

SPONSORING THE AWARDS

The darc awards launched in 2015, breaking the mould of stuffy, black-tie awards dominated by non-sponsor manufacturers. It is a unique concept that utilises darc's reputation as the only decorative lighting design magazine in the world, making use of our database of **interior designers, architects, lighting designers and product designers**. The 2018 darc awards / decorative attracted 200 entries and over 6,000 votes from designers, proving the concept has been welcomed by the design industry. The awards ceremony itself, held at the iconic London nightclub Fabric, attracted a 500 strong guest list of designers.

There are two ways to get involved in the darc awards / decorative - through a **product sponsorship** package or **branding sponsorship**. While designers attend for free, non-sponsor manufacturers pay for a ticket, ensuring the room is filled with clients not competitors. Alongside the awards presentation, the night is a relaxed, atmospheric party offering entertainment, free bar and street food.

Product Sponsorship Benefits

- **Product display in dedicated area & product gallery**
- Tickets for 10 VIP designer guests
- Awards Winner Presentation
- 3 free awards entries
- Logo on all awards editorial
- Logo on awards advertising, promo material, invitations and signage on the night
- Company profile on awards website
- Advert & editorial in digital & printed awards magazine sent to subscription database of 12,000
- Free use of official photography and videography from darc night
- 'who's in the room' list

Branding Sponsorship Benefits

- **Branding around sponsored area within venue**
- Tickets for 5 VIP designer guests
- 1 free awards entry
- Logo on all awards editorial
- Logo on awards advertising, promo material, invitations and signage on the night
- Company profile on awards website
- Advert in digital & print awards magazine sent to subscription database of 12,000
- Free use of official photography and videography from darc night
- 'who's in the room' list

FOR FURTHER INFORMATION PLEASE CONTACT:

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