

Opportunities for AOP Associate Members

Partnering with the AOP | 2026

11th June, 2026 | London

The AOP Digital Publishing Awards celebrate the individuals and teams working to create, deliver, and monetise quality online content. Entering their 24th year, these Awards continue to set the standard for editorial, commercial, partnership, and publishing excellence.



2025: In numbers



5,440+ audience

for email marketing, with 23.3% open rate and 3.4% CTR

170 entries

from +60 organisations

+500 attendees

+70% publishers from +75 leading UK publishers

Join as an Awards Partner to...

- **Align** yourself with publishing excellence at the Awards night, and benefit from extended visibility throughout the broader communications pre- and post-Awards ceremony
- **Network** with leading UK publishers at the industry party of the year - or host your clients on a table for a night to remember!
- **Champion** best practice in digital publishing to continue raising the quality of work across the sector

"It was my great pleasure to attend the Digital Publishing Awards last night along with Tushar Thakur and the fantastic Deloitte team... The evening was an amazing celebration of the vibrancy and innovation in the sector, and a testament to the award winners, the nominees, and the AOP. I was honoured to present the award for Small Digital Publisher of 2025 to whyNow, represented by Emma Turner."

Andy Cowen, Deloitte

"Still feeling the buzz from last night's AOP Association of Online Publishers' Awards. It's incredible feeling to win so many awards that celebrate the amazing talent, dedication, and hard work across the department."

Gina Hamilton, The Telegraph



Contact

Chloe Lambert, Head of Commercial Sales & Partnerships
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Headline Partner:

The following package is purely for example, all components are subject to availability. We'd be delighted to tailor a Headline Partner package to provide you with this exclusive level of partnership.

Your partnership could include:

- Judging Day partnership as detailed
- Welcome Drinks partnership as detailed
- Category partnership as detailed for the Digital Publishing Company of the Year categories
- A premium table for 10 people at the AOP Award ceremony
- Headline partner branding across all marketing and on site, including your logo locked-in with the AOP Digital Publishing Awards logo
- The opportunity to provide an additional activation for the event, for example: table magician or entertainer during the dinner; ice sculpture and spirit luge for the post-Awards celebration

Judging Day partnership LIMITED TO ONE PARTNER

Includes:

- Opportunity to nominate a representative to join the jury and welcome judges to the judging day



- Opportunity to provide a gift for the judges (cost of gift not included in the partnership fee)
- Opportunity for two additional representatives to join the afternoon drinks at the end of the judging day
- Event partner branding through all marketing and on site at the Awards night
- Digital Digest newsletter mention and social media post welcoming you as a sponsor
- A standard table for 10 people at the AOP Awards ceremony, with the option to host judges
- The opportunity to contribute thought leadership by being included in our 'Ask the Judges' articles published in the Awards marketing period

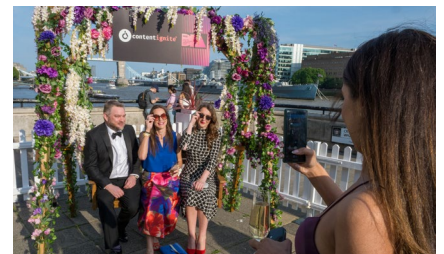
Welcome Drinks partner:

Includes:

- Branding as Welcome Drinks partner on all dinner marketing and the e-ticket for attendees

- Digital Digest newsletter mention and social media post welcoming you as a sponsor

- Branding on occasional tables in the drinks area and at an arrival photo opportunity



- Social posts from the Welcome Drinks with branding / photos of the host sponsors
- Event partner branding through all marketing and at the Awards night
- A standard table of 10 at the AOP Awards ceremony
- The opportunity to contribute thought leadership by being included in our 'Ask the Judges' articles published in the Awards marketing period

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Category Partnership:

Includes:

- Branding as category sponsor on the website, entry platform, and all marketing collateral
- Digital Digest newsletter mention and social media post welcoming you as a partner
- The opportunity to contribute thought leadership by being included in our 'Ask the Judges' articles published in the Awards marketing period
- A standard table for 10 people at the Awards event
- Opportunity to present your category Award to the winner
- Branding on the awards trophies, on all press release announcements of the winners, and on the winners' video shared on all social channels and hosted on the AOP Awards website

Awards Event Partner: Photo booth / 360-camera

LIMITED TO ONE PARTNER

Includes:

- Branding as Awards Event Sponsor on the website, on trade advertising and all email marketing
- Digital Digest newsletter mention and social media post welcoming you as a partner
- 2 tickets to the AOP Awards ceremony
- Branding as Awards Event Sponsor during the Awards Ceremony evening
- Your branding on the photo booth and on the photos / GIF created



Awards Event Sponsor: Tailor-made activation:

Includes:

- The opportunity to work with the AOP to agree an event activation for the awards evening. This could include a game zone, confetti cannons, next day survival kit, or a goodie on the evening. Costs of the activation are not included in the sponsorship fee



- Branding as Awards Event sponsor on the website, on trade advertising, and all email marketing
- Digital Digest newsletter mention and social media post welcoming you as a partner
- 2 tickets to the AOP Awards ceremony
- Branding as Awards Event Sponsor during the Awards Ceremony evening

Additional Awards sponsorship options, raising your profile at the Awards Ceremony and contributing to the celebration, are also available. Please contact us and we'll be happy to share ideas to meet your budget.

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