



**WORLD  
INFLUENCERS  
& BLOGGERS  
AWARDS**

**ROYAL  
OPERA HOUSE  
LONDON**

AUTUMN  
**2020**



**SPONSORSHIP PROPOSAL**

# ABOUT

## WORLD INFLUENCERS AND BLOGGERS AWARDS 2020

The second edition of the world's largest bloggers' contest, and the spectacular awards ceremony World Influencers and Bloggers Awards (WIBA) 2020, will take place in October 2020 at the Royal Opera House in London.

### AWARDS HIGHLIGHTS

**The projected digital reach of WIBA 2020 is over 300 million people:**

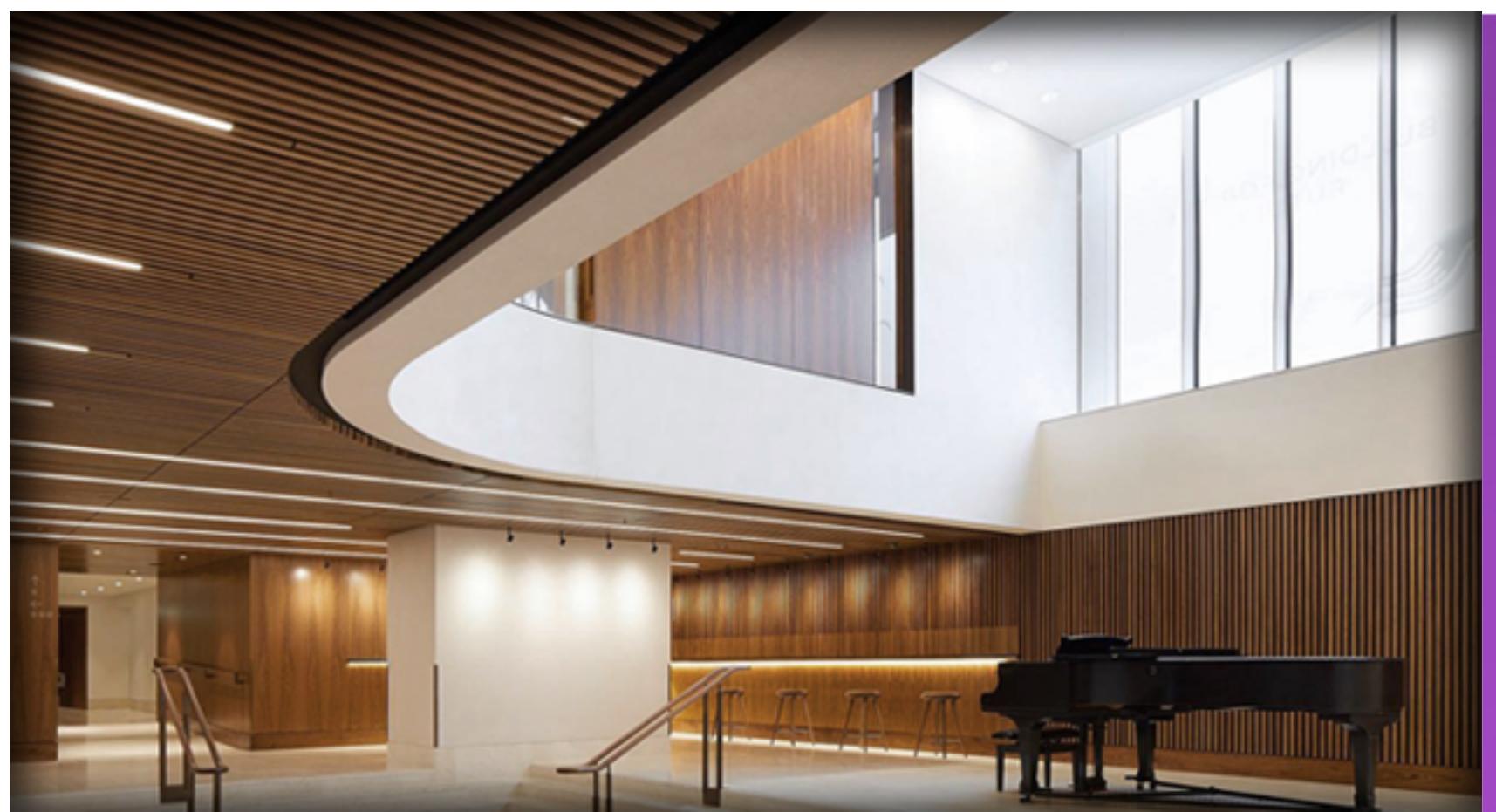
- 80% from influencers & 20% from the classical media
- 4.2 million viewers from the TV partner broadcast

A 2-day business summit to facilitate a direct communication between bloggers and businesses, a day before the awards ceremony:

- Presentations of the media channels by bloggers and influencers for potential collaborations.

