

# OTC MARKETING AWARDS

THURSDAY, 20 NOVEMBER, 2025  
ROYAL LANCASTER HOTEL, LONDON

30  
YEARS

## SPONSORSHIP GUIDE

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

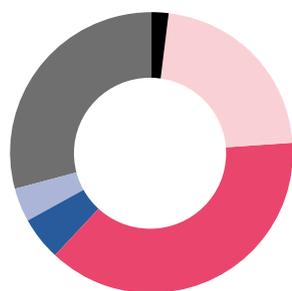
Raise your profile and join 400+ attendees from the OTC industry as we celebrate three decades of marketing campaigns in the sector.

#### 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.

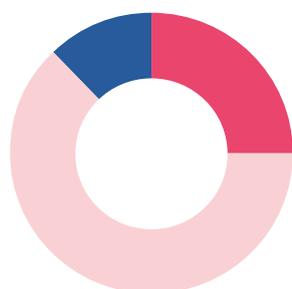
#### ATTENDEE BREAKDOWN

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](mailto:Omar.Afraoui@citeline.com)

[www.citeline.com/awards/otcmarketingawards](http://www.citeline.com/awards/otcmarketingawards)

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