

Sponsorship Opportunities: Spirits Awards 2023



"For me, competitions grounded in the consumer, like the People's Choice Drinks Awards, can only become more important as shoppers 'geek up' and channel their enthusiasm into learning more. After all, they're the ones voting with their spend." Rachel McCarton-Jones, Crate PR

Be part of this exciting competition



- This is your opportunity to be part of the only national spirits Awards dedicated to and judged by consumers, assisted by spirits professionals.
- The competition is modern, relevant and exciting.
- Professional spirits judges, include prominent broadcasters, distillers, importers and buyers.
- There are sponsorship opportunities for all of the 26 unique entry categories as well as unique opportunities, including promotional and marketing projects.
- The ceremony takes place at The Stoller Hall Manchester in February 2023.
- This is the Awards everyone is talking about.

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About the Awards

- The People's Choice Drinks Awards now organises two competitions, The People's Choice Wine Awards (founded in 2017) and the People's Choice Spirits Awards (founded in 2020).
- Created by Janet Harrison and partnered by Judy Kendrick, they are a great team with decades of experience in organising drinks trade and consumer events, PR and communication.
- Judged in 2 locations of the UK (Manchester and London, at the WSET School) in November 2022, the ceremony will be held at The Stoller Hall in Manchester in February 2023.
- Unique categories representing 'drinking/buying moments'.
- Submissions from a wide range of sources: supermarkets, producers, importers and online retailers.
- Partnerships with leading industry organisations and media outlets, including:
 - **WSET (the world's leading wine and spirits education body)**
 - ***The Three Drinkers* (Amazon Prime series)**
 - **Australian Showcase Magazine**
 - **Cask & Still Magazine, part of Scottish Field Magazine**
 - **The Buyer, a leading online drinks trade magazine**
- Access to extensive drinks trade and consumer databases.
- Established social media presence across all channels and direct reach of over 200,000, including our media partners and judges.
- Dedicated People's Choice Drinks Awards YouTube channel and podcast 'Open Up & Pour'.



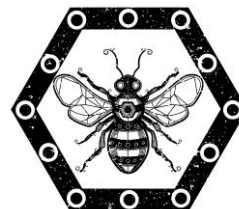
BERRY BROS & RUDD
3, ST. JAMES'S STREET, LONDON
WINE & SPIRIT MERCHANTS

emporia
spirits importer | exporter & innovator

A small
selection of
companies
and brands
involved



BROWN-FORMAN



ZYMURGORIUM
MAKE EVERY MOMENT EPIC



LOCH LOMOND
GROUP



"The PCSA is a welcome addition to the Awards scene in the UK. With its refreshing consumer-facing approach and great promotional opportunities, post ceremony, it is something we have been pleased to be a part of." Ross Bryant, Brand Ambassador No 3 Gin

A selection of editorial media coverage



How it works:

The process to find our spirits winners 2022/2023

- **1st July 2022:** Producers and suppliers from around the world are invited to submit spirits for the Early Bird Price of £90, relevant to individual categories.
- **1st August 2022:** The submission price increases to £120.
- **September 2022:** A competition opens, via an online application process, for consumers to be involved in the judging sessions.
- **17th October:** Online submissions close and delivery is required by 28th October 2022.
- **November 2022:** Judging takes place in Manchester and London. Consumer judges are assisted by industry representatives and assess the spirits using a points-based scoring system. Spirits industry professionals are involved to help produce the shortlist in each category which is announced in December 2022.
- **December 2022:** Finalists are announced on the website and promoted via press releases, including a full listing in The Buyer and Cask & Still Magazine.
- All those submitting spirits can enter a special video competition 'The Story Behind the Label' video challenge. 4 shortlisted films are screened at the ceremony and are subject to an audience vote.
- **February 2023:** The medal winners are revealed at the awards ceremony (Bronze, Silver and Winner). Only one of each type, per category, are awarded in the competition.

"On behalf of Chambord, I wanted to say thank you very much for hosting the awards ceremony, it was so entertaining – and a great achievement for us!"

