

# SPONSORSHIP PROSPECTUS



## SERVICED APARTMENT AWARDS 2021

IN ASSOCIATION WITH



20 MAY 2021  
**LONDON**  
#SAAwards

**350+**  
*hospitality  
leaders from  
across the  
globe*

POWERED BY:



Travel Intelligence Network

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## ABOUT THE EVENT – A NOTE FROM THE EDITOR



**Now in their sixth year, the Serviced Apartment Awards 2021 in association with Zeevou are the only awards for the global serviced apartment, aparthotel, extended stay and short term rental industry. The awards recognise excellence at individual, team and corporate level.**

They are judged by an independent panel consisting of travel buyers, journalists, architects, investors, designers and service providers. Two categories - Rising Star and Industry Inspiration - are voted for by Serviced Apartment News readers via an online poll.

Entry is free of charge and is open to all serviced apartment operators, owners and service providers.

### There are 19 categories:

- Best Operator 1 to 50 units
- Best operator 51 to 200 units
- Best operator 201+ units
- Best property 1 to 20 units
- Best property 21 to 70 units
- Best property 71+ units
- Best architecture / external design
- Best interior design
- Best marketing or branding campaign
- Best use of social media
- Best short-term rental platform / operator
- Best use of technology
- Best apartment agent, RMC or TMC
- Travel buyer of the year
- Best service provider
- Rising Star (voted for by Serviced Apartment News readers)
- Industry inspiration (voted for by Serviced Apartment News readers)
- Best co-living or co-working development
- Profit with Purpose award

The awards are presented at a glittering black tie gala dinner ceremony in London, which is attended by more than 350 of the industry's leading decision makers and innovators. The night is stand-out in the industry calendar and is an incredible networking opportunity and a chance to recognise excellence at individual, property and company level.

*George Sell*

**George Sell, Editor-in-chief, IHM & Head Judge SAAwards**

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## MEET THE REST OF THE TEAM



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## WHY GET INVOLVED?

Be part of the buzz! Meet, greet and network with 350+ hospitality leaders whilst increasing your brand visibility before, during and after the event.

Whether you're headlining as our platinum partner, sponsoring the drinks reception or award category, this is your opportunity to position the brand 'in lights' at the top industry event – you and your guests will have a night you won't forget!



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**zeevou**<sup>TM</sup>  
THE DIRECT BOOKING REVOLUTION!

## TESTIMONIALS

**"Having attended the 2020 Awards ceremony, we realised that this annual event is the easiest way of making a considerable impact and standing out as a brand in the global serviced apartment industry, that's why we were very keen to be the main sponsor for the 2021 Awards."**

*Naím Anís Paymán, Chief Revolutionary, Zeevou*

**"I think it is imperative for the serviced apartment industry to have this type of awards that recognises the people that do brilliant things everyday in the industry."**

*Jo Layton, Director, CAP Worldwide Serviced Apartments*

**"We've had a great turn out. There's some difficult circumstances around the event and the world and we're really grateful for the hospitality leaders who made the special effort to come here tonight to celebrate the best people in the industry"** *George Sell, Editor-in-chief, IHM*

## 2020 ATTENDEE STATS



**100%**

would attend  
again



**89%**

said networking  
opportunities were  
very good or above



**89%**

said the award  
ceremony was very  
good or above



**100%**

of attendees would  
recommend attending

## 2020 ATTENDEES

Adina / AKA Hotel Residences / Criton / Nomad / Cuckooz / AHV Associates / Stay Serviced Apartments / RES Harmonics / Avvio / Yays / The Ascott Limited / Homelike / The Apartment Service / Altovita / Corporate Housing Factory / Blue Orchid Hotels / RMS / Zeevou / Google/ PwC / Roomzzz / Cheval Collection / Bridgestreet / Reloquest / Colliers International / Saxbury / Furnished Quarters / Buying Business Travel / Oakwood / Under The Doormat / Dexter Moren Associates / Fidelity International / Lavanda / Fusion Interiors Group / GHS Global Hospitality / Silverdoor Apartments and more...

