

CONFERENCE & AWARDS >>

Access All Areas

2022 SPONSORSHIP BROCHURE >>

12 JANUARY 2023

Taking place at EarthH

11-17 Stoke Newington Rd, Dalston



Nearby stations >>

Dalston Kingsland Overground Station
and Dalston Junction Overground Station



Access All Areas

www.accessaa.co.uk


Mash Media

**BRAND NEW
EVENT FOR
YOUR
CALENDER**



1 WHO ARE ACCESS ALL AREAS?

ABOUT ACCESS ALL AREAS PORTFOLIO



UNITING THE OUTDOOR & LIVE EVENTS INDUSTRY

Access All Areas (AAA) is the voice of the outdoor and live events industry, supporting and showcasing the power, creativity and successes of a multi-billion pound industry that sits at the heart of business and consumer engagement. Through our portfolio of print, digital and live brands our mission is to challenge the industry to reach new heights whilst raising the profile of its achievements. Every month AAA brings the latest news, analysis, comment, debate and education to the industry, helping create best practice and excellence in key roles across the outdoor events industry.

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To find out more contact
jlinin@mashmedia.net or
020 8481 1122 ext.253.



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WHY THE ACCESS ALL AREAS CONFERENCE AND AWARDS?

ABOUT ACCESS ALL AREAS CONFERENCE & AWARDS

The inaugural Access All Areas Conference & Awards is an event born out of the necessity to raise key issues and standards within the live events landscape. Split between educational sessions delivered by industry leaders, and an immersive awards ceremony, the 1-day event aims to provide event owners, promoters, and production agents with the tools to grow their respective ventures through incisive content and the platform to shout about their achievement amidst our ever-growing community.

KEY DATES

25/09/2022 - Submissions open

17/11/2022 - Submissions close

12/01/2023 - Live event

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WHO WILL YOU BE ENGAGING WITH?



THE FAIR



Festival
REPUBLIC.

THE BULB



METHOD

**ORGANISE
CHAOS**



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WHY SHOULD YOU SPONSOR?

ENHANCE CREDIBILITY



Strengthen your relationship with key agency bodies and position your brand as a pro-active supporter of the UK events sector.

MULTIPLE MARKETING TOUCH POINTS



From our Access All Areas Awards & Conference campaign, your brand will be exposed through all of our marketing communications reaching over 100,000 event professionals.

MEET NEW CONTACTS AND PROSPECTS



Engage with key influencers and decision-makers from the UK events agency section at the Access All Areas Awards & Conference.

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CONTENT SCHEDULE

9:30am

Guest Arrive and welcome from Access All Areas editor Chris Barrett

10am -10:40am

Session 1 - "Sustainability in Events & the immediate changes we can make"

10:45am -11:30am

Session 2 - "How the cost of living is affecting events from the supply chain to the visitors. How can we help?"

11:30am -12pm

Networking Break

12pm -12:40pm

Session 3 - "Has the pandemic affected our desirability as a career choice?"

12:40pm - 1:30pm

Drinks Reception and Awards Guests Arrive

1:30pm - 3pm

Networking Lunch

3pm - 4:30pm

Access All Areas Awards Ceremony

4:30pm - 6pm

Drinks Reception

6pm onwards

Event closes

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6 SESSION DESCRIPTION

SUSTAINABILITY IN EVENTS
THE IMMEDIATE CHANGES WE CAN MAKE



Sustainability has risen to the top of many event organisers' agendas. LIVE Green's 14 industry association members have committed to reaching Net Zero emissions by 2030, arenas are striving for A Greener Arena certification, while organisations including Vision: 2025 and Julie's Bicycle have developed a range of tools to help event professionals record, measure and understand the impacts of their venue, office, tour, production, event or festival. We explore how all event professionals can take immediate steps to minimise their carbon footprint, while taking into account rising costs.

HOW THE COST OF LIVING IS AFFECTING EVENTS, FROM THE SUPPLY
CHAIN TO THE VISITORS. HOW CAN WE HELP?



After the immense challenges of the pandemic, the cost-of-living crisis has hit the live events industry hard by shaking consumer confidence, and impacting ticket sales, at a time when organisers are already having to cope with soaring production costs. After two years of living like hermits during the pandemic, consumers have shown a strong appetite for live events but how can organisers balance the rising supply chain costs and high artist fees with the need to ensure ticket and concession prices remain appealing to the public?

HAS THE PANDEMIC AFFECTED OUR DESIRABILITY AS A CAREER CHOICE?



The events industry had been making significant strides for several years to attract new talent, but the impact of the pandemic shutdown led many highly talented professionals and part time workers to seek employment in other sectors. This panel explores whether enough is being done to attract newcomers to the live events industry, increase staff welfare, and make sure we retain the talented staff that we already have by making the industry more attractive and viable in the long-term.

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HEADLINE SPONSOR FOR THE DAY

£10,000



Headline sponsorship offers the ultimate platform to harness the power of this event.

