

20TH ANNIVERSARY EDITION

THE GLOBAL
RLI 2025
Awards

CELEBRATING
RETAIL & LEISURE EXCELLENCE

20

A golden globe is the central focus, surrounded by various icons representing retail and leisure. On the left, there's a golden skyscraper (Empire State Building). In the center, a large golden '20' is superimposed over the globe. To the right, a blue skyscraper (Shanghai Tower) is visible. Below the globe, there's a Ferris wheel, a laptop, and a small golden globe. The entire scene is set against a dark blue background with white lines radiating from the center, suggesting a global or digital theme.

Partnership
Opportunities

26 JUNE 2025 | LONDON, UK | WWW.RLIAWARDS.COM

THE GLOBAL
RLI
Awards 2024

20 YEARS OF
RETAIL & LEISURE

CELEBRATE
ENTERTAIN
UNITE



Global RLI Awards 2024, The Londoner, London, UK



Global RLI Awards, Natural History Museum, London, UK



Global RLI Awards, Palazzo Versace Hotel, Dubai, UAE



Global RLI Awards, Universal Studios, Los Angeles, US



Global RLI Awards, British Embassy, Riyadh, Saudi Arabia

AWARDS CATEGORIES

- ◆◆◆ RLI Future Project
- ◆◆◆ RLI Most Anticipated Opening 2025
- ◆◆◆ RLI Most Innovative Retail & Entertainment Project
- ◆◆◆ RLI Most Innovative Retail & Entertainment Concept
- ◆◆◆ RLI International Retail & Leisure Destination
- ◆◆◆ RLI International Shopping Centre - New Build
- ◆◆◆ RLI International Shopping Centre - Renovation
- ◆◆◆ RLI International Outlet Centre
- ◆◆◆ RLI Most Innovative Marketing Campaign
- ◆◆◆ RLI UK Retailer of the Year
- ◆◆◆ RLI International Retailer of the Year
- ◆◆◆ RLI Emerging Market Retailer
- ◆◆◆ RLI Sustainable Retailer of the Year
- ◆◆◆ RLI Most Innovative F&B Concept
- ◆◆◆ RLI Most Immersive Attraction & Experience
- ◆◆◆ RLI Developer of the Year
- ◆◆◆ RLI Designer of the Year
- ◆◆◆ RLI Contractor of the Year
- ◆◆◆ RLI Interior Excellence
- ◆◆◆ RLI Innovation in Technology Award
- ◆◆◆ RLI Visionary Leader of the Year

CELEBRATING 20 YEARS OF EXCELLENCE:

THE GLOBAL RLI AWARDS 2025

Since its inception, the Global RLI Awards have paid tribute to the very best in the world of retail and leisure, having been held in London, Dubai, Los Angeles and Riyadh over the last nineteen years. As we celebrate our 20th Anniversary in 2025, the Awards will take on even greater significance, reflecting two decades of excellence and innovation in the industry.

RLI has continued to adapt and evolve to meet the rapidly changing needs of the industry. We continue in 2025 with the same hope, energy and resolution that have defined our journey so far. In October 2024, the Global RLI Awards returned to London, a city renowned as one of the world's beacons of retail and leisure. The Awards followed the successful RLI Connect Global Forum, creating a seamless celebration of achievement, collaboration and inspiration within the industry.

In 2025, as part of our milestone celebrations, we are thrilled to

announce we will be holding the 20th edition of the Global RLI Awards in London on the 26 of June. This event will be the centrepiece of a Festival of Retail and Leisure which will also include the RLI Connect & Global Forum to mark this landmark edition, designed to showcase the past, present and future of our industry. We are also in talks to combine the festival with a reciprocal event to the UK delegation's 'Great Futures' visit to Riyadh in 2024, marking a collaborative vision for the future of retail and leisure.

This year's Global RLI Awards will continue to celebrate excellence, innovation and ground-breaking projects in an industry that thrives on adaptability and creativity. As we bring the Awards back to its iconic home, where it all began, we invite you to join us for an unforgettable evening of recognition and networking, surrounded by the leaders and visionaries shaping the future of retail and leisure.

WHY PARTNER WITH THE GLOBAL RLI AWARDS?

EXCLUSIVITY & PRESTIGE

Align your brand with the most celebrated event in the industry, reflecting two decades of innovation and leadership.

GLOBAL EXPOSURE

Boost your brand visibility across international markets with tailored pre- and post-event marketing.

NETWORKING POWER

Connect with key industry decision-makers, including developers, retailers, leisure operators and franchise partners.

