

Boutique Design presents the 44th annual

GOLD KEY AWARDS

FOR EXCELLENCE IN HOSPITALITY DESIGN

SPONSORSHIP OPPORTUNITIES

The 44th Gold Key Awards for Excellence in Hospitality Design recognizes outstanding design worldwide in 24 project categories. Your brand will be showcased to 500+ attendees, including the winners in each category, the Designer of the Year, and the Gold Key judges.

A Gold Key Awards sponsorship is a great opportunity to increase your brand recognition among attendees and associate your brand with excellence in hospitality design and projects being honored in 2024.

AWARDS GALA NOVEMBER 11, 2024 CIPRIANI 42ND STREET, NEW YORK

CATEGORIES

- ECO-CONSCIOUS OR SOCIALLY-CONSCIOUS HOTEL
- LOBBY BUDGET/SELECT SERVICE
- LOBBY MIDSCALE
- LOBBY UPSCALE **SOLD OUT**
- LOBBY LUXURY **SOLD OUT**
- GUESTROOM BUDGET/SELECT SERVICE
- GUESTROOM MIDSCALE
- GUESTROOM UPSCALE **SOLD OUT**
- GUESTROOM LUXURY **SOLD OUT**
- SUITE **SOLD OUT**
- BAR/LOUNGE/CLUB
- EMERGING HOTEL CONCEPT **SOLD OUT**
- RESTAURANT FAST CASUAL **New*
- RESTAURANT CASUAL DINING
- RESTAURANT UPSCALE DINING
- NEXT-GEN HOUSING (SENIOR LIVING, **New* MULTIFAMILY THAT INCLUDES HOSPITALITY SPACES, CO-LIVING, ETC.)
- SPECIALTY DESIGN (CASINOS, POP-UPS, HOTEL RETAIL SPACES, AIRPORT SPACES, ETC.)
- DESIGN AT SEA (CRUISE SHIPS/YACHTS) **SOLD OUT**
- RESORT **SOLD OUT**
- HOTEL BUDGET/SELECT SERVICE
- HOTEL MIDSCALE
- HOTEL UPSCALE
- HOTEL LUXURY **SOLD OUT**
- JUDGES' SO COOL

** New Category for 2024*



TITLE SPONSOR INVESTMENT: \$13,000 **SOLD OUT**
(limited to two non-competitive companies)

Take a dominant position at this year's Gold Key Awards and build your company's awareness as an industry leader.

- Full page ad in event program
- Full page ad in BDNY Trade Fair directory
- Recognition in full page Thank You ad for sponsors in Boutique Design's Winter Gold Key Awards issue
- Branded Cocktail (advertised with signage at the event)
- Recognition in all Gold Key Awards marketing and on Gold Key website
- Logo on napkins used at the reception
- Ten complimentary tickets for company executives and guests at a reserved table in a premium location
- Opportunity to show a 1-2 minute company video during the event
- Signage at the event and recognition from the podium
- Opportunity to present logo item in event "swag bag" given to finalists/winner and judges
- Invite to the judges dinner in August (NYC)

CATEGORY SPONSOR INVESTMENT: \$7,200

Opportunity to associate your brand with hospitality design excellence in a specific category — 24 categories available. Support your current customers and build brand awareness with new clients at this year's Gold Key Awards.

- ½ page ad in event program
- Recognition in full page Thank You ad for sponsors in Boutique Design's Winter Gold Key Awards issue
- Recognition in all Gold Key Awards marketing and on website
- Seven complimentary tickets + three finalists and judges seated at a reserved table
- Opportunity to present award to winner of sponsoring category
- Signage at the event
- Opportunity to present logo item in event "swag bag" given to finalists winners and judges

SUPPORTING SPONSOR INVESTMENT: \$3,600

- ½ page ad in event program
- Recognition in full page Thank You ad for sponsors in Boutique Design's Winter Gold Key Awards issue
- Three complimentary tickets to the event
- Signage at the event
- Logo on Gold Key website

BOUTIQUE 18 SPONSOR INVESTMENT: \$8,500 **SOLD OUT**

- Full page ad in event program
- Reserved table with five complimentary tickets to the event and seating reserved with Boutique 18 honorees
- Recognition from podium. Opportunity to hand out the Boutique 18 awards
- Logo on signage and video screens during event opening
- Receives contact list of 2024 Boutique 18 honorees
- Recognition at Boutique 18 Meet and Greet during BDNY
- Social media recognition during coverage of the Gold Key Awards event
- Recognition in full page Thank You ad for sponsors in Boutique Design's Winter Gold Key Awards issue
- Logo on Gold Key website

UP-AND-COMING HOTELIER SPONSOR INVESTMENT: \$8,500 **SOLD OUT**

- Full page ad in event program
- Reserved table with seven complimentary tickets to the event and seating reserved with the Up-and-Coming honoree + seated with finalists and judges at table
- Recognition from podium. Opportunity to hand out the Up-and-Coming Hotelier award
- Logo on signage and video screens during event opening
- Social media recognition during coverage of the Gold Key Awards event
- Logo on Gold Key website
- Recognition in full page Thank You ad for sponsors in Boutique Design's Winter Gold Key Awards issue

DESIGNER OF THE YEAR SPONSOR INVESTMENT: \$8,500 **SOLD OUT**

- Full page ad in event program
- Reserved table with seven complimentary tickets to the event and seating reserved with the Designer of the Year (if requested)
- Logo on signage and video screens during event opening
- Social media recognition during coverage of the Gold Key Awards event
- Logo on Gold Key website
- Recognition in full page Thank You ad for sponsors in Boutique Design's Winter Gold Key Awards issue
- Recognition from podium. Opportunity to hand out the Designer of the Year award

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