

TRAVELLING FOR BUSINESS AWARDS 2026

**SPONSORSHIP & PARTNERSHIP
OPPORTUNITIES**

London · 22 October · Black-Tie Gala Dinner

THE TRAVELLING FOR BUSINESS AWARDS 2026

The definitive awards for global business travel leaders

Where the brands shaping the future of business travel are recognised, and remembered

KEY CALL-OUTS

- Black-tie gala dinner
- Senior industry audience
- Editorially led & trusted
- London, 22nd October



WHY THESE AWARDS MATTER

THIS IS NOT ANOTHER AWARDS NIGHT

The Travelling for Business Awards are where reputations are reinforced, leadership is signalled, and category dominance is established.

KEY DIFFERENTIATORS

- **Credibility first:** editorially led, not pay-to-play
- **Senior audience only:** decision-makers, buyers, and leaders
- **True industry benchmarks:** airlines, hotels, destinations, mobility
- **Influence beyond the room:** year-round media amplification

If your brand serves the business travel market seriously, these are the awards you are expected to support.

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THE EVENT EXPERIENCE

An immersive, premium stage for industry leadership

EVENT SNAPSHOT

- Black-tie gala dinner
- Hosted in London's most immersive new event venue
- Curated guest list - no filler, no free seats

WHY THIS MATTERS FOR PARTNERS

- This is **not a volume event**
- Every guest is relevant
- Every conversation is commercial

Brands don't just attend -
they are seen to lead.

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WHO YOU WILL BE SEEN BY

Direct access to the people who shape business travel spend

AUDIENCE PROFILE

- Airline executives & aviation leadership
- Hotel owners, GMs & brand directors
- Corporate travel buyers & procurement leads
- MICE decision-makers & destination leaders
- Mobility, fintech & travel-tech innovators

COMMERCIAL REALITY

- High-value B2B audience
- Long buying cycles
- Relationship-driven decisions

This room influences routes, contracts, partnerships and brand preference.

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THE CATEGORIES

- Lifetime Achievement
- Best Long-Haul Airline
- Best Short-Haul Airline
- Best Business Class Experience
- Best Premium Economy Experience
- Best Standard Class
- Best Airline Lounge
- Best Third-Party Lounge
- Best Airport in the World
- Best UK Hotel
- Best Luxury Hotel Brand
- Best Upscale Hotel Brand
- Best Budget Hotel Brand
- Best MICE Destination UK
- Best MICE Destination Europe
- Best MICE Destination Rest of the World
- Best Hotel Loyalty Programme
- Best Frequent-Flier Programme
- Best Car Rental Company
- Best Ground Transportation Company in the UK
- Best Ground Transportation Company in Europe
- Best Ground Transportation Company in the Rest of the World
- Best Luggage Brand
- Best Travel App



SPONSORSHIP OPPORTUNITIES

Strategic partnerships – not logo placements

AVAILABLE PARTNERSHIP TIERS

- **Headline Partner**
- **Category Partners** (exclusive per category)
- **Experience & Immersive Partners**
- **Lifetime Achievement Partner**

CATEGORY REACH

- Airlines & cabin experience
- Airports & lounges
- Hotels & hospitality
- MICE & destinations
- Loyalty, mobility & travel technology

Categories are limited. Exclusivity is enforced.
Once taken, opportunities close.

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WHAT PARTNERS RECEIVE

Authority, visibility and long-term brand advantage

INCLUDED AS STANDARD

- On-stage brand presence & verbal recognition
- Premium brand integration (not background logos)
- Editorial alignment with category excellence
- Pre- and post-event digital amplification
- Association with trusted, independent awards

FOR HEADLINE & SENIOR PARTNERS

- Executive speaking opportunity
- Thought-leadership positioning
- Priority access to winners and insight
- Category and media dominance

This is not sponsorship spend.
It is category positioning.

SPONSORSHIP INVESTMENT FRAMEWORK

Pricing is based on influence, exclusivity and category authority

● 1 Category Exclusivity

One sponsor per category. No competing brands. *Once secured, categories close.*

Senior Audience Access 2 ●

Decision-makers, buyers and industry leaders – not mass attendance.

● 3 Multi-Touchpoint Exposure

Pre-event positioning · On-stage recognition · Post-event amplification.

Editorial Credibility 4 ●

Trusted, independent awards – not pay-to-play recognition.

● 5 Category Ownership

Sponsors align with outcomes and excellence, not just visibility.

Investment level from **£12,500**

PARTNERSHIP LEVELS & VALUE

Strategic partnerships – not logo placements

PARTNERSHIP TIERS

HEADLINE PARTNER

- Category leadership
- Market-wide visibility
- Executive positioning

CATEGORY PARTNER

- Exclusive ownership of one award category
- Direct alignment with excellence
- Strong B2B authority

EXPERIENCE PARTNER

- High-impact brand immersion
- Physical and emotional engagement

LIFETIME ACHIEVEMENT PARTNER

- Heritage, trust and legacy positioning

VALUE LOGIC

- Scarcity-driven opportunities
- Senior, high-value B2B audience
- Long-term brand association
- Strong post-event media impact

Investment from **£7,500**
*tailored to scope and
ambition*

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*The brands that matter in business travel will be involved.
The only question is how visible you choose to be.*

NEXT STEPS

- Category exclusivity held on a first-come basis
- Bespoke partnerships available on request
- Early commitment secures priority positioning

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