

# Partnership opportunities for the Leafies 2023



As the UK's first dedicated awards for loose leaf tea, The Leafies have rapidly gained recognition as a premier event in the tea calendar. They provide a unique platform to celebrate excellence in the tea industry and showcase the world's finest teas.

We are very proud to have established an ongoing partnership with Fortnum & Mason, who have selected some of The Leafies award-winning teas for their renowned Rare Tea Counter. This collaboration underscores the significance and prestige of The Leafies within the tea community.

## **New Features for 2023**

The judging will be held in the new Food & Drink Studio at Fortnum & Mason. The Awards Ceremony will be on a greater scale, providing winners with the opportunity to sample their winning teas with the guests. Both events will be videoed and set up for a livestream broadcast.

## **A Partnership with The Leafies**

As a partner, your business will have high brand visibility in the run up to The Leafies, through the judging, at the Awards Ceremony and beyond. It will deliver exposure through our social media and digital marketing channels, collaborative content creation and key networking opportunities.

*The Partnership Package comprises the following options:*

### **Platinum Partnership**

Delivers a full Event Partnership at the Awards Ceremony. Prominent brand placement throughout the day and the opportunity to brand and present a category award of choice eg The (your brand) Best in Show Award or a Special Award to reflect your values.

### **Gold Partnership**

Allows you to brand and present a category award or Special Award that reflects your business values.

### **Retail Partnership**

Brand and present a Retail category to raise your profile to consumers as The Leafies Retail Winners will excite interest and gain exposure in lifestyle and food & drink press.

The many other benefits of each partnership option are outlined in a detailed Partnership Package.

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