



●YSTERCATCHERS AWARDS 26

Sponsorship opportunities to help you gain access to the UK's marketing and agency leaders.

Connect with the UK's Leading Marketers and Agencies.

The Oystercatchers Awards isn't just a sponsorship opportunity.

It's a unique partnership that puts your brand at the heart of the UK's marketing and agency industry. Sponsoring the Awards gives you access to one of the UK's most influential marketing communities through **12 months of content, events and industry engagement.**

By the numbers:

- 12 months of visibility
- 100+ prominent agencies engaged
- 30 leading CMOs
- 5,000+ LinkedIn followers reached
- 16 email campaigns
- Thousands of agencies and marketers contacted
- 15 categories
- 90 awards entrants
- 120 presentation evening attendees
- 8x Oystercatchers events



Celebrate Excellence & Build Visibility

The Oystercatchers Awards celebrate the best agencies and their partnerships with clients. The Awards are open to agencies across creative, media, PR, social/digital and production disciplines.

More than visibility

For partners, the awards offer a platform to build meaningful relationships with leading CMOs, agency leadership teams and the people driving marketing investment, agency partnerships and business growth across the UK.

Whether you are an adtech or martech provider, consultancy, research business or industry supplier, partnering with the Oystercatchers Awards positions your brand alongside conversations and talent shaping the future of the industry.



12 Months of Visibility



Year-Round Brand Visibility

The Oystercatchers Awards provides sponsors with a 12-month platform to reach the UK's senior marketing and agency community, delivering visibility before, during and after the Awards presentation evening itself. Sponsors benefit from **repeated exposure to thousands of agency and senior marketing decision-makers** throughout the campaign, creating multiple touch points with one of the industry's most engaged audiences.

Email & Awards Communications

- Reach over **5,000 agency and marketing contacts** through our Awards communications programme. Benefit from **16+ email campaigns** in the Awards cycle, including: launch announcements, entry campaigns, deadline reminders, shortlist announcements, judging updates and winner communications to Oystercatchers' extensive database of **marketing decision makers** (67% of which are 'Head of' seniority or higher).
- Opportunities for **enhanced sponsor visibility** through featured content, partner messaging, thought leadership and supporting editorial.

Website Presence

- Sponsorship runs for **12 months** across the **Awards website**.
- **Premium logo placement** on the homepage and in the footer of every page, ensuring continuous exposure throughout the Awards cycle.
- **Significant visibility** to every agency considering an entry, every judge reviewing submissions and every guest engaging with the event.

Social Media Exposure

- Access to Oystercatchers' audience of more than **5,000 LinkedIn followers**, comprising senior marketers, agency leaders and industry influencers.
- Sponsorship featured across an **ongoing programme of content**, including judge interviews, behind-the-scenes films, winner announcements and promotional video content.

Connect with senior UK Marketers.

Put your brand in front of the marketers who commission technology, influence investment, make decisions and shape the future of UK marketing.

Our judges include CMOs, senior marketers and procurement leaders from bluechip brands. They are engaged throughout the Awards programme and promotions extend beyond the judges, with extensive marketing communications through email, social media and events.

Judges for the Awards in 2026 represent the following leading brands:



Engage with Leading Agencies.

The Awards attract entries from many of the UK's largest holding companies and prominent independent agencies across all disciplines, including: **media, creative, PR, production, social and digital**. Agencies that have entered the Awards in recent years include those listed here.

These agencies and hundreds more in the UK and internationally will be targeted with a multi-channel marketing campaign across email, social / digital media and through the Oystercatchers' events programme.

These agencies represent billions of pounds of marketing investment.

adam&eve\TBWA
AMV BBDO
Anomaly
Anything is Possible
Arena Media UK
BBD Perfect Storm
BBH
Bicycle London
Brave Spark
Brothers & Sisters
Cheil
Clarion
Creature
Croud Luxe
Dentsu Creative
Dentsu Media
Dept.
Digitas
Earnies
eight&four
FCB London
Fifty
Fold7
Girl & Bear
Havas Creative
Havas Market UK

Havas Media
Impero
ITG
Iris
isobel
Joint
Ketchum
Ledger Bennett
Leo Burnett
LeSHOP
Lucky Generals
Luther Pendragon
M+C Saatchi
Manasian&Co
McCann Central
McCann London
Mediahub
Mediaplus UK
MHP Group
Mindshare
Mother London
MSL UK
MullenLowe
NCA
Neverland
Not Normal Group

Ogilvy UK
Oliver
Pablo
PMG
Publicis Media
Quiet Storm
RAPP
ROAST
Saatchi & Saatchi
Spin
St Luke's
StrategiQ Marketing Ltd
Stripe Communications
T&Pm
TEAM LEWIS
The Beyond Creative
The Corner
The Gate
Total Media
Uncommon Creative
Studio
VCCP
VML
Wavemaker
Wonderhood



What our community of marketers and agency leaders think of the Awards:

"These awards are one of the highlights of my year and I'm so honoured to have been invited to join you and the team as a judge again, count me in!"

Marketing Director, Barclays

"I genuinely love being on the judging panel for the Oystercatchers Awards."

Marketing Leader, TJX

"The Oystercatchers Award entry resulted in an unexpected and wonderful new partner. Not only did we have the opportunity to present to a whole host of senior marketers, it also gave us the opportunity to share our full depth of capabilities to the people that matter to our business."

