

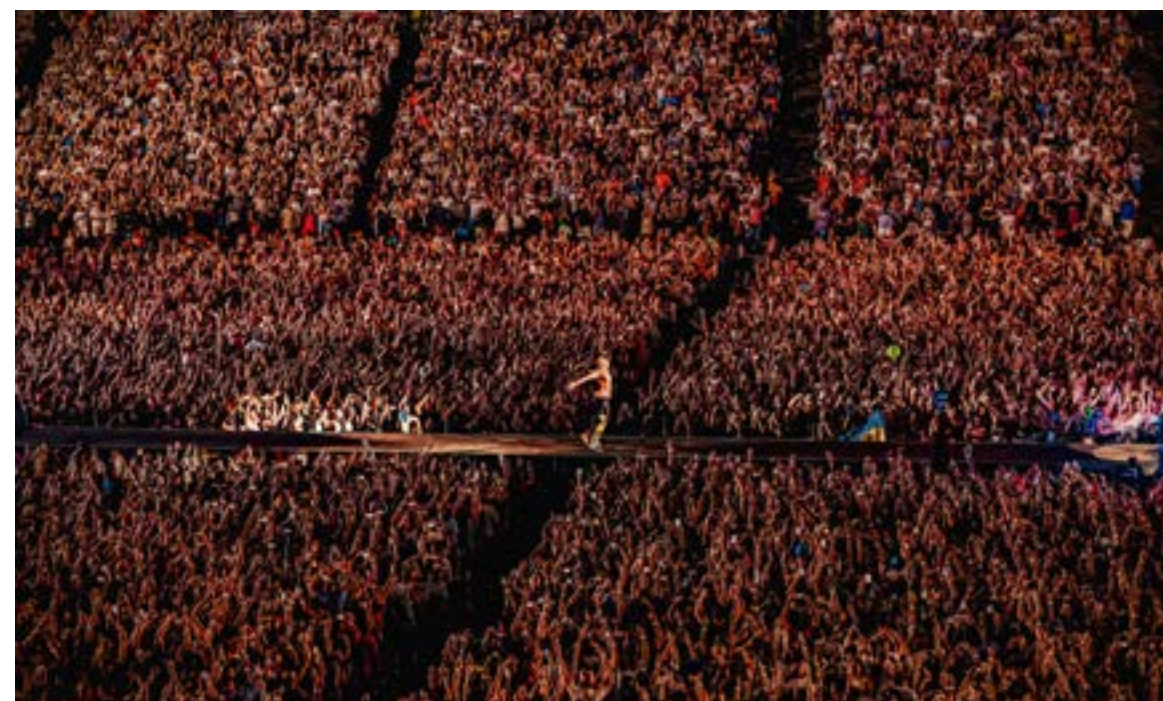


SPONSORSHIP BROCHURE

CONCEPT & PURPOSE

Founded in 2014 and now its tenth cycle, the **Event Photography Awards** is a not-for-profit competition created to celebrate the (often unsung) photographers whose work does so much to amplify event messages, magnify associated brands, record important progressions and celebrate corporate successes, as well as, of course, capture key moments and augment fond memories – invariably with a view to validating event budgets, thereby sustaining the marketability of the industry as a whole

Having had a pandemic-enforced pause in 2021, the 2024 is the 10th anniversary competition and will be bigger and better than ever!



COMPETITION & CATEGORIES

The competition's range of categories reflects the enormous scope of the events sector, from all things corporate, to public and personal, plus insightful and industry favourite classes such as Behind the Scenes and the highly competitive Venues category, as well as celebrity shots and portraits – a classic photography genre, but the subject must be in an event context. We also highlight the best amateur entrants, while the Peoples' Choice Awards is voted for by attendees at the awards event.

- A-listers
- Behind The Scenes
- Brand Activation & Experiential Events
- Catering & Food Photography
- Conferences & Corporate Events
- Christmas Parties & Seasonal Events
- Cultural Events
- Music Events – Concerts
- Music Events – Performers
- Portraits
- Private Events
- Royal Occasions
- Sporting Events
- Trade Shows & Exhibitions
- Venues
- Weddings

Plus: Best Amateur, Best Portfolio, Peoples' Choice Awards, Overall Winners



JUDGES & JUDGING

The Event Photography Awards are judged by a wide panel of people for whom great photography is essential or central to their work – ie industry leading event organisers and suppliers, plus editors of industry media and photography in the national press.

