



# Celebrating Success

Your **sponsorship** & **support** helps to fly  
the flag for the whole **painting &  
decorating sector**

2023

## Welcome

The Associate Partners of the PDA have a valued and important role to play in the work of the Association, helping its members stay abreast of industry innovations, discover new products and access services that support their business.

As part of our work in bringing members, manufacturers, suppliers and supporting organisations together, the PDA hosts two flagship events each year.

Sponsorship opportunities for both of these events give our Associate Partners the opportunity to showcase their brands to their target audience and support the PDA in celebrating excellence within the sector and in strengthening ties across the painting and decorating community.

It has been my pleasure to work with our Associate Partners over many years in relation to the events hosted by the PDA and I hope you will take the opportunity to consider the sponsorship options outlined in this booklet.

### **YVONNE DOMINEY-TAY**

Events and Administration Manager  
Painting and Decorating Association



# PDA Premier Trophy Awards

Plasterers' Hall, 1 London Wall, London on **Thursday 6th July, 2023**

The **Premier Trophy Awards** is the flagship independent competition in the painting and decorating sector.

In 2023 the Awards Luncheon will again take place in the surroundings of the magnificent Plasterers' Hall, London.

**More than 180 guests attend** the event each year, offering unrivalled networking opportunities in a uniquely stunning setting.

The Awards celebrate the outstanding skill and craftsmanship within the sector across seven categories:

- **Decorative**
- **Highly Decorative**
- **Small Contractor**
- **New Build**
- **Residential**
- **Commercial**
- **Industrial**

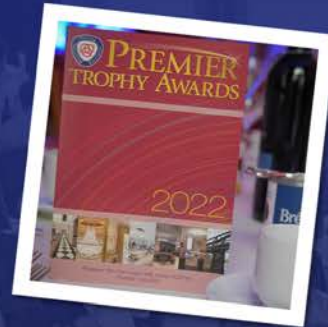
One winning entry from across the categories is selected as the **Supreme Winner** – an accolade that marks exceptional professionalism, expertise and dedication to the craft.

Around 40 projects are shortlisted each year and judged independently by assessors from The Institute of Clerks of Works and Construction Inspectorate.

The Premier Trophy Awards are open to all bona fide painting and decorating firms across the UK and sponsors are featured within the official Winners Brochure available at the event.

The PDA oversees pre and post event publicity across digital and offline channels via editorial, images and video, with sponsors included in all promotional and PR activities. The PDA's industry journal, The Decorator includes coverage of the Awards – again offering sponsors a platform to highlight their offer to a key audience, while extensive coverage of the Awards is also included on the PDA website.

The winners of the PDA's annual Apprentice of the Year is also announced at the event, recognising the talent of people entering the industry, which is tested at a series of heats around the UK, at which they are challenged to complete a complex design within a six-hour timeframe.



## Sponsorship packages available:

### **PDA Main Sponsor: £4,500 + VAT – Allocated to Crown Paints for 2023**

- Sole branding in drinks reception
- Welcome Pack front cover brand placement
- Trophy Awards Brochure front cover company logo and title
- Website free Banner
- Acknowledgement during event and main sponsor brand placement on AV screens
- Table promotional items (to be agreed between PDA and sponsor)
- Company pop-up displayed at the event, plus 10 free tickets

### **Premier Trophy Awards Loyal Sponsor: £1,700 + VAT**

- Company logo on the front cover of the Trophy Awards Brochure
- Logos placed on back of the Menu cards
- Acknowledgement during the event
- Acknowledgement on PDA Website
- Opportunity to exhibit a company pop-up at the event
- **Opportunity to sponsor the Apprentice event - please contact Yvonne on 02476 353 776 for details**
- 2 tickets to the event

### **Premier Trophy Awards Silver Sponsor: £675 + VAT**

- Logos placed on back of Menu cards
- Company logo placement within the Trophy Awards Brochure.
- Opportunity to exhibit a company pop-up at the event

**Please note:** Spaces will be limited, so early replies would be appreciated to secure your exhibition space and for extra tickets should you wish to attend the luncheon with other guests, clients etc

# PDA Gala Dinner & Networking Event

Friday 6th and Saturday 7 October, 2023

The annual **PDA Gala Dinner and Networking Event** is hosted at different locations each year, offering PDA members across the UK the opportunity to attend.

The evening begins with a **Champagne Reception**, offering guests the opportunity to greet old friends and make new connections.

Live music provides a melodic background to the reception and continues throughout the quality three-course meal that follows.

The Gala Dinner event includes entertainment as well as a short ceremony announcing the winners of the PDA's annual Apprentice Paperhanger of the Year competition.

Then, guests mingle further for an evening of live music, socialising and dancing until late.

Promotion of the Gala Dinner is direct to members in advance of the event, which is also covered in the PDA's industry journal The Decorator.

## Sponsorship packages available:

### Gala Dinner Champagne Reception: £2,000 + VAT

- Sole sponsorship for this item
- Full branding on literature, with an exclusive pop-up included for this event
- Acknowledgement during event
- Acknowledgement on PDA Website

### Gala Dinner Live Entertainment: £2,000 + VAT

- Sole sponsorship for this item
- Full branding on literature,
- Opportunity to exhibit a company pop-up at the event
- Acknowledgement during event
- Acknowledgement on PDA Website

### Gala Dinner Table Gift £600 + VAT

- Full branding on literature
- Acknowledgement on PDA Website

### Gala Dinner Menu: £350 + VAT

- Company branding featured on the menus provided for the Gala Dinner
- Acknowledgement on PDA Website

**Please note:** Gala Dinner packages include options for overnight stay or meal-only. To book contact Yvonne on: [yvonne@paintingdecoratingassociation.co.uk](mailto:yvonne@paintingdecoratingassociation.co.uk)

# Get in touch

To take advantage of the sponsorship opportunities at PDA events, please contact **Yvonne Dominey-Tay**, Events and Administration Manager.

Tel: **024 7635 3776**

Email: **[yvonne@paintingdecoratingassociation.co.uk](mailto:yvonne@paintingdecoratingassociation.co.uk)**

