

Show your support for the innovators shaping the future of independent convenience retail

30 UNDER THIRTY

BN's 30 Under Thirty campaign shines a light on the rising stars working in independent retail, those who are making a real difference – to their communities, their stores or their bottom line.

Running from May to November 2023, 30 Under Thirty is a fantastic opportunity for you to position yourself as a leading supporter of the younger generation of independent retailers, as well as a champion for the innovation and modernisation of the channel.

The programme

May 2023-July 2023: Campaign launch, with multi-platform marketing to raise awareness and drive entries.

August 2023: Judging process, with a panel of industry experts from within Nextwave Media.

October 2023: Winners announcement, via digital, social and print media.

November 2023: Publication of a 30 Under Thirty winners supplement (print and digital versions), with a full profile of all 30 winning retailers.

November 2023: 'Winners' hampers distributed.

Spring 2024: 'Winners' celebration event.

Exclusive partnership packages are available, giving you visibility throughout the six months of the 30 Under Thirty campaign.

The Supporting Partner Package £2,700

The package includes your logo on all 30 Under Thirty marketing collateral running from May to November 2023, including:

- A minimum of three betterforretailing.com bulletin emails to be sent to our 8,300+ strong retailer database
- A minimum of three print adverts to run in FR and Retail Express
- Winners announcement article on betterforretailing.com

PLUS

- A full-page display advert to run in the 30 Under Thirty winners supplement, distributed in November 2023 to BN's readership of 8,200 engaged independent retailers
- Two tickets to attend the celebration event, providing a fantastic opportunity to network with the 30 winning retailers
- The opportunity to supply one product and one piece of marketing collateral to be included in the hampers for the 30 winning retailers

The Headline Partner Package £4,700

Only one available!

The package includes your logo on all 30 Under Thirty marketing collateral running from May to November 2023, including:

- A minimum of three betterforretailing.com bulletin emails to be sent to our 8,300+ strong retailer database
- A minimum of three print adverts to run in FR and Retail Express
- Winners announcement article on betterforretailing.com

PLUS

- A speaking slot at the 2024 celebration event – a short welcome to the event and an opportunity to share how you're inspiring and empowering young talent
- Two tickets to attend the celebration event – a fantastic opportunity to network with the 30 winning retailers
- A double-page display advert, guaranteed to first advert position to run in the 30 Under Thirty winners supplement, distributed in November 2023 to BN's readership of 8,200+ engaged independent retailers
- The opportunity to supply two products and one piece of marketing collateral to be included in the hampers for the 30 winning retailers

Packages are limited – secure your place as a supporter of the only campaign aimed at supporting and inspiring the next generation of independent retailers by getting in touch with Charlotte Brown today. charlotte.jbrown@nextwave.co.uk 01960 369600

**BOOKING
DEADLINE
3 MAY 2023**