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servicedapartmentawards.com #SAAwards



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## SPONSORSHIP PACKAGES

Benefits	Platinum Sponsor	Gold Sponsor	Silver + Sponsor	Silver Sponsor	Category Sponsor
The Serviced Apartment Awards in association with by (BRAND NAME) (Platinum), The Serviced Apartment Awards sponsored by (BRAND NAME) (Gold)	✓	✓	X	X	X
Place on judging panel	✓	X	X	X	X
Branding on official awards website	✓	✓	✓	✓	✓
Branding displayed in ALL marketing communications	✓	✓	✓	✓	X
Opportunity to distribute promotional material	✓	✓	✓	✓ (reception only)	X
Display 30 second brand video prior to category award presentation	✓	✓	✓	✓	✓
Branding displayed on awards agenda	✓	✓	✓	✓	X
Branding displayed on menu	✓	✓	✓	✓	X
Digital branding through event	✓	✓	✓	✓	X
Digital branding throughout pre or post drinks reception	X	X	X	✓	X
Sponsorship of award category	✓	✓	X	✓	✓
Name check throughout the evening by host	✓	✓	✓	✓	X
Opportunity to present award of chosen category	✓	✓	✓	✓	✓
Editorial news story to announce sponsorship	✓	✓	X	X	X
Exclusive interview with IHM	✓	✓	X	X	X
Social media support (ie announcing sponsorship)	✓	✓	✓	✓	✓
Inclusion on Serviced Apartment News weekly newsletter (starting week following sign up)	✓	✓	X	X	X
Pre event HTML(s) to SAN database	x2	x1	X	X	X
Post event HTML to SAN database	x2	x1	X	X	X
Post event HTML to SA Awards attendee database	x1	x1	X	X	X
Banner for 2x weeks on SAN homepage	✓	X	X	X	X
Table at the Awards	x2	x1	x1	x1	x0.5
Sponsorship of pre/post drinks reception	X	X	X	✓	X
Welcome address by sponsor representative at awards	✓	X	X	X	X
Sector exclusivity	✓	X	X	X	X
Opportunity to offer a prize/promo gift communicated via all marketing channels pre, during and post event	✓	✓	X	X	X
Priority location of table	✓	✓	✓	✓	X
Price point	£25,000	£15,000	£12,500	£10,000	£4,995

## SILVER +

Why not drive additional business and complement your presence at the Serviced Apartment Industry Awards by co-hosting a day time event with us.

Work with Serviced Apartment News to create your own pre-qualified attendee event and get some valuable 'face time' with potential clients and award attendees to drive those important connections in a 'closed invite only environment'.

This could be based around thought leadership eg. editor's lunch; knowledge and best practice eg. Masterclass; driving investment eg. investors briefing.

Enjoy a day of networking and connection building before moving to the main event and receiving the above benefits.

Please contact a member of our sales team ASAP if you are interested in this sponsorship level.

**Contact Katie to discuss your sponsorship requirements and to create a solution to fit your business or brand objectives**

+44 (0)7535 135116

Katie@internationalhospitality.media



## BOOKING FORM

# Serviced Apartment Awards in association with Zeevou



**SERVICED  
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I/We confirm this contract to book a ☐ Platinum, ☐ Gold, ☐ Silver Plus, ☐ Silver, ☐ Category sponsorship package inclusive of all points listed overleaf.

I would like to secure sponsorship at the same pricepoint (securing against any future price rise) for ☐ 2021 ☐ 2022 ☐ 2023

☐ I confirm that I accept the terms and conditions listed after this booking form.

*20% of the contract amount will be required upon sponsorship confirmation.*

Bespoke packages tailored to your requirements and budget can be made available on request. Please contact Katie on the below for more details.

Company Name:	Telephone:
Contact Name:	Email:
Position in Company:	Invoice Contact:
Address:	
Postcode:	
Signature:	Date:

*Thank you for sponsoring SAAwards, please ensure you've completed all information fields. Thank you.*

## COMPLEMENT YOUR EVENT SPONSORSHIP WITH AN ONLINE PRESENCE...

Contact Katie to discover how to engage and extend your reach on **ServicedApartmentNews.com**



**Katie Houghton**

Group Head of Sales: Media and Events  
+44 (0)7535 135116  
Katie@internationalhospitality.media

## MARKETING (NEXT STEPS)

Following confirmation of your booking, your online marketing campaign will start. To do this we require:

- High resolution logo in .eps and .png format
- Brief company description (50-70 words)
- Online links for your website, social media channels and hashtags

Please email to Jo Cox.