Head of New Business, Uncommon Creative Studio

Award Categories

There are 15 categories in the Oystercatchers Awards:

- Best Agency Credentials
- Best Agency Culture - (50 staff or less)
- Best Agency Culture - (50+ staff)
- Agency of the Year - (50 staff or less)
- Agency of the Year - (50+ staff)
- Best Longstanding Partnership 5+ years
- Best New Partnership - 1 year
- Client Services Professional
- Grand Pearl
- Growth Team of the Year
- Inclusive Pioneers
- Oystercatchers Award for Championing Change

New Categories for 2026

These categories represent new opportunities for sponsors to engage and own a prominent new category.

International Agency of
the Year



Best Marketing
Transformation Partner



Leadership Excellence
Award



Why Partner?

Build Awareness

Demonstrate Thought
Leadership

Create & Strengthen
Relationships

Generate Leads



Partnership Opportunities

Sponsor the Oystercatchers Awards and build your brand with UK marketing and agency leaders.

Judging Day Host

This partner will host the Awards Judging Day at their offices.

Category Sponsor

Sponsor one of our categories, including three new for 2026.

£2,500

Premier Sponsor

Includes pre-and-post event promotion, bespoke branding and tickets to the awards evening.

£8,000

Exclusive Headline Partner

Enjoy a plethora of branding opportunities, networking opportunities and co-branded thought leadership content as the **Exclusive Headline Partner**.

From £20,000

Limited to one Premier Sponsor and one Headline Partner only.

All prices shown are excluding VAT.

Judging Day Host

Venue Sponsor Investment:

This partner will be required to host the Awards Judging Day, providing 4x meeting rooms and catering for one full day for 30 attendees on 10th November 2026.



Build your Brand

- Logo on event website.
- Inclusion in pre-event marketing emails and social media posts relating to the Awards.

Build Relationships

- Participate in the online and in person judging stages.
- Branding included in the judging day and awards presentation evening assets.

Extend your Reach

- Brand inclusion in post-event thank you emails and social media acknowledgments.

Category Sponsor

Category Sponsor Investment:

£2,500 plus VAT

Build your Brand

- Logo on event website.
- Inclusion in pre-event marketing emails and social media posts relating to category sponsored.

Build Relationships

- 1x ticket to the awards presentation evening.
- Branding included in the judging day and awards evening presentation in January 2027.
- Presentation of award to category winner.

Extend your Reach

- Brand inclusion in post-event thank you emails and social media acknowledgments.
- Access to event photos for promotional use.*

*Photography must be credited to photographer

Premier Sponsor

Premier Sponsor Investment:

£8,000 plus VAT

Build your Brand

- Logo on event website.
- Inclusion in pre-event marketing emails and social media posts relating to category sponsored.
- Dedicated LinkedIn post announcing brand sponsorship.

Build Relationships

- 2x tickets to the awards presentation evening in January 2027.
- Branding included in the judging day and awards evening promotional communications.
- Drinks tab provided at the presentation evening (costs in addition to fee).

Extend your Reach

- Brand inclusion in post-event thank you emails and social media acknowledgments.
- Access to event photos for promotional use.*
- Feature in a post-event newsletter distributed to all attendees and participants.
- Branding on post event promotional videos.

Exclusive Headline Partner

Own the Awards and be positioned alongside the UK's leading agencies and marketers for an entire year.

Exclusive Headline Sponsor Investment:

£20,000 plus VAT

Build your Brand

- Headline logo used at the Awards presentation evening.
- Special acknowledgment during the award's opening and closing speeches.
- Sponsorship of the Grand Pearl category and presentation of the trophy on the awards night

Build Relationships

- Sponsorship of the judging day and hosting judge's drinks afterwards.
- 2x tickets to the awards presentation evening.
- Food at the awards presentation (costs in addition to fee).

Extend your Reach

- Brand inclusion in post-event thank you email and social media posts highlighting the sponsor's involvement and contribution.
- Branding on post event promotional videos.
- Access to event photos for promotional use.*

Generate Content

- x1 co-branded thought leadership content piece with Oystercatchers e.g. research report
- Activation at the presentation evening.
- Newsletter feature.
- Video content from judging day.

Sponsor Visibility & Touchpoints

Awards
Launch

Judge
Announcements

Awards Entry
Promotions

In-person
Judging

Shortlist
Announcement

Awards
Ceremony

Feedback &
Engagement



June

Build your brand's visibility from the get-go.



July

Drive visibility and association with our CMO judging panel.



August - October

Ongoing exposure through promotional campaigns to drive participation.



November

It's time for our Judging Day Host to be in the room with some top marketing talent.



December

Who is shortlisted in the category you've sponsored?



January

Find out who takes home the trophies and share your branding across all assets. Present your category trophies.



February - May

Ongoing engagement with agencies through judge feedback reports.

Why partner with Oystercatchers?

Oystercatchers is a leading consultancy and strategic intermediary partner. For more than 15 years, it has been connecting brands and agencies to build long term effective partnerships. It has deep expertise across agency, client-side, and in-house marketing and communications leadership and works in service of the industry everyday to accelerate marketing performance.

- Trusted by the UK's leading marketers and agency leaders
- Focussed on building best in class marketing partnerships
- Agency and client-side credibility
- Year-round engagement
- Premium positioning in the market
- Oystercatchers is independent

Partner with Oystercatchers for 12 months and become part of the UK's most influential marketing community.

Raise Awareness

Establish Relationships

Drive Engagement

Build your Pipeline



Contact Us

Please contact Andy or Becky to discuss sponsorship opportunities for the Oystercatchers Awards.



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