Brown Forman

Helena Nicklin and Aidy Smith from The Three Drinkers as ceremony hosts

L to R: Charlie Young, Dawn Davies, Rosie Milsom and Nigel Mark

Judging Panels and Hosts



Sam Simmons 'Doctor Whisky' from Atom Brands

Dave Marsland, Manchester Rum Festival

26 Spirits Categories

Unique categories which reflect 'drinking moments', The Story Behind The Label Video Challenge and Best Retailer Awards



Alcohol Free Zone: non-alcoholic spirits, maximum 0.5 ABV

Light With Bite: 0.5-18% ABV

The Great Outdoors: Any spirits- based cocktails in cans

Home Serves: Mixed Cocktails in pouches or bottles to drink at home

Vodka: Easy Weekday: A reliable 'go to' Vodka

Vodka Fusion: Flavoured Vodka which is infused or distilled with fruits or exotic ingredients

Vodka: Small Batch: The best in premium small batch Vodka

Gin: The Classic G&T: Classic Gin to match with classic tonic!

Gin: Fusion: Flavoured Gin infused or distilled with fruits or exotic ingredients

Gin: The Contemporary G&T: Gins with a modern twist including unusual botanicals and sophisticated styles

Gin: Small Batch: The best in premium small batch Gin.

Tequila: Margarita Moment: From premium Tequilas to Mixtos and everything in between.

Rum: Spice up Your Life: Spiced Rums.

Rum: On the Rocks: Searching for the best in 'sipping' Rums

Easy Weekday Rum: Easy drinking Rums, including flavoured and white Rum

- **Rum: Local Heroes:** UK based production only
- **Whisky/Whiskey: Easy Weekday:** £45 and under
- **Whisky/Whiskey Around The World:** Excluding Scotch and UKS Whiskies
- **Whisky: Scotch Heroes:** Exclusively produced in Scotland
- **Whisky: Born in the USA:** USA whiskies, including Tennessee and Bourbon Styles
- **Out of the Ordinary:** 'Of the moment' spirits including Mezcal, Eau de Vie, Mastika, Clairin and more
- **Liqueurs: Short & Sweet:** Fruit liqueurs only
- **Spirits Supermarket of the Year:** A consumer online vote
- **Independent Spirits Retailer of the Year:** A consumer online vote
- **Online Spirits Retailer of the Year:** A consumer online vote from a shortlist
- **The Story Behind the Label Video Challenge:** A 2-minute video challenge



The audience at the awards ceremony

- The ceremony is attended by respected buyers, PR agencies, sponsor companies, drinks influencers, journalists and judges.
- It is hosted at The Stoller Hall, a fantastic venue in the centre of Manchester. It is an informal ceremony, involving comedy and live music. Locally sourced food is available buffet style, enabling all attendees to meet everyone in the room (without the restrictions of a sit-down meal).
- The results are shared live on social media.
- Any filmed content is edited and shared on or branded YouTube channel.
- Two prominent food and drink broadcasters present the Awards at our exceptional ceremony: Helena Nicklin and Aidy Smith, two of *The Three Drinkers* on Amazon Prime (now available in 167 countries and territories worldwide and in 39 languages).

“It’s hard to capture just what a great night out the People’s Choice Drinks Awards is unless you go for yourself”

Richard Siddle, The Buyer

Rum: Spice up your Life category image, created by Private Eye cartoonist, Tony Husband.



The Wider Audience and Opportunities

Our community:

- Hundreds of enthusiastic spirits consumers applying to judge each year.
- Spirits suppliers, buyers and producers from around the world (entries are growing 100% year on year).
- Keen food and drink lovers from around the UK.

Combined databases and reach:

- 2,000 UK trade and producer contacts (including importers and buyers).
- 30,000+ consumers, including those from partner companies, with 14,000 directly opted-in to PCDA.
- 200,000+ social media reach, including judges and partners.