Group judging sessions are held in the Spring in London and Birmingham. These convivial conclaves are always enjoyable and also act as great networking opportunities. Alternatively, panel members who are unable to attend a live session can judge remotely and submit their selections through the EPA online voting system provided by Survey Legend.



AWARDS EVENT – 5TH JUNE 2024

Other than the virtual awards ceremony in 2020, the Event photography Awards has been held a wonderful range of London venues, including the iconic British Museum, the sumptuous Mayfair townhouse venue No.4 Hamilton Place, and last year at the stunning 66 Portland Place, the home of the Royal Institute of British Architects, which will be hosting the event again in 2024.

A core feature of what is always a highly enjoyable event is the display of all the short-listed images from the competition (well over 100), which makes for an inspiring spectacle, as well as a catalyst for conversation, not just amongst event industry operators, but also with the photographers themselves, who often give fascinating insights into their creativity.

The event follows an unfussy format, with guests enjoying drinks and canapes before congregating in an auditorium for the fun and fast-paced awards ceremony, which includes some fun audience interaction and no little excitement. Thereafter more drinks wash down lip-smacking bowl food as award winners celebrate. Tickets to the event cost £90.



CLICK TO WATCH THE 2023 EPA
AWARDS CEREMONY AT RIBA



MEDIA COVERAGE & REACH

Over the years, the Event Photography Awards has received extensive press coverage, not just from the supportive event industry media, but also in national titles: from photo features in The Times, The Daily Telegraph and London Metro, to major splashes in The Daily Express, The Star and Mailonline.

Such exposure highlights – to a combined audience of some 7 million readers and users – the importance of events to commercial activity, the fabric of society and the enjoyment of life in general.

This commendable impact is augmented by the EPA’s social media channels, which attract a wide range of event professionals, alongside a host of skilled photographers, resulting in a combined reach of some 40,000 followers, primarily on Instagram.

