

**19<sup>TH</sup> SEPTEMBER 2024**

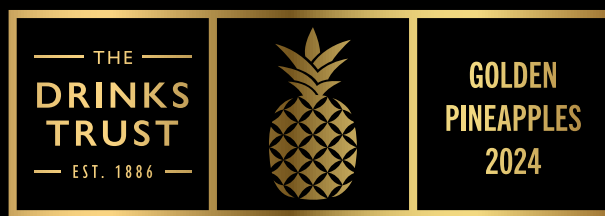
**CELEBRATING THE DRINKS AND  
HOSPITALITY INDUSTRIES**

**THE STEEL YARD - CITY OF LONDON - LONDON**

#TDTgoldenpineapples

[drinkstrust.org.uk](https://drinkstrust.org.uk)

[@drinks\\_trust](#)



## SPONSORSHIP OPPORTUNITIES

Now in its third year, The Golden Pineapples returns in 2024 to celebrate the businesses, brands and individuals who have made a significant investment in the industry workforce. Now one of cornerstones of the industry event calendar, The Golden Pineapples is unique in its offering, delivering attendees and brands the opportunity to network and socialise with industry leaders, whilst raising vital funds for the work of The Drinks Trust.

The evening is a coming together, and celebration, of the UK drinks & hospitality industries and will comprise of a drinks reception, canapes and food bowls, a select few prestigious awards and first-class entertainment.

Attendees on the night will include buyers and procurement professionals from across the industry, many of the leading companies within drinks retailing and the hospitality industry, as well as The Drinks Trust patrons, suppliers, manufacturers and their invited guests.

Tickets are now available, as well as opportunities to support The Golden Pineapples through product and award sponsorship.



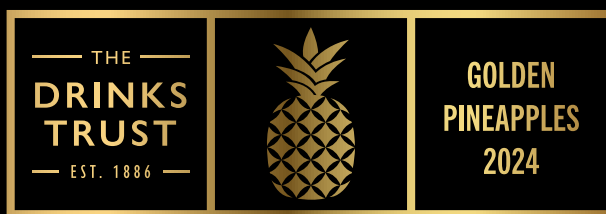
In 2023 The Drinks Trust delivered over 5,400 beneficiary acts across financial, well-being and training. Over 70% of the people who sought our help in 2023 were currently in work. Our work in 2023 was delivered in three ways.

**Assist:** The Drinks Trust supported 2,540 industry colleagues with financial support, which, excluding the pandemic year in 2020, is the highest level of financial support delivered in the organisation's history.

**Restore:** Our well-being services, supported over 1,700 people in 2023. The support line received 1,445 calls, and £37,000 was spent providing therapy sessions, mindful drinking support and Insomnia guidance.

**Develop:** Our education and training service to those in financial hardship continued to grow, with 840 people receiving the industry qualifications to help them with long-term employment opportunity, and deliver skills to our industry. Since March 2022, over 200 individuals have been placed in employment through the referral programme.





## BRAND AND/OR PRODUCT SPONSORSHIP £2000

Each Brand Sponsor will receive the following:

- A half-page colour advert in The Golden Pineapples Programme
- The company's logo will appear on all event literature
- A thank you from the Chairman in his message in the official event programme
- A thank you from the CEO in his address on the evening
- The sponsor will be mentioned in press releases relating to The Golden Pineapples
- The sponsor will be mentioned on social media posts relating to The Golden Pineapples, where relevant
- The company's logo will appear on The Golden Pineapples page on The Drinks Trust website
- Opportunity to place item in goody bag\*

We are looking for brands to activate with and supply alcoholic and low/no products at the event. All drinks brands will receive the following:

- An area at the event to place mobile bar to serve your drinks from (bar to be provided by the brand)
- Opportunity to place branding in and around bar activation point.

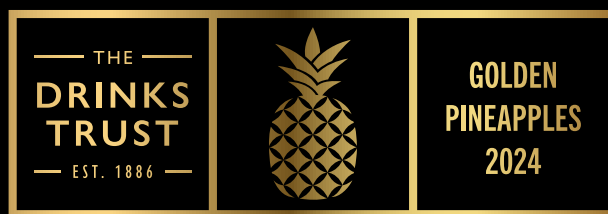
### Drinks Brand Sponsor Categories:

- 1 x Sparkling Wine Sponsor
- 1 x Wine Sponsor  
(Red, White and Rose – minimum two)
- 1 x Gin Sponsor
- 1 x Vodka Sponsor
- 1 x Other Spirit Sponsor  
(Rum, Tequila or other)
- 1 x Beer Sponsor
- 3 x Low and No Sponsors, including beer, wine and spirit

Please note: The quantity of drinks required will depend on the final number of attendees on the evening.







