

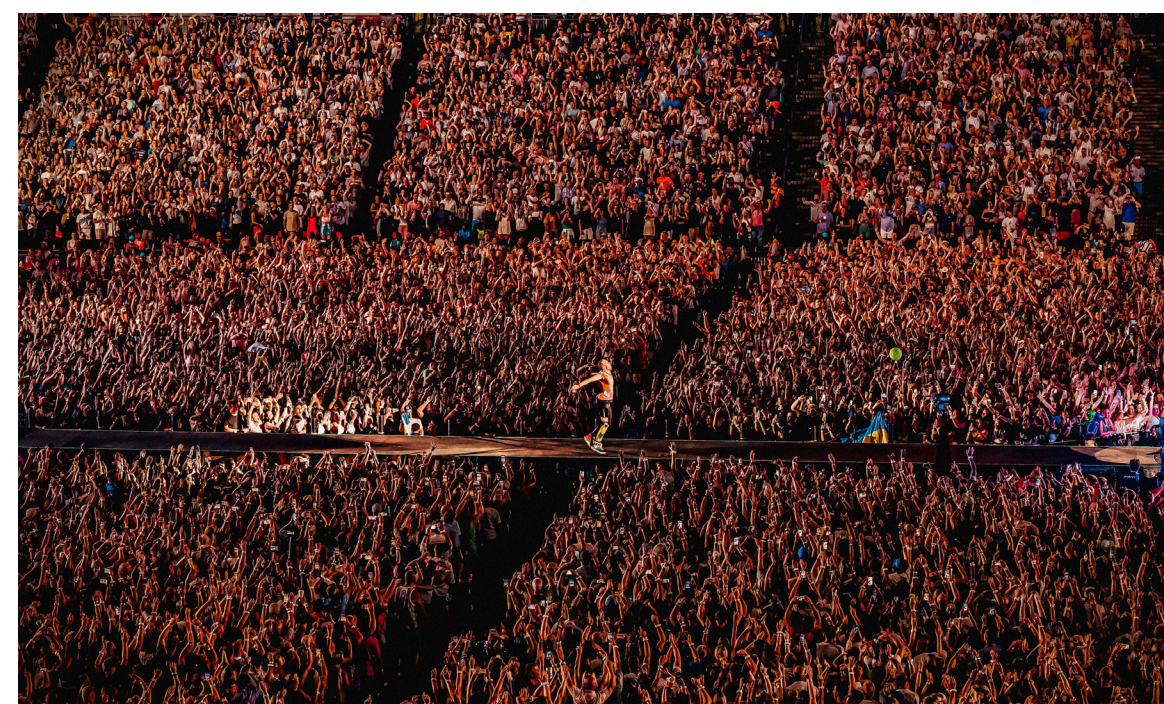


# SPONSORSHIP BROCHURE



# CONCEPT & PURPOSE

Founded in 2014 and now its eleventh 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!





# 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 & Drink
- Conferences & Corporate Events
- Christmas Parties & Seasonal Events
- Cultural Events
- Music Events – Audiences
- 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, Birmingham and Edinburgh. These convivial conclaves are always enjoyable, while also acting 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.

After the success of the special 10th Anniversary ‘Best Ever’ EPA contest public judging online, which saw thousands of event professionals casting votes; where appropriate, sponsors can invite colleagues, clients and contacts to judge certain categories through special branded documents.





# AWARDS EVENT - 28<sup>TH</sup> MAY 2025

For the third year running the Event Photography Awards will be held at the stunning central London venue 66 Portland Place – The Home of RIBA. Its bright high-ceilinged gallery and main reception space with terrace, plus it’s large, comfortable auditorium, make it the perfect venue for the event.

A core feature of what is always a highly enjoyable evening is the display of well-over 100 short-listed images, which makes for an inspiring spectacle, as well as a catalyst for conversation. Photography sponsors can have stand space in the main hall and there is also the opportunity to hold promotional workshop immediately prior to the function starting.

The event follows an unfussy format, with guests enjoying drinks and canapes before congregating in the auditorium for the 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 2024 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.







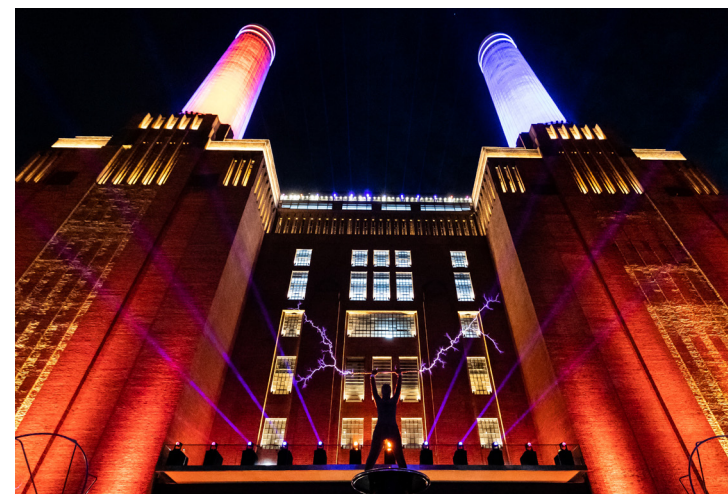






# USE OF EPA PHOTOGRAPHY

In addition to an eye-catching association to a highly commendable, industry enhancing competition, sponsors of the Event Photography Awards have the cost-saving 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.





# SPONSORSHIP PACKAGES – 50% DOUBLE-YEAR DISCOUNT

With the 2025 competition of Event Photography Awards nearing, and due to be the biggest and best yet, we are already looking ahead to EPA 2026 – and are keen for new sponsors to also support both contests. To encourage that commitment, a 50% discount is available on the package cost of EPA 2026.

## 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
- 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
- We are always open to suggestions on how we can enrich packages for sponsors...

PACKAGE COST FOR EPA 2025:	£2,500
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DOUBLE-YEAR DISCOUNT PACKAGE COST FOR EPA 2025 & EPA 2026:	£3,750
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## 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
- 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 2025:	£800
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DOUBLE-YEAR DISCOUNT PACKAGE COST FOR EPA 2025 & EPA 2026:	£1,200
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# 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](mailto:graham@eventphotographyawards.com)

