



An Evening of Elegance

The Drinks Trust

Gala



CLARIDGE'S



The Drinks Trust Gala at Claridge's promises to be an unforgettable evening of elegance, networking opportunities, and heartfelt support for The Drinks Trust's vital cause. This prestigious event invites guests from across the drinks industry to come together in one of London's most iconic venues for a night of celebration and purpose.

The evening will begin with a sophisticated champagne reception, where guests can connect with key industry figures, including influential leaders, industry buyers, brand ambassadors, and passionate professionals. Following the reception, attendees will indulge in a sumptuous three-course meal crafted by Claridge's esteemed chefs. Throughout the evening, guests will be invited to take part in engaging fundraising activities, learn more about The Drinks Trust's impactful work, and dance the night away until carriages arrive.



BRAND SPONSORSHIP

£2,000



The Brand Sponsorship package is available for £2,000, with sponsors required to provide product stock sufficient to serve 240 attendees.

- ✿ First refusal to purchase a table on the night
- ✿ A full-page colour advert in The Drinks Trust Gala
- ✿ A thank you from the Chairman in his message in the official event programme
- ✿ A thank you from the CEO in her address on the evening
- ✿ The sponsor will be announced on social media as one of the Brand sponsors of the night and will be thanked in one further post relating to The Drinks Trust Gala, where relevant [17,000+ followers across our channels]
- ✿ The company's logo will appear on The Drinks Trust Gala page of The Drinks Trust website [40,000+ users a year]
- ✿ The company's logo will appear on any direct marketing activations regarding The Drinks Trust Gala, distributed to 10,000+ industry contacts



AWARD SPONSORSHIP

£3,000



The Award Sponsorship package is available for £3,000 and the opportunity is limited to only 6 companies, and it includes:

- ✿ First refusal to purchase a table on the night
- ✿ A full-page colour advert in The Drinks Trust Gala
- ✿ A thank you from the Chairman in his message in the official event programme
- ✿ A thank you from the CEO in her address on the evening
- ✿ The sponsor will be announced on social media as one of the Award sponsors of the night and will be thanked in one further post relating to The Drinks Trust Gala, where relevant [17,000+ followers across our channels]
- ✿ The company's logo will appear on The Drinks Trust Gala page of The Drinks Trust website [40,000+ users a year]
- ✿ The company's brand will be engraved on the award prize



TABLE RESERVATION OPPORTUNITIES



PREMIUM TABLE OF 12
(11 guests plus 1 hosted buyer)
£4,800



TABLE OF 12
£3,600



Business Partners Tickets (*Limited Availability*)
£300 each

By attending, guests will contribute to our valuable work of supporting and assisting drinks and hospitality people in their time of need.

To discuss any of the opportunities above, please get in touch by contacting Anton Lovatt, Partnerships Manager at anton@drinkstrust.org.uk





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