More nominees, more guest stars and VIP attendees, bigger scope and influence:

- An incredible show with the A-list global celebrity as a guest star.



# WORLD BLOGGERS AWARDS

**CANNES  
2019**

The first World Bloggers Awards ceremony took place on May 24, 2019, in Cannes at the Hotel Martinez during the Cannes Film Festival.

It is the first and only award for the best opinion leaders and bloggers from all over the world. Influencers have been nominated in over 22 categories for the most significant influence and achievements in various areas.

## THE AWARDS IN NUMBERS:

- 42 finalists awarded.
- Over 200 ceremony VIP attendees: celebrities, TV stars, designers, athletes, UHNWIs' etc.
- Nominees present from the UK, the US, Brazil, France, Italy, India, China, the UAE, Lebanon, Ukraine, Russia, and other countries.
- The award's importance has been noted by over 500 global media outlets, such as Getty Images, various News Agencies around the world, ABC, NBC, FORBES, L'Officiel, PRNews, TACC, and others.
- **RECODER REACH OVER 117 MILLION INSIGHTS.**



# NOMINATIONS OF

## WORLD INFLUENCERS AND BLOGGERS AWARDS 2020

- GRAND PRIX BEST JUNIOR INFLUENCER (WBA)
- BEST FOOD INFLUENCER
- BEST TRAVEL INFLUENCER
- BEST BEAUTY INFLUENCER
- BEST STYLE INFLUENCER
- BEST FASHION INFLUENCER
- BEST KID INFLUENCER
- BEST ANIMAL INFLUENCER
- BEST LIFESTYLE INFLUENCER
- BEST FITNESS INFLUENCER
- BEST FAMILY INFLUENCER
- BEST POLITICAL INFLUENCER
- BEST ENTERTAINMENT INFLUENCER
- BEST BUSINESS BLOG
- BEST BUSINESS INFLUENCER
- BEST COMEDIAN INFLUENCER
- BEST HEALTHY LIFESTYLE INFLUENCER
- GRAND PRIX WORLD INFLUENCERS AND BLOGGERS AWARDS





# UNIQUENESS & SCALE

WORLD INFLUENCERS AND BLOGGERS AWARDS  
2020

*The uniqueness of the project lies in the hundreds of bloggers present in one place at one time, which gives instant multi-million audience reach.*

3 days of effective networking with top bloggers.

Over 250 influencers in one place.

Over 300 million project audience reach.

THE MOST IMPORTANT EVENT IN THE INFLUENCERS WORLD!

ROYAL  
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gettyimages®

Forbes

L'OFFICIEL



NBC NEWS



ROYAL  
OPERA  
HOUSE

# COLLABORATIONS

## EXCLUSIVE PARTNER

**WIBA 2020**

Option 1 - EXCLUSIVE PARTNER WIBA 2020

**You are the only partner of the award, the Title Sponsor**

The partner purchasing the exclusive package has the option to integrate the brand into the name of the award.

**ALL TERMS DISCUSSED INDIVIDUALLY!**

**OPTION:**

- Unique group endorsement: all the nominees and winners thank the Title Partner in their posts (40 influencers with an overall reach of over 100 million).
- Presenting one of the main nominations or introducing a branded nomination.
- Placement of the brand banner in the Royal Opera House lobby Integrating logos or brand colors into stage decorations.
- Placement of brand banners on the sides of the stage.
- Broadcasting the Partner's logo or video on the onstage screen at Royal Opera House, London, during the WIBA 2020 ceremony.
- Branded countdown to the awards ceremony, Logo in WBA title sequence before nominations, video footage about the brand or a video before the sponsored nomination.



Nusret Gökçe @nusr\_et 21,9M followers

# COLLABORATIONS

## EXCLUSIVE PARTNER

### WIBA 2020

#### OPTION - continued:

- Placement of flags with logos around the balconies in the Royal Opera House. An exclusive option: wherever reporters or influencers turn on their cameras, the Partner's logo will be in the shot.
- Branded packages with the Partner's products or info to be distributed to all guests at the check-in or placed on the seats.
- Brand wall of the award in the Royal Opera House lobby.
- Logo on the press wall at the entrance to the Royal Opera House and rolling out a red carpet.
- Inclusion as a Title Partner and inserting the logo into all print and digital materials of the event, including event invitations, program, etc.
- Placement of the Partner's logo at the WIBA website with a link to the Partner's website.
- Publishing posts about the Partner in the WIBA Instagram feed (3 posts minimum).
- Placement of logo on the image-building banner for outside advertisement (20 billboards in London, details on request).
- Mentioning the Partner in the audio clip for the radio. Media plan on request.
- Placement of logo in the image-building media announcement kit.
- Mention in the official press release.
- Integrating the logo into the image-building video of the award.