PRE-EVENT

Branding Association & Familiarity

As a headline sponsor, your branding will be on all event collateral, including:

- Logo on all print and digital adverts and visuals
- On all emails sent to event attendees
- On all web pages dedicated to the Access All Areas
- On all email communications for the event including a call for entries and book tickets
- On all pre-event communications with attendees
- On all website advertising

AT THE EVENT

Networking

- 5 x tickets
- 1 x category sponsorship
- A dedicated private sponsors booth at the drinks reception to welcome your guests
- Logos on any promotional photo walls and signage at the event (unless part of an event sponsorship package)
- Shout out thank you from our editor at the start of the evening
- Logo displayed on the show reel throughout the evening

POST EVENT

Relationship Establishment

- Logos to be included in post event editorial coverage with a special mention
- Opt-in attendee data.

**2 SPACES
REMAINING**

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CONFERENCE SPONSOR

£2,995

**UPGRADE TO TEN SEATS
FOR ADDITIONAL £1,000**

MENU

As the first networking session of the evening you can take full advantage of the drinks reception as follows:

- Pre-event, your logo will appear on all communications.
- Then at the event itself, you can enjoy:
- 2 x tickets for awards and conference
- Logo on the showreel throughout the event
- Primary brand sponsorship of the drinks reception area, with signage in the area, branded coasters placed in the area and held by catering staff

STAGE

Put your brand in front of the whole room by sponsoring the table decor and entrance to the event:

- Pre-event your logo will appear on all communications.
- Then at the event itself, you can enjoy:
- 2 x tickets for awards and conference
- Fully branded check-in desk
- Branded 'See you next year' exit sign
- Logo on the after-event showreel
- Thanks and advertisement in the winners supplement, circulation of the following issue of Access All Areas.

REGISTRATION

- Pre-event your logo will appear on all communications.
- Then at the event itself, you can enjoy:
- 2 x tickets for the conference
- Announcement from the host that the awards are sponsored by your company.
- Logo clearly visible on the corners of the awards show presentation slide.
- Logo on the after-event showreel
- Thanks and advertisement in the winners supplement, circulation of the following issue of Access All Areas.

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9 CEREMONY SPONSORSHIPS

Award sponsorship offers you the chance to showcase your brand throughout the evening awards ceremony.

BAR/DRINKS RECEPTION

As the first networking session of the evening you can take full advantage of the drinks reception as follows:

- Pre-event, your logo will appear on all communications.
- Then at the event itself, you can enjoy:
- 2 x tickets for awards and conference
- Logo on the showreel throughout the event
- Primary brand sponsorship of the drinks reception area, with signage in the area, branded coasters placed in the area and held by catering staff
- Thanks and advertisement in the winners supplement, circulation of the following issue of Access All Areas.

CATERING

Put your brand in front of the whole room by sponsoring the table decor and entrance to the event:

- Then at the event itself, you can enjoy:
- 2 x tickets for awards and conference
- Your logo prominently positioned on every centrepiece on every table at the event.
- Fully branded check-in desk
- Fully decorated entrance from floor to ceiling.
- Branded 'See you next year' exit sign
- Logo on the after-event showreel
- Thanks and advertisement in the winners supplement, circulation of the following issue of Access All Areas.

£2,995

**UPGRADE TO TEN SEATS
FOR ADDITIONAL £1,000**

TICKETING

This package allows your brand to be clearly visible throughout the awards ceremony, and in the hands of every winner:

- 2 x tickets for awards and conference
- Announcement from the host that the awards are sponsored by your company.
- Logo clearly visible on the corners of the awards show presentation slide.
-
- Logo on the after-event showreel
- Thanks and advertisement in the winners supplement, circulation of the following issue of Access All Areas.

**BESPOKE
PACKAGES
AVAILABLE
ON REQUEST**

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10 CATEGORY SPONSOR

BEST PRODUCTION MANAGER

BEST OPERATIONS MANAGER

BEST SITE MANAGER

FREELANCER OF THE YEAR

EMPLOYER OF THE YEAR

RISING STAR AWARD

DIVERSITY AND INCLUSION

BEST BRAND ACTIVATION

THE LEGACY AWARD

EVENT PROMOTER OF THE YEAR

BEST ENGAGEMENT ZONE/AREA

SAVE OF THE SEASON

BEST MARKETING/TICKETING
CAMPAIGN

UNSUNG HERO

BEST LAUNCH EVENT (ONE TO
WATCH)

BEST VISITOR EXPERIENCE

PRE-EVENT

Branding Association & Familiarity

- 2 x tickets for awards and conference
- Logo to appear on all show slides that contain the category
- Welcome on stage from host naming the company and presenter
- Announce the winner on stage and participate in the on-stage photographs.

AT THE EVENT

Relationship Establishment

- Logo positioned alongside the category on the how to enter a page on the website.
- Logo positioned on the short-list announcement in Access All Areas magazine.
- Logo positioned alongside award communications.

**UPGRADE TO TEN SEATS
FOR ADDITIONAL £1,000**

£1,500



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11 THE COST

CONFERENCE
INDIVIDUAL TICKET

AWARDS
INDIVIDUAL TICKET

CONFERENCE AND
AWARDS INDIVIDUAL TICKET

INDIVIDUAL

5 TICKETS

10 TICKETS

£150

£700

£1350

£150

£700

£1350

£225

£1050

£2000

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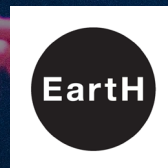
INTERESTED IN SPONSORING?

CONTACT NOW

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