze sponsor

## Event exposure:

-  Opportunity to present your award category
-  Your logo on all event materials including brochures, banners and goodie bags
-  A dedicated half page in the event brochure
-  Your logo on your award plaque of choice
-  Space for a booth, banners, flyers and other marketing materials
-  Two complimentary tickets to the event ceremony, the perfect networking opportunity



# TIER OVERVIEWS

	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
Your logo on all invitations and e-communications to all sports nutrition companies in Europe			
Dedicated company profile on our website with hyperlinks back to your site			
Video content opportunities on our website and social media			
Social media recognition as a sponsor			
E-mail recognition as a sponsor inviting audiences to learn more about and engage with your brand			
Inclusion in all PR materials			



# TIER OVERVIEWS

**GOLD**

**SILVER**

**BRONZE**

Opportunity for creative input on the theme of this year's event



Opportunity to judge a category of your choice



Opportunity to present your award category



Your logo on all event materials including brochures, banners and goodie bags



Dedicated space in the event brochure



Your logo on your award plaque of choice





# TIER OVERVIEWS

**GOLD**

**SILVER**

**BRONZE**

Recognition in welcome speech at drinks reception



Space for banners, flyers and other marketing materials



Opportunity for video content to be played



A speech at the awards ceremony on your chosen theme



**Complimentary tickets for the awards ceremony**





# ESSNAWARDS CATEGORIES

**BEST SPORTS NUTRITION PRODUCT**

**BEST SPORTS NUTRITION COMPANY**

**BEST PROTEIN POWDER/SHAKE**

**NEWCOMER OF THE YEAR**

**BEST SPORTS NUTRITION INGREDIENT**

**BEST PROTEIN BAR**

**BEST TARGETED PRODUCT**

**MOST EXCITING PARTNERSHIP**

**MOST SUSTAINABLE PRODUCT**

**BEST FREE-FROM PRODUCT**



# 2021 TIMELINE

**25 May:** The ESSNawards launch and open for entries.

**June:** London venue revealed

**30 June:** Early bird entries close

**2 September:** Standard entries close

**Early October:** Shortlist revealed

**October:** Tickets to awards go on sale

## What does this mean for sponsors?

For sponsors, this creates an opportunity for 6 months' worth of targeted promotion towards the sports nutrition industry in Europe should sponsorship be taken in June. For Gold sponsors, this breaks down to less than £1,700 per month, under £1000 per month for Silver and only £500 per month for Bronze sponsors.



# OUR PARTNERS

The logo for ESSNA, consisting of the letters 'ESSNA' in a bold, white, sans-serif font, set against a dark grey rectangular background.

**The European Specialist Sports Nutrition Alliance (ESSNA) is the voice of sports nutrition in Europe. Our membership includes big international sport nutrition brands; smaller specialist companies; ingredients' suppliers; and national associations.**

**ESSNA was founded in 2003 with the intention of creating a forum for discussion and vehicle for actions on the concerns of the specialist sports nutrition sector in order to secure appropriate and proportionate European legislation on sports nutrition products.**

The logo for Whitehouse Communications, featuring two red triangles pointing towards each other to form a square shape.

## Whitehouse Communications

**Whitehouse Communications is an award-winning issues-led communications agency with decades of experience in public affairs, press and media relations, stakeholder engagement, crisis communications and training.**

**It supports long-term business and policy objectives; and run high-profile campaigns for clients in the private, public and charitable sectors that influence public opinion, influence policy, legislation and regulations and build support among key opinion formers and decision makers.**



**For more information and queries on what your business can get out of sponsoring the ESSNawards, please contact us at:**



**[info@essnawards.com](mailto:info@essnawards.com)**

**[www.essnawards.com](http://www.essnawards.com)**