

PURE BEAUTY AWARDS LONDON 2020

29 October 2020, 8 Northumberland Avenue, London

The biggest night in the British beauty calendar is back and greater than ever!



PURE BEAUTY AWARDS LONDON 2020

THE AWARDS

The Pure Beauty Awards are open to any and all beauty products that launched between July 2019 and July 2020 and are available to purchase in the UK, either online or in-store. Brand owners, managers, marketers and PR's are encouraged to enter to put their brand and new products in the spotlight.

The categories cover the breadth of the UK beauty industry such as skin care, natural and organic, hair care, electrical, body care, make-up, fragrance, male grooming, ethnic beauty as well as categories for new digital and in-store retail concepts and new British and international brands. Beauty retail giants such as ASOS, Boots and Superdrug, as well as leading department stores, pharmacies, supermarkets and independent retailers are regular attendees of the awards ceremony.

LEADING COSMETICS SUPPLIERS, BRANDS AND MANUFACTURERS HAVE PREVIOUSLY SPONSORED THE EVENT INCLUDING:



T +44 (0)207 193 6690 E trystanh@hpcimedia.com

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PREVIOUS EDITIONS

The awards attracts both new and leading brands looking to raise their profile, including:



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SPONSORSHIP PACKAGES

The Pure Beauty Awards is one of the most highly respected events in the beauty industry. The awards offer you a unique opportunity to showcase your company and services to new and established beauty brands. The impact you will make at the Pure Beauty Awards 2020 is up to you – we offer packages and tailor-made solutions to meet your exact requirements and budget.

RECEPTION SPONSOR

As a Reception Sponsor, you will have the opportunity to engage with beauty brands, retailers and industry professionals on the night and benefit from the exposure leading up to the event. The awards networking reception will take place in 8 Northumberland Avenue before the ceremony and dinner.

As a Reception Sponsor you will benefit from the following:

- Prime position and branding at the awards networking reception + entrance
- Full page advert in the awards brochure
- Press release on cosmeticsbusiness.com announcing sponsorship
- Editorial coverage in *Pure Beauty*
- Your logo on the awards home page – purebeautyawards.com
- Your logo in all awards online and print communications (pre and post event)
- Your logo displayed on welcome slide at beginning of the awards ceremony
- Video to be played on screen during dinner without sound
- Attendance to the networking reception from 18.00 to 19.00
- Scrubbed attendee list

PRICE (EXCLUDING VAT) £5500

CATEGORY SPONSOR

As a Category Sponsor, you will have exposure during the awards ceremony and in all marketing pre and post the event. There are a variety of exciting categories up for grabs this year and your brand will take the spotlight to announce the winner in your target audience's category. The awards categories are offered exclusively on a first-come-first-serve basis.

As a category sponsor you will benefit from the following:

- Your logo on the awards website – purebeautyawards.com
- Your logo in the awards brochure – on sponsored category(ies) pages
- Your logo in all awards online and print communications (pre and post event)
- Your logo on-screen – on sponsored category(ies) slides
- Opportunity to present the award to the winner(s) of your sponsored category(ies) on the night
- News story on cosmeticsbusiness.com announcing sponsorship
- Video on screen during dinner

PRICE (EXCLUDING VAT) £4500

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CONTACT WITH YOUR TARGET AUDIENCE

As a sponsor, you will have the opportunity to connect with your target audience with widespread press exposure on CosmeticsBusiness.com and *Pure Beauty* magazine.

CosmeticsBusiness.com

1,400,000 users* including beauty, personal care and fragrance industry professionals, brands owners, manufacturers, formulators, marketers, buyers, retailers and product managers.

Pure Beauty Magazine

18,000 readers in the beauty, personal care and fragrance industry professionals, brands owners, manufacturers, PR companies, formulators and product managers.

e-Alerts subscribers

28,000+ subscribers** including brand owners, directors, product managers, PR companies and marketers.

Awards ceremony

400+ attendees including brand owners, retail buyers, retail consultants, directors, marketers and product managers.

400+
attendees

28,496
subscribers**

18,000
readers

1,022,648
unique users*
2,758,280
page views*

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*Google Analytics March 2019 - March 2020

**Dotmailer report March 2020

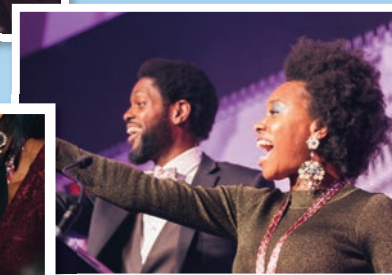
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CONTACT US

Each sponsorship package offers exposure to the Pure Beauty audience – not only on the day, but also in the extensive pre and post-event coverage.

Contact Trystan Hurley today on trystanh@hpcimedia.com or call +44 (0) 207 193 6690, to find out how you can take advantage of this opportunity.

WWW.PUREBEAUTYAWARDS.COM



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