



Participation in the World Branding Awards Licensing Programme

Winners of the Brand of the Year Award are invited to participate in the World Branding Forums' exclusive licensing programme, which has been designed to maximise the news of your win at the awards.



The all inclusive participation and licensing fee is set at £6,000 (USD\$8,000) and affords participating brands with the following comprehensive suite of benefits;

- 2 invitations to the Cocktail Networking Session, Gala Dinner and Awards Ceremony at Kensington Palace.
- World Branding Awards 24-karat gold plated "Brand of the Year" trophy and personalised winners certificate.
- Licensing rights to use the World Branding Awards "Brand of The Year" registered trademark logo & graphics for your marketing, advertising, PR, online and corporate use for 12 months.
- Professional photographs of your brand's representative receiving your award, and event footage to be used in your marketing and social media activities.
- Global Press Release and a Press Release issued in your country sharing the news of your brands' win (valued at £8,000/USD \$10,000).
- Your brands logo and information featured on the World Branding Awards website (ranked in the top 0.1% of all websites worldwide).
- Personalised winners' featurette showcased throughout our Social Media platforms globally for maximum exposure.
- Complimentary entry to Museum of Branding & Packaging, where your brand will be featured in our permanent Brand of the Year exhibit.[™]
- Inclusion in future marketing campaigns to raise awareness worldwide of the Forum and its activities.

OPTIONAL EXTRAS

Video interview conducted at the ceremony - £500/USD\$600
Additional tickets - £500/\$600 or table of eight (8): £2,400/USD\$3000

VISA FOR THE UNITED KINGDOM

If you need a visa for travel to the UK, the World Branding Forum will issue you with a visa letter once you have confirmed your brands participation. Please apply for your visa at least one month in advance, in case of delays.

**REGISTRATION
FORM** KENSINGTON **23**
PALACE



Hudson House, 8 Tavistock Street
Covent Garden, London WC2E 7PP
United Kingdom

Tel
Americas
Fax
Email

+44 (0) 20 3743 9880
+1 (917) 722 8508
+44 (0) 20 3743 9881
awards@brandingforum.org