CREDIBILITY & RECOGNITION

Elevate your company's status by associating with the world's leading retail and leisure awards.

BUSINESS OPPORTUNITIES

Engage with current and potential clients, creating meaningful business relationships that last beyond the event.

COVERAGE

Achieve significant exposure in RLI through advertising, branding, editorial insights, supplements and post-event features related to the Awards.

EXCLUSIVE PARTNERSHIP OPPORTUNITIES

As we celebrate 20 years of honouring excellence in retail and leisure, the 2025 Global RLI Awards presents an unmatched opportunity to partner with a prestigious event that attracts the world's leading industry professionals. Join us in marking this landmark occasion and gain unparalleled exposure and recognition within the global retail and leisure community. These partnership packages offer a unique opportunity to align your brand with an iconic event in retail and leisure. Partner with us to be part of a milestone that will shape the future of the industry for years to come.

HEADLINE PARTNER | COST £50,000

Be at the forefront of the event with exclusive branding and VIP recognition.

KEY BENEFITS:

- **Maximum Brand Exposure:** Dedicated email to our 85,000 email database announcing you as our Headline Partner. Full-page advertisement in RLI magazines leading up to the event, plus extensive visibility across event banners, partner boards and social media platforms.
- **Top-Tier Event Access:** VIP table for 10 at the Gala Dinner in a prime location, with high-profile logo placement throughout the evening.
- **Premier Branding:** High visibility throughout, inside front cover advertisement with adjacent profile in the dinner programme and special recognition during speeches, including a one-minute video presentation.
- **Exclusive Recognition:** Credits in press releases, winners' brochure and all pre- and post-event coverage, with exposure to 85,000+ professionals globally.
- **Networking:** One Deal-Making package in a premium location at RLI Connect & Global Forum 2025 (worth £10,000)

GOLD PARTNER | COST £40,000

Gain premium recognition with a high-profile presence at the Awards.

KEY BENEFITS:

- **Branding Across Platforms:** Full-page advertisement in RLI magazine and exclusive email announcements to our 85,000 database.
- **Prime Networking:** VIP table for 10 at the Gala Dinner in a prestigious location, with logo credits and images featured on the AV loop.
- **Event Exposure:** Branding on event banners, partner boards and A4 advertisement in the dinner programme, plus a video loop showcasing your logo and three high-resolution images.
- **Dealmaking:** One Deal-Making package in a premium location at RLI Connect & Global Forum 2025 (worth £10,000)

ENTERTAINMENT PARTNER | COST £40,000

Delight your guests with unmatched entertainment and visibility.

KEY BENEFITS:

- **Event Branding:** Special recognition during the entertainment portion of the evening, including logo placement and a one-minute video presentation.
- **Visibility Across Platforms:** VIP table of 10 in a premium location. Inclusion in all pre-event marketing and post-event coverage, ensuring sustained exposure.
- **Exclusive Event Benefits:** Branding on event banners, partner boards and A4 advertisement in the dinner programme, plus a video loop showcasing your logo and three high-resolution images.
- **Dealmaking:** One Deal-Making package in a premium location at RLI Connect & Global Forum 2025 (worth £10,000)

CHAMPAGNE RECEPTION PARTNER | COST £25,000

Position your brand as an essential part of the Global RLI Awards experience.

KEY BENEFITS:

- **Exclusive Event Access:** Branding at the Champagne Reception, with premium visibility during the opening of the Awards.
- **Comprehensive Branding:** Logo placement on all event materials and on AV loop. An A4 advertisement in the dinner programme
- **VIP Networking:** VIP table for 10 at the Gala Dinner in a prime location.
- **Dealmaking:** Five complimentary Delegate passes to RLI Connect & Global Forum 2025 (worth £4,975)

AWARDS CATEGORY PARTNER | COST £10,000

Sponsor a prestigious category and gain exposure as a leader in your field.

KEY BENEFITS:

- **Brand Association:** Exclusive opportunity to present an Award with company name on the trophy. One minute video presentation.
- **Premium Visibility:** VIP table for 10 in a prime location at the Gala Dinner with logo placement throughout the evening on video loop.
- **Recognition in RLI Magazine:** Full-page advertisement in the Awards programme and visibility in pre- and post-event publications.
- **Dealmaking:** Two complimentary Delegate passes to RLI Connect & Global Forum 2025 (worth £1,990)

*A full breakdown of each partnership is available upon request.

For more information on Partnership Opportunities please contact Jayne Rafter, Owner & Publisher at jayne.rafter@rli.uk.com

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