

WEST END Wilma AWARDS 2025





The West End Wilma Awards are a fan favourite, voted for 100% by the public. Featuring categories so many award shows still ignore such as Best Understudy, Best Ensemble Performer and Rising Star, the Wilma's have become known for recognising unsung talent and celebrating the best of UK theatre.

This Year's Categories

Subject to change

- Best Touring Production
- Best Performer in a Touring Production
- Rising Star
- Best Cabaret or Solo Performance
- Best Understudy
- Best Swing
- Best Takeover in a Role
- Best Lighting
- Best Off-West End Show
- Best Performer in an Off-West End Show
- Best West End Ensemble Performer
- Best Performer in a West End Show
- Best New West End Musical
- Best Supporting Cast Member in a West End Show
- Best New West End Play

The sold out 2022 West End Wilma Awards had over 130,000 votes cast by the general public.

West End Wilma has a combined social media following of over 40,000 and an email mailing list of over 20,000 people.



HEADLINE SPONSOR £8,000

Headline Sponsorship includes co-branding for this years awards name (see above example) and will cover the cost of venue hire and advertising.

All communications pre-post event will be branded with the wording shown on the right	'West End Wilma Awards in association with [YOUR NAME]'
Headline sponsor's logo will be featured on all web pages referencing the awards*	Prime Position
5 emails will be sent to the West End Wilma mailing list (total reach 100,000) including sponsor name/logo and hyperlink*	Prime Position
Sponsor logo will be featured on paid advertising materials (last year included print adverts in The Guardian and Metro newspapers)	Prime Position
Sponsors logo featured on step-and-repeat board at the ceremony	Prime Position
Social media coverage tagging your company*	Every time the awards are mentioned 'West End Wilma Awards in association with [YOUR NAME]'
Advert in the show programme (given to all attendees)	Double page, centre spread
Tickets to the ceremony	10
*where possible	

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ENTERTAINMENT SPONSOR £2,500

Your sponsorship will cover the costs of the entertainment at the ceremony including £400 to each performer and costs for videography.

All communications pre-post event will be branded with ...	'Entertainment sponsored by [YOUR NAME]'
Logo will be featured on all web pages referencing the awards*	Top section of page
5 emails will be sent to the West End Wilma mailing list (total reach 100,000) including sponsor name/logo and hyperlink*	Top section of page
Sponsor logo on paid advertising materials (last year included print adverts in The Guardian and Metro newspapers)	Yes
Logo featured on step-and-repeat board at the ceremony	Yes
Social media coverage tagging your company*	Posts announcing performers, hosts and anything that will happen on stage during the ceremony
Advert in the show programme (given to all attendees)	Full page, inside front cover
Tickets to the ceremony	8
*where possible	

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PARTY SPONSOR £2,000



Your sponsorship will cover the costs of pre and post show drinks for VIP guests and sponsors.

All communications pre-post event will be branded with ...	'Party sponsored by [YOUR NAME]'
Logo will be featured on all web pages referencing the awards*	Top section of page
5 emails will be sent to the West End Wilma mailing list (total reach 100,000) including sponsor name/logo and hyperlink*	Top section of page
Sponsor logo on paid advertising materials (last year included print adverts in The Guardian and Metro newspapers)	Yes
Logo featured on step-and-repeat board at the ceremony	Yes
Social media coverage tagging your company*	Weekly posts thanking additional sponsors
Advert in the show programme (given to all attendees)	Full page, inside back cover
Tickets to the ceremony	6
*where possible	

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PROGRAMME SPONSOR £1,500



All communications pre-post event will be branded with ...	'Programme sponsored by [YOUR NAME]'
Logo will be featured on all web pages referencing the awards*	Top section of page
5 emails will be sent to the West End Wilma mailing list (total reach 100,000) including sponsor name/logo and hyperlink*	Top section of page
Sponsor logo on paid advertising materials (last year included print adverts in The Guardian and Metro newspapers)	Yes
Logo featured on step-and-repeat board at the ceremony	Yes
Social media coverage tagging your company*	Weekly posts thanking additional sponsors
Advert in the show programme (given to all attendees)	Full page, inside back
Tickets to the ceremony	4
*where possible	

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INDIVIDUAL AWARD SPONSORSHIP £750

The sponsorship of one of the award categories at the ceremony.

All communications pre-post event will be branded with ...	'[CATEGORY NAME] sponsored by [YOUR NAME]'
Logo will be featured on all web pages referencing the awards*	Next to your individual award category
5 emails will be sent to the West End Wilma mailing list (total reach 100,000) including sponsor name/logo and hyperlink*	Next to your individual award category
Sponsor logo on paid advertising materials (last year included print adverts in The Guardian and Metro newspapers)	Yes
Logo featured on step-and-repeat board at the ceremony	Yes
Social media coverage tagging your company*	Posts referencing individual award category
Advert in the show programme (given to all attendees)	Half page on your category's nominee page
Tickets to the ceremony	2
*where possible	

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