

OTC MARKETING AWARDS

30
YEARS

THURSDAY, 20 NOVEMBER, 2025
ROYAL LANCASTER HOTEL, LONDON

SPONSORSHIP GUIDE

BOOST YOUR BRAND WHERE IT COUNTS SPONSOR THE PRESTIGIOUS OTC MARKETING AWARDS!

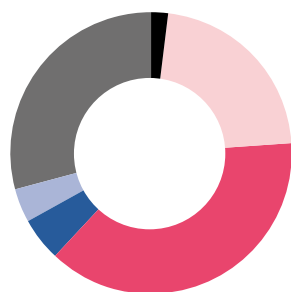
Raise your profile and join 400+ attendees from the OTC industry as we celebrate three decades of marketing campaigns in the sector.

WHY SPONSOR?

- **Unmatched Brand Visibility** – Enjoy months of multi-channel exposure across the OTC industry before, during, and after the Awards.
- **High-Level Networking** – Connect with senior UK OTC leaders on the night and host your guests to deepen key relationships.
- **Show Industry Leadership** – Present an Award and position your brand alongside excellence and innovation in the OTC space.
- **Stand Out from Competitors** – Gain a strategic edge by sponsoring a category aligned with your expertise.

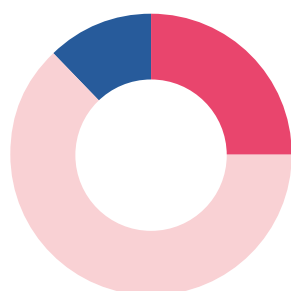
ATTENDEE BREAKDOWN

120+ Companies



Seniority

- VP / CEO – 2%
- Director – 22%
- Manager – 38%
- Marketing – 5%
- Executive – 4%
- Other – 29%



Types of companies:

- Agencies – 25%
- Manufacturers – 63%
- Other – 12%

PREVIOUS ATTENDEES



PREVIOUS SPONSORS



2024 VIDEO HIGHLIGHTS



SPONSORSHIP BENEFITS OF THE OTC MARKETING AWARDS

MAXIMISE YOUR BRAND VISIBILITY AND EXPOSURE

Enjoy pre, during, and post-event promotion across the web, social media, email, and on-site signage.

STAND OUT ON THE NIGHT

Host a premium VIP table, the honour of presenting an award, and showcase your brand on screens, signage, and even the winner's trophies.

EXTEND YOUR REACH POST-EVENT

Use official event photography, your sponsor status, exclusive networking and the OTC Awards logo to amplify your marketing long after the night ends.

POSITION YOUR BRAND AS AN INDUSTRY LEADER
WHILE BUILDING AUTHORITY THROUGH THIS PRESTIGIOUS EVENT!

SPONSORSHIP PACKAGES

- **Headline Sponsor**
- Category Sponsor*
- Program and Guestlist Sponsor
- Social Media Sponsor
- Welcome Reception Sponsor

*Category sponsorship will be on a first-come, first-served basis. Bespoke sponsorship packages are also available on request.

CATEGORY SPONSOR BENEFITS

- **Secure Your Exclusive Category Sponsorship** – First Come, First Served! Lock in naming rights for three years (at no extra cost) and establish your brand as a leader in your field.

MARKETING AND PROMOTION AT THE CITELINE JAPAN AWARDS

- **Multi-Channel Marketing** – Gain exposure through targeted campaigns across the full Awards cycle.
- **Brand Presence** – Your logo featured on our website, emails, social media, and marketing materials as a sponsor.
- **Event Highlights** – Prominent signage, branded adverts, and exclusive recognition on Awards night.
- **Key Messaging** – Your brand included in key announcements – save the date, shortlist announcement, and winners.

We can offer tailored packages available to fit any business size or budget!

2025 CATEGORIES AVAILABLE FOR SPONSORSHIP

Principal Awards

- OTC COMPANY OF THE YEAR
- OTC BRAND OF THE YEAR
- OTC LAUNCH OF THE YEAR
- OTC BRAND REVITALISATION OF THE YEAR

Entered Awards

- MOST INNOVATIVE NEW OTC PRODUCT
- BEST BIG BUDGET OTC MARKETING CAMPAIGN
- BEST NICHE OTC MARKETING CAMPAIGN
- BEST OTC SOCIAL MEDIA CAMPAIGN
- BEST OTC DIGITAL OR MOBILE MARKETING CAMPAIGN
- BEST OTC AUDIOVISUAL ADVERTISING
- BEST OTC PUBLIC RELATIONS CAMPAIGN FOR A CONSUMER HEALTHCARE PRODUCT
- **BEST PURPOSE-DRIVEN INVESTMENT IN A CONSUMER HEALTHCARE BRAND**

NEW

BESPOKE MARKETING

Do you have a specific marketing initiative you'd like to collaborate with citeline on at the awards? Reach out to us to discuss your custom sponsorship package.

Sponsorship and attendance inquiries:

Omar Afraoui, Sales Manager • Email: Omar.Afraoui@citeline.com

www.citeline.com/awards/otcmakingawards

 CITELINE