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HIRE AWARDS OF  
EXCELLENCE

2025



**SPONSORSHIP PACK**

SATURDAY 12TH APRIL 2025

**THE BALLROOM, GROSVENOR  
HOUSE HOTEL, PARK LANE,  
LONDON, W1K 7TN**

# HIRE AWARDS OF EXCELLENCE 2025

The Hire Awards of Excellence celebrate the amazing achievements of hire and supply companies across the UK's plant, tool, equipment and event hire industry, and this year there are a range of sponsorship opportunities available for the Hire Awards of Excellence.

By sponsoring the event your brand is positioned alongside an industry leading trade association and prestigious awards ceremony.

## MAIN SPONSOR

**The main sponsor package consists of:**

- Logo and link on the Hire Awards of Excellence website
- Double Page Spread in the Hire Awards Programme
- Credit on marketing, advertising and promotional activity generated for the 2025 awards, highlighting your company as the main sponsor
- Enlarged logo on screen and credit during the awards ceremony
- Enlarged logo displayed during event
- Photo opportunity with all category winners and guest presenter at the end of the ceremony
- Table for 12 people at the 2025 awards ceremony includes dinner only
- Set of official winner's photographs on stage
- Photograph of main sponsor host with all awards winners on stage
- Logo displayed on awards seating plan
- Option to leave small goodie bag or brochure on tables

**£7,500**

## AWARDS CATEGORY SPONSOR

**The awards sponsor package to sponsor one of the 15 awards categories up for grabs consists of:**

- Trophy presentation for category
- Logo and link on the Hire Awards of Excellence website
- Single Page Spread in the Hire Awards of Excellence Programme
- Logo on screen and credit during awards ceremony
- Company name engraved on category trophy
- Photo opportunity with category winners and guest presenter
- Table for 10 people at the 2025 awards ceremony

Please note: if you are entering the awards, you cannot sponsor the category you wish to enter.

The Ballroom, Grosvenor House Hotel, Park Lane, London, W1K 7TN

Follow us on X @HireAwards and @HireAssociation

Use the hashtag #HireAwards



# AWARDS SPONSOR PRICES

<b>WEBSITE OF THE YEAR</b>	£ 4,500.00
<b>BEST USE OF NEW MEDIA</b>	£ 4,500.00
<b>DIVERSITY &amp; INCLUSION INITIATIVE</b>	£ 4,500.00
<b>BEST SUSTAINABILITY &amp; CSR INITIATIVE</b>	£ 4,500.00
<b>HIRE INDUSTRY PRODUCT OF THE YEAR</b>	£ 5,500.00
<b>HIRE INDUSTRY SUPPLIER OF THE YEAR</b>	£ 5,500.00
<b>SAFEHIRE PLANT, TOOL &amp; EQUIPMENT HIRE COMPANY OF THE YEAR TURNOVER UNDER £10 MILLION</b>	£ 5,500.00
<b>SAFEHIRE PLANT, TOOL &amp; EQUIPMENT HIRE COMPANY OF THE YEAR TURNOVER OVER £10 MILLION</b>	£ 5,500.00
<b>SAFEHIRE EVENT HIRE COMPANY OF THE YEAR</b>	£ 4,500.00
<b>HEALTH &amp; SAFETY CHAMPION OF THE YEAR</b>	£ 4,500.00
<b>YOUNG APPRENTICE OF THE YEAR</b>	£ 1,500.00
<b>APPRENTICE OF THE YEAR</b>	£ 4,500.00
<b>WORKSHOP MANAGER OF THE YEAR</b>	£ 4,500.00
<b>HIRE MANAGER OF THE YEAR</b>	£ 4,500.00
<b>HIRE ACHIEVER OF THE YEAR</b>	£ 4,500.00

## DRINKS RECEPTION SPONSOR

- Logo displayed in drinks reception and after party room
- Single Page Spread in the Hire Awards of Excellence Programme
- Logo and link on the Hire Awards of Excellence website
- Logo on screen in reception area
- Logo on screen and credit during award ceremony
- Table for 10 people at the 2025 awards ceremony

**£3,500**

Sponsorship plays a big part in making the Hire Awards of Excellence successful and without all of our sponsors the awards would not be possible. Sponsors receive an excellent return on investment and enjoy an evening of celebration which includes a drinks reception, three-course meal, entertainment, and after party, alongside fantastic PR and advertising opportunities.

To discuss your sponsorship package, please get in touch with the awards team by emailing [awards@hae.org.uk](mailto:awards@hae.org.uk) or calling **0121 380 4608**.



**Hire Association Europe   Event Hire Association**

2450 Regents Court, The Crescent, Birmingham Business Park, Solihull,  
West Midlands, B37 7YE

44 (0) 121 380 4600

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