Exciting opportunities for sponsors:

- Brand promotion or product introduction/testing with large national audiences.
- Access to trade buyers, the wider spirits trade and consumers via newsletters, physical events and competitions.
- Year-round promotion - not just restricted to the Awards ceremony.

Sponsorship Opportunities in Detail



DIRECT TO CONSUMER MARKETING:

- ✓ Consumer and professional judging sessions will be held in Manchester and London, with opportunities to showcase products, entertain customers and partners or reward employees by participating.
- ✓ Winning spirits are showcased at consumer drinks events, or we can arrange an exclusive sponsor tasting.
- ✓ Monthly newsletters are sent to our consumer and trade databases providing great opportunities to promote your product or brand.
- ✓ Regular competitions can be hosted on social media or via our consumer media partners. *See the Double Dutch competition for products and a virtual tasting with category winners and the sponsor on the left.*

Category Sponsor: £1,500

Unique categories with fantastic marketing potential

- Credit on all promotional mail outs
- Logo with link on website
- 4 tickets to the Awards
- Sponsor credit on all press releases in relation to the PCSA
- Social media publicity, bespoke social media graphic and announcements
- Credit on press wall, video content and awards presentation backdrop
- On stage presentation of an award at the ceremony
- Unique award asset to use for your own marketing
- Sponsor name included on framed winner's cartoon
- 26 opportunities available



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Experience Package: £6,000

Be part of the action

Category Sponsor benefits as stated plus:

- Additional 4 tickets to the Awards ceremony
- Involvement in the Awards process – e.g., inviting your team/clients to judge
- Opinion piece, competition, or product service offering to our trade/consumer databases via 2 newsletters
- Sponsor or chair a judging team
- Exclusive space at the ceremony venue



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Experience Package: From £6,000

Marketing and Promotion

Category Sponsor benefits as stated plus:

- Additional 4 tickets to the Awards ceremony
- Opinion piece or product service offering to trade/ consumer databases via 2 newsletters, or an exclusive marketing e-mail designed by our managing team
- Exclusive space at the ceremony
- Exclusive research, promotional or marketing project (to be costed)
- Trade or consumer focus
- Case studies and testimonials available on request



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Drinks Finder Branding: £8,000

Unique curated drinks finder for consumers

- Branding on the spirits section of our innovative online Drinks Finder landing page and **all** individual spirits listings
- Branding on the exclusive Summer and Christmas 'selections' search, linked to national press campaigns
- 6 tickets to the Awards ceremony
- Category sponsor benefits also included
- Only one opportunity available.



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Niche Packages

An opportunity to shine

- Podcast sponsorship: POA (one opportunity available)
 - Sponsorship of the Open Up & Pour podcast series for 3, 6 or 12 episodes
- YouTube Channel sponsorship: POA (one opportunity available)
 - Branding opportunities on our exclusive channel, containing unique content from the ceremony, video competition finalists and winners and other exclusive content
- Welcome Drinks Sponsorship: £250
 - A table at the reception area to showcase your spirits, provide a welcome drink and chat to all those attending the ceremony
 - Only two opportunities available

Headline Sponsorship: POA (one opportunity available)

- We can shape a spectacular package for your business as a headline sponsor (excluding naming rights)



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Bespoke Packages: POA

*Creative research and marketing projects
which give you results*

- The directors of the PCDA are well known and highly experienced marketeers - in the last few years winning *Drinks Business* PR Company of the year, *Drinks International* Wine Marketing Company of the year and *IWC* Generic Campaign of the year. They specialise in:
 - Product promotion
 - Marketing
 - Events creation
 - Research projects
 - Focus groups
- Their experience in the drinks sector will be invaluable in creating, with you, a sponsorship package that gives your company/brands the visibility you desire in the sectors you are targeting



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Next Steps

- This is your chance to be part of the most exciting and relevant drinks Awards in the UK.
- Make the most of the pre-awards promotional activities and secure your favoured package.
- We'd love an opportunity to work with you on something creative and impactful with a serious return on investment.
- Contact:
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 - nadia@peopleschoicedrinksawards.com