



# Annual Awards and Dinner 2025

## Invitation to Tender

### Project Overview

The British Guild of Beer Writers Awards are the only competition to recognise and reward writing and broader communication about beer, cider, and pubs in the UK. We are proud of our awards scheme and take it seriously, with a rigorous judging process, and a generous prize fund - thanks to our industry sponsors. Winners are announced at an awards presentation and dinner in November/December held in London, which has become one of the industry's 'must attend' events of the year.

For the last few years, we have been attempting to make our Awards event more informal, enabling members to network comfortably without taking away from the excitement and significance of the event. We hope to continue this trend to bring it more in line with awards nights such as the Fortnum & Mason Awards rather than sit-down dinners - the food and drink is paramount, but so is retaining a modern, dynamic, and sociable atmosphere.

### Project Management Brief

#### Judging

- With the Chair of Judges, agree a shortlist and approach and appoint judges.
- Send entries to judges - digital and postal.
- Arranging judges conference.
- Making notes of the judges' feedback on winners, to be used in the presentation by the Chair of judges at the awards dinner.
- Inviting judges to the awards dinner.
- Arranging payment.

#### Entries

- Updating website to include agreed categories and sponsors, deadlines, etc.
- Dealing with questions from entrants.
- Tracking entry levels and contacting potential entrants outside the Guild.
- Sorting all entries by category, resolving any issues (entered wrong category, not published within eligibility window, etc.) with entrants/Chair of Judges.
- Organise the Brewer of the Year nominations, voting and award.

#### Communications

- Issuing press releases and/or emails to Guild members and/or social media content, promoting:
  - Launch.
  - Entry reminders.
  - New sponsors.
  - New categories.
  - Deadline information.
  - Announcement of judges.
  - Shortlisted entrants.
  - Winners.

- Any other content as agreed/requested by the Guild Board.
- Regular briefings to the Guild Board, supported with a written progress report.

## Event Management

- Sourcing venue and confirming date in late November/early December 2024
- Liaising with venue on:
  - Meal selection/food options.
  - Food service and timings.
  - Sponsor bars.
  - Guest numbers.
  - Table plans.
  - A/V set up.
  - Any other relevant activities.
- Communicating event date, venue, etc. to Guild members
- Creating and managing ticket sales.
- Liaising with sponsor bars at the event.
- Liaising with sponsors and other table hosts on guest lists and dietary requirements.
- Issuing complimentary invitations to:
  - Judges.
  - Charity Partners.
  - Brewers providing beers with dinner.
  - Others as agreed/requested by the Guild Board.
- Creating guest list from ticket purchases and assigning guests to tables.
- Organise the shortlisting and test pairing of beers for the dinner with members of the Guild Board. Then arrange for order and delivery of the chosen beers for the event.
- Ensuring all winners/runners up are present at the event wherever possible.
- On awards night:
  - Staffing the reception desk.
  - Presenting trophies/certificates and cheques for awards sponsors to hand out.
  - Announcing winners on social media.

## Design

- Managing design of:
  - Invitations.
  - Menu and tasting notes.
  - Table plans.
  - Place cards.
  - Digital graphics for winners and runners-up.
- Creating display presentation for shortlisted entrants and winners.
- Arrange event photography.
- Ensure sponsors, award winners and runners-up are provided with relevant photography and assets.
- Arrange for shipping of trophies/certificates/cheques to winners who are not present.

## Misc.

- Full handover of award organisation and assets to the organising team for the following year's event

## Event Sponsorship

In addition to the fee paid for organising the dinner and awards, the Guild is happy to accept suggestions for sponsors of the various elements of the event and to pay for any deals that are completed. We will offer a 5% commission (£200 on an award sponsor) for signing a sponsor and 2.5% (£100 on an award sponsor) commission on an introduction that the guild itself converts.

## Venue Requirements

The venue will need to seat approximately 200 attendees, provide food and drink (or bring in outside catering), have a space for sponsor bars that will be open before and after the awards dinner presentation, and provide A/V support. Additionally, the venue will have easy transport links to central London.

## Submission Requirements

Please submit your tender response to [secretary@beerguild.co.uk](mailto:secretary@beerguild.co.uk) by Sunday 16<sup>th</sup> June 2024.