**Jo Cox**

Marketing Manager  
+44 (0)7765 890972 +44 (0)20 8340 7989  
joanne@internationalhospitality.media

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# SPONSORSHIP TERMS AND CONDITIONS

## 1. Definitions

For these terms and conditions the Awards organisers, International Hospitality Media (IHM), will be referred to as "The Organisers". The term "Awards" means the event detailed online at servicedapartmentawards.com and the term "Sponsor" means the company, firm or person described in these Terms & Conditions who have signed the Sponsorship Agreement "Contract".

## 2. General Terms and Conditions

The person or persons signing the Contract shall be deemed to have full authority to do so on behalf of the Sponsor. The Contract and these Terms and Conditions shall be construed in accordance with English law and the Parties hereby submit to the jurisdiction of the English Courts.

## 3. Cancellation of Awards

3.1 The Organisers reserve the right to postpone or cancel the Awards. In the event of a decision to postpone the Awards, the Organisers will immediately contact the Sponsor with the new date and will agree with the Sponsor that the Organiser should hold the Sponsorship money against a future event. The Organisers reserve the right to relocate the Awards to another venue without changing the terms of Sponsorship. The Sponsor does not have the authority to demand cancellation of the event. In the event of cancellation with no new date rescheduled, the Organisers will return Sponsorship money.

3.2 If the Awards attracts fewer delegates than anticipated by either the Organisers or the Sponsor, no refund will be given. Similarly, if the event attracts more delegates than anticipated by either the Organisers or the Sponsor, there will be no additional charge incurred by the Sponsor.

## 4. Payment Terms

Upon acceptance of the Contract an invoice for the full amount will be issued and is payable immediately. Under no circumstances will a Sponsor be allowed to participate in the Awards and the benefits outlined in the Contract will be withdrawn, if any Awards invoice payment is outstanding. Please be advised that upon receipt of this contract an invoice from IHM for the appropriate amount will be sent to you with detailed instructions of payment terms and conditions.

## 5. Compliance with local legislation

The Sponsor must comply at all times with all relevant legislation and regulations of the country where the Awards is held.

## 6. Video rights, Licences and Electronic messages

6.1 From time to time, photographs and video recordings may be made at the Awards or in the venue, which may include images of Sponsor, its employees, agents and related merchandise and displays. Sponsor may not hinder, obstruct or interfere in any way with such photography or recordings whether by the Organisers, its agents, attendees, or other exhibitors, and hereby consent to the Organisers' use of such recordings for commercial purposes.

6.2 To the extent necessary to fulfil Serviced Apartment Summit Awards express obligations hereunder, the Sponsor hereby grants the Organisers a nonexclusive, royalty-free, revocable, non-transferable worldwide licence (without the right to sub-licence) to use the Sponsor's trademarks, service marks, logos, trade names, copyrighted content, hypertext links, domain names, icons, buttons, banners, graphic files and images.

6.3 By providing the Organisers with the e-mail addresses set forth on the Contract, Sponsor hereby consents to receiving commercial e-mail messages from the Organisers, its affiliates and partners, as well as third parties licensed to send such messages to Sponsor by any of the foregoing. By providing the data herein, Sponsor agrees that such data may be used by the Organisers and its subsidiaries and their affiliates. Sponsor and their contacts should notify Marketing Manager, Rebecca Down as soon as possible should they not wish for their details to be shared. Full details of our privacy policy can be viewed on the website.

## 7. Insurance

The Sponsor shall take out and maintain at all times public liability and employee liability insurance against personal injury, death and loss of property.

## 8. Liability

The Sponsor shall indemnify and keep indemnified The Organisers, their affiliates and their respective officers, directors, shareholders, employees and agents against all claims, liabilities, losses, suits, damages, judgements, expenses, reasonable costs (including reasonable legal costs) and charges of any kind arising ("Loss") out of the wilful default or negligence of the Sponsor or its employees, servants or agents provided only that any such Loss was reasonably foreseeable at the time this Contract was made and that the Organisers shall take reasonable steps to mitigate the same.

All items or property that are brought to, displayed at, and removed from, the Awards venue are at the Sponsor's own risk.





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