BRANDED CONTENT AWARDS '27

SPONSORSHIP 2027

Sponsor the Branded Content Awards 2027

US winners · late April 2027 · New York

Global winners · 3 June 2027 · Copenhagen



Who you reach

650+
entries in 2026

33
categories in five groups, plus industry awards

2
chapters – Global and US – from one submission

Entrants are the people who make branded content: publishers' brand studios, agencies and brands. The jury includes leaders from Fortune, New York Times, Reuters, Forbes, Financial Times, Ziff Media, USA Today, Business Insider, Bonnier, DPG, Schibsted, Trustmedia, Roularta, Media24 and more.

Visible all season, from the day you sign

23 Nov 2026
Entries open

15 Dec 2026
Early bird deadline

25 Jan 2027
Regular deadline

23 Feb 2027
Final deadline

2 Apr 2027
US shortlist

Late Apr 2027
US winners

27 Apr 2027
Global shortlist

3 Jun 2027
Global winners, Copenhagen

Program-wide sponsors appear on the awards page, the entry platform and every email from the day they sign. Sign before 23 November to be there from launch.

One program online, two shows in person

Shared by both chapters

Where the Main Partners and Category Sponsors appear all season

- The awards page and category pages
- The entry platform
- Email marketing and promotion all season

Unique to each chapter

Hosted by NAI, in partnership with that chapter's Main Partner

- The awards show
- The shortlist
- The winner list

Independent judging: sponsors never influence the jury and can't enter the category they sponsor.

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THE EASIEST WAYS IN

Supporters, categories and webinars

Supporting Partner

€1,995 · $2,295

- Name and logo in the sponsor row on the awards page
- Logo in shortlist and winner announcements
- Logo in the winner catalog

15 available

Category Sponsor

€3,595 · $4,195

- One category across both chapters
- “Presented by” online and in emails all season
- Logo on your category in both shortlists and winner lists
- Present it on stage, 1 awards seat at each show

10 available in total

Winners Webinar Series

€6,495 · $7,495

- 3 post-event webinars co-hosted with NAI
- Featuring that chapter’s winning cases
- Registrants who opt in become your leads

1 Global (€) · 1 US ($)

Prices excl. VAT/tax

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TWO MAIN PARTNERS · OR TAKE BOTH

Main Partners

Main Partner – Global

€15,995

- Co-host the Copenhagen show with NAI, 3 June
- Main Partner online and in emails all season
- Logo on the Global shortlist and winner list
- 4 awards seats

1 available

Main Partner – US

$18,495

- Co-host the New York show with NAI, late April
- Main Partner online and in emails all season
- Logo on the US shortlist and winner list
- 4 awards seats

1 available

Take both: sole Main Partner

€26,995

- Co-host both awards shows with NAI
- The only Main Partner online all season
- Logo on both shortlists and winner lists
- 4 awards seats at each show

Save about €4,900

Prices excl. VAT/tax · US winners date to be confirmed

BRANDED CONTENT AWARDS '27

LET'S TALK

Put your brand on the awards

Stine Holmgaard, Chief Growth Officer

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