## AWARD SPONSORSHIP £1000 (MAXIMUM 8 BRANDS)

Each Award Sponsor will each receive the following:

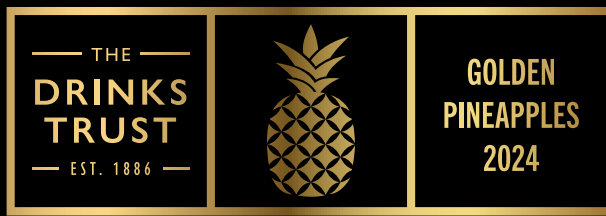
- A company representative welcomed to the stage to present the Award
- A half-page colour advert in The Golden Pineapples Programme
- The company's logo will appear on all event literature
- A thank you from the Chairman in his message in the official event programme
- A thank you from the CEO in his address on the evening
- The company's logo will appear on the branded wall on the evening
- The company will be mentioned as the Awards Sponsor by the host when announcing the awards
- The sponsor will be mentioned in press releases relating to The Golden Pineapples
- The sponsor will be mentioned on social media posts relating to The Golden Pineapples, where relevant
- The company's logo will appear on The Golden Pineapples page on The Drinks Trust website
- Categories tbc and will be allocated on a first come, first served basis



To purchase one of our sponsorship packages,  
please contact our partnerships team –  
[partnerships@drinkstrust.org.uk](mailto:partnerships@drinkstrust.org.uk)







## GOLDEN PINEAPPLES TICKETS

This year's Golden Pineapples is set to be the largest to date, with over 550 tickets available to the businesses and individuals in our industry. Tickets include all food, drinks and entertainment. In order to make this industry leading event more accessible, ticket prices have been made more affordable than ever before, so we encourage you to bring your whole team together and enjoy the industry event of the year. Our limited allocation of early bird ticket price will be available until July 31<sup>st</sup>.

### EARLY BIRD FIRST RELEASE

*Buy before the 31<sup>st</sup> July 2024*

*£97 per ticket*



PURCHASE NOW

### EARLY BIRD SECOND RELEASE

*From 1<sup>st</sup> August to 31<sup>st</sup> August 2024*

*£105 per ticket*



PURCHASE NOW

### FINAL TICKET RELEASE

*From 1<sup>st</sup> September 2024*

*£115 per ticket*



PURCHASE NOW

For other ticket requests, please contact us and we will try to accommodate your needs wherever possible.

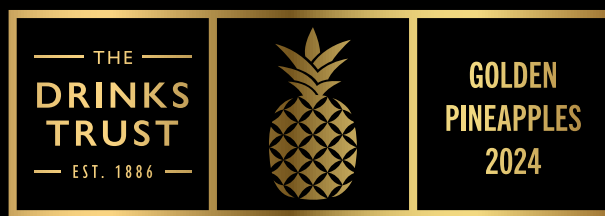
We'd love to hear from you. To discuss any of the opportunities above, please get in touch by contacting The Drinks Trust team at [partnerships@drinkstrust.org.uk](mailto:partnerships@drinkstrust.org.uk)

[drinkstrust.org.uk/pineapples](https://drinkstrust.org.uk/pineapples)

#TDTgoldenpineapples

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## PREVIOUS ATTENDING BUSINESSES SAMPLE

Below is a selection of the businesses who have attended the Golden Pineapples in the last two years.

Accolade Wines	Freixenet Copestick	Quintessential Brands
Adnams Plc	Funkin Cocktails Ltd	Rare Restauratns
Albatrans London (U.K.) Ltd	Gigantic Creative Ltd	Revolution Bars
All Bar One	Global Brands	RFU / Twickenham Hospitality Co
Alliance Wine Limited	Grace O'Malley Spirits	Ridgeview
Amathus Drinks Plc	Graft Wine Company	Royal UniBrew
Ambl	Hallgarten & Novum Wines	Sainsbury's
Asahi UK	Hanbury Distillery	Savylls Beverage Co.
ASDA	Hatch Mansfield Ltd	Sekforde Drinks
Australian Vintage	Hillebrand GORI UK Ltd	Sheep in Wolves Clothing
Bacardi	Hilton Hotels UK	Sip Or Mix
Bancroft Wines	Identity Drinks Brands	Sipsmith
Benchmark Drinks	IWC	Sollasa Drinks
Berry Bros & Rudd Ltd	IWSC Group	Speciality Drinks
Bibendum	Jeroboams Wine Merchants	Spritz Marketing & PR
Brockmans Gin	John E Fells & Sons Ltd	Tesco
Buckingham Schenk	Kuehne & Nagel UK Ltd	The Drink Cabinet Ltd
Budvar uk	Kukla Spedition	The Drinks Business
Campari UK	Latentia Winery	The Equiano Rum Co
Casella Family Brands	Lay & Wheeler	The Whisky Exchange
Castelnau Wine Agencies	Lucky Saint	The Wine & Spirit Trade Association
Chapel Down Group plc	Lyre's	The Wine Society
Claridges	Majestic	Treasury Wine Estates
Concha y Toro Ltd	Marks & Spencer	Vagabond Wines
Consumer Additions	Mast-Jaegermeister	Vetusto Mezcal
Cube Communications	Matthew Clark	Vinokelly
Cygnat Distillery	Mentzendorff & Co Ltd	Waitrose
Davy & Co Ltd	Mocktail Beverages Ltd	Westhill
Decanter Magazine	Moet Hennessy UK	Whisky Auction Ltd
Deux Six	Mola Drinks	William Grant & Sons UK Ltd
Diageo GB	Morrisons Supermarkets	William Reed Business Media
Discarder Spirits Co.	Mother Root	Wine & Spirit Education Trust
Doghouse Disillery	Ocado	Wine GB
Drake & Morgan Ltd	Off-Piste Wines Ltd	
E & J Gallo	Ostara Drinks Ltd	
Edrington UK Limited	Our Glass Wine	
Emporia Brands Limited	Pernod Ricard UK	
Encirc 360	Phipps Relations Ltd	
English Wines PLC	Pol Roger Ltd	
Enotria&Coe	Prohibition Wine Company	
Equiano Rum	Propeller Wine	
Everleaf Drinks	Punch Taverns	