

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.

INDIVIDUAL CATEGORY SPONSORSHIP £750 EACH

- Best Touring Production
- Best Performer in a Touring Production

UNAVAILABLE Rising Star

- Best Cabaret or Solo Performance
- Best Understudy

UNAVAILABLE Best Swing

- Best Takeover in a Role

UNAVAILABLE Best Lighting

- Best Off-West End Show
- Best Performer in an Off-West End Show

UNAVAILABLE Best West End Ensemble Performer

- Best Performer in a West End Show

UNAVAILABLE 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

UNAVAILABLE

AVAILABLE NOW

ENTERTAINMENT SPONSOR
£2,500

PARTY SPONSOR
£2,000

UNAVAILABLE

PROGRAMME SPONSOR
£1,500

UNAVAILABLE

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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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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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