- Providing 20 invitations to the World Influencers and Bloggers Awards ceremony.
- Mentioning the company and interviewing the brand owner in the awards post-event video.
- VIP access to the after-party, placement of the Partner's banners at the after-party location.
- Including the Partner's activities into the pre-ceremony 2-day business summit, a meeting between bloggers and businesses.
- Partnerships through bloggers' and influencers' media channels, possible collaborations.
- Option to showcase the product or service on a presentation platform at the entrance to the building. For example, by displaying a car or a 3-D model of your product.
- Placement of brand showcases throughout the main locations of the award ceremony at the Royal Opera House.
- Tracking media mentions after the awards event and sending out an official press release to all media outlets (both print and TV) including official pictures and reviews.
- Providing all print and video materials mentioning the bloggers, with full license to use them.
- Depending on the Partner's market segment, we offer to include individual activities and collaborations with the organizers and bloggers.

ALL DETAILS ARE DISCUSSED INDIVIDUALLY.

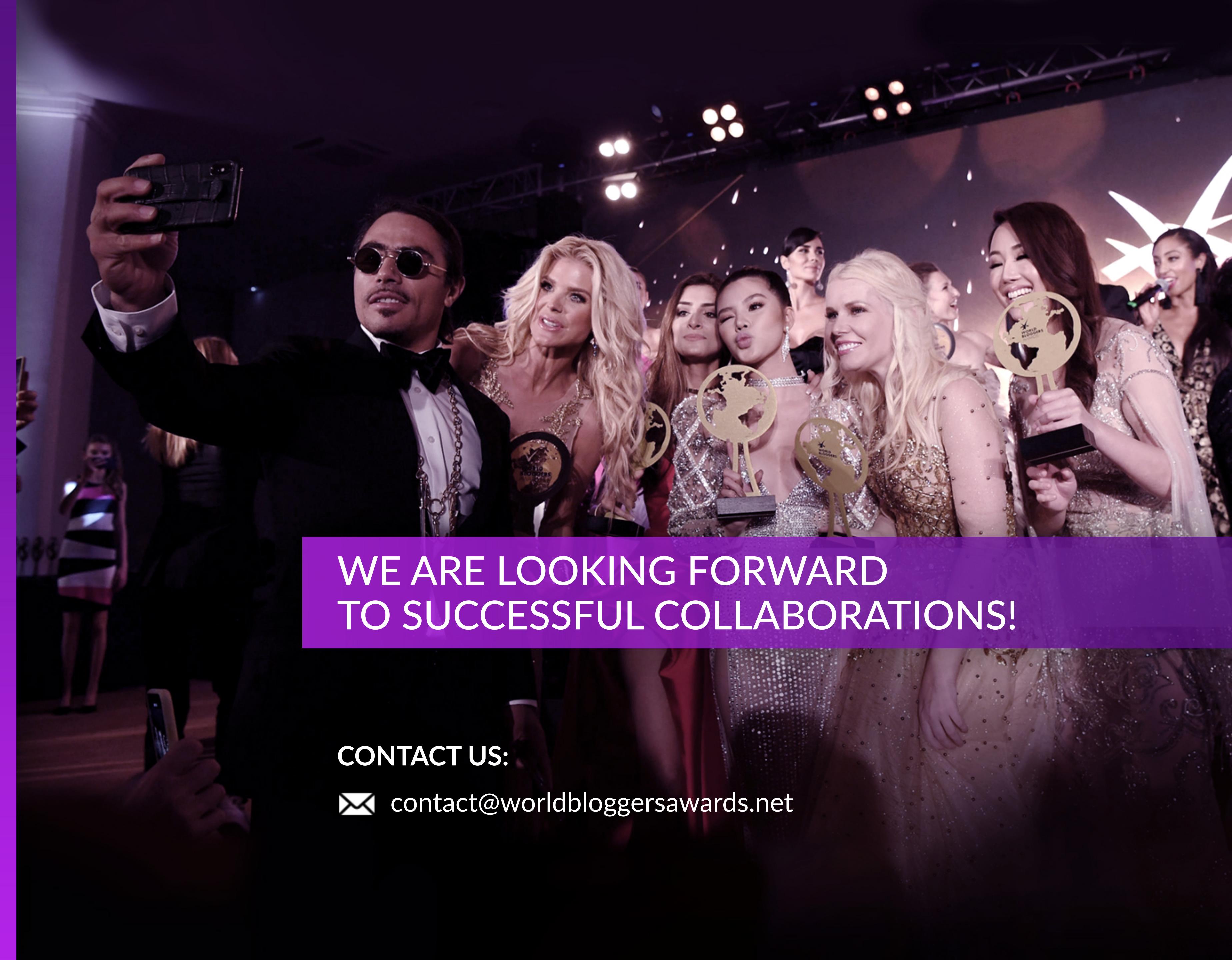


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**WE ARE LOOKING FORWARD  
TO SUCCESSFUL COLLABORATIONS!**

**CONTACT US:**

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