The Telegraph

DAILY EXPRESS

THE TIMES

DAILY STAR

Daily Mail
MailOnline

METRO

The Courier Mail

PROFESSIONAL PHOTO

stand out

Access All Areas

m&it
meetings & incentive travel

C&IT
Conference & Incentive Travel

CMW
CONFERENCE & MEETINGS WORLD

e event industry news

ConferenceNews

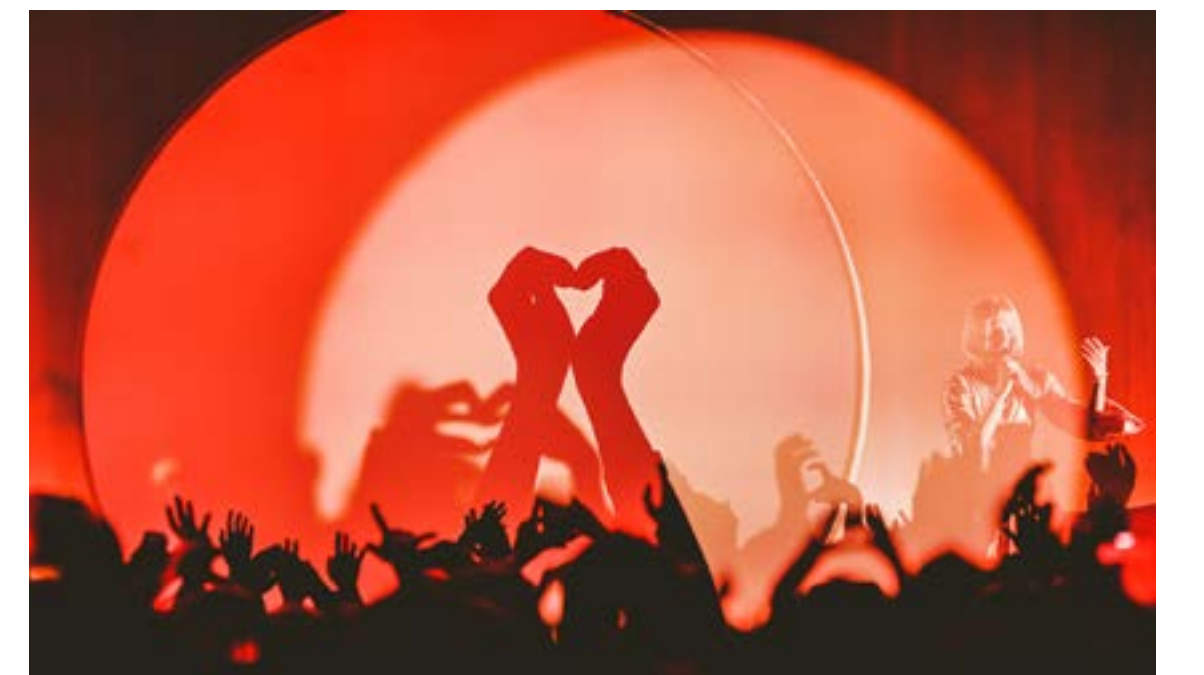
EN

Exhibition World

EVCOM

Unique Venues
OF LONDON

PALIFE



USE OF EPA PHOTOGRAPHY

In addition to an eye-catching association to a highly commendable, industry enhancing competition, sponsors of the Event Photography Awards have the opportunity to make use of short-listed and award-winning shots in corporate communications and non-commercial marketing activity – i.e. not in display advertising or above-the-line campaigns...

Sponsors preserve this right while they maintain a formal relationship with the competition. As such, organisations committing to our double-year deal can have access to the EPA portfolio from the day they sign to the end of 2025 – although we naturally hope they will have renewed for 2026 by then!



SPONSORSHIP PACKAGES – 50% DECADE DOUBLE DISCOUNT



2024 will not only see the 10th Anniversary competition of the Event Photography Awards, which is very likely to attract significant attention and press coverage in the industry, but also a special ‘Best Ever EPA Images’ competition in the Autumn, encompassing top shots from all ten years of the awards. As such, sponsors are invited to support both competitions, with the incentive of enjoying a 50% discount on the latter.

CATEGORY SPONSOR

- Five tickets to the awards event (value £450)
- Opportunity to use EPA entries in non-commercial marketing and communications
- Invitation for two members of staff to be esteemed EPA Judges
- Personal profiles included in the Judges channel of the EPA website
- Enhanced branding on the Home page of the EPA website
- Company profile with links included on EPA website’s Sponsors channel
- Enhanced branding included on various EPA digital communications
- Brand noted in text and press releases where appropriate
- Advertisement and/or logo included in the 2025 EPA Desk Calendar
- Appropriate coverage and tagging in EPA social media posts etc.
- Brand-specific EPA digital collateral provided to amplify association
- Appropriate branding at the awards night: category gallery, screens, pap board etc.
- Invitation to present the trophy to the winner of the category sponsored

PACKAGE COST FOR EPA 2024: £2,500

DECADE DOUBLE DISCOUNT PACKAGE COST FOR EPA 2024 & BEST EVER EPA IMAGES: £3,750

SUPPORTERS & EVENT SUPPLIERS

- Two tickets to the awards event (value £180)
- Invitation for a member of staff to be an esteemed EPA Judge
- Personal profile included in the Judges channel of the EPA website
- Logo included on EPA website
- Advertisement and/or logo included in the 2025 EPA Desk Calendar
- Company profile with links included on EPA website’s Event Partner channel
- Included in appropriate press releases, social posts and digital communications
- Brand-specific EPA digital collateral provided to amplify association
- Appropriate branding at the awards night: screens, pap board etc.

PACKAGE COST FOR EPA 2024: £800

DECADE DOUBLE DISCOUNT PACKAGE COST FOR EPA 2024 & BEST EVER EPA IMAGES: £1,200

EPA BEST EVER AWARDS

To celebrate the completion of ten EPA competitions, we are organising a Best Ever contest to determine the finest event imagery in key categories, and ultimately, the foremost photo from a decade of award-winning shots.

Using an online polling platform incorporated with their branding, category sponsors will have the opportunity to invite colleagues, clients, contacts, and even social media followers to vote for the Best Ever event photo in their sector. This easily actioned exercise will not only be a fun and progressive non-transactional communication opportunity, but also amplify the awareness of a commendable sponsorship. Furthermore, category winning shots will be added to the overall Best Ever finalists.

The overall Best Ever Event Photo will be determined by the esteemed EPA panel of industry leading judges, whereon category sponsors will continue to have two members.

Best Ever Categories will include:

- Behind the Scenes
- Catering, Food & Drink
- Conferences & Corporate Events
- Cultural Events
- Music Events
- Sporting Events
- Trade Show & Exhibitions
- Venues



CONTACT

To take advantage of the opportunities afforded to sponsors of the Event Photography Awards, or discuss other ways to get involved, please contact Competition & Event Director, Graham Hill on 0771 204 5603 or email: graham@eventphotographyawards.com

