

GBRA 2026



VIRTUAL EVENT



GLOBAL BRANDED RESIDENCE AWARDS 2026

SPONSORSHIP PROSPECTUS

Rewarding excellence and innovation



**EXPAND YOUR BRAND REACH
2 OCTOBER 2026**

www.GlobalBrandedResidenceAwards.com

Hosted by Boutique Hotel News | Powered by International Hospitality Media

A Welcome from Boutique Hotel News

Hear from Eloise Hanson, BHN editor and head judge of the awards:

Welcome!

The Global Branded Residence Awards are hosted by Boutique Hotel News, the leading global boutique, lifestyle and luxury hotel media brand, part of the International Hospitality Media portfolio.

Branded residences are experiencing unprecedented global growth and have firmly established themselves as one of the most dynamic sectors within hospitality and real estate. According to the consultancy Global Branded Residences, there are now more than 1,800 completed and announced projects worldwide, with the sector expanding by approximately 140–150% over the past decade.

The Middle East and Europe have emerged as major engines of growth, recording expansion of around 350% and 260% respectively, while the model is now established across 90 countries, including 25 new markets. These awards recognise the innovation, best practice, partnerships and strategic vision to ultimately drive supply and demand growth.

To celebrate the launch of the Global Branded Residence Awards, 18 award categories are up for grabs. Open to real estate owners, developers, operators, brands and service providers worldwide, the awards will shine a light on best practice and sector leadership.

Winners will be revealed during a premium virtual awards ceremony, bringing together senior decision-makers from across hospitality, development, investment, architecture and design. With operators delivering new projects at record pace and developers playing an increasingly influential role in shaping the competitive landscape, the sector is entering a defining decade.

This is your opportunity to connect with the leaders driving this transformation and to celebrate excellence at the forefront of branded residential growth.

I look forward to welcoming you.



ELOISE HANSON

*Editor & Head Judge
Boutique Hotel News*



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**BOUTIQUE
HOTEL
NEWS**



The Global Branded Residence Awards are testament to the incredible growth in this sector over recent years. I'm honoured to be a Judge at these Awards, which will shine a light on best practice and celebrate some of the brightest talents in the industry."



Chris Graham

*Managing Director
Graham Associates*



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Branded Residence Market: A growing opportunity

The branded residence sector is experiencing remarkable growth.

The geographical reach of branded residences continues to broaden, with key hotspot cities being at the forefront.

Dubai (pictured), continues to lead the global market, alongside Miami, while rapid expansion is being seen across Saudi Arabia, Southeast Asia, Mexico and Southern Europe, highlighting the sector's increasingly diversified geographic growth.

A branded residence is a residential property linked to a well-known brand, most often a luxury hotel, that includes high-end services and amenities, or bespoke residences in urban or resort locations. These properties are available for purchase and are professionally managed, offering a lifestyle that combines the comforts of a private home with the perks of a five-star hotel.

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Branded residences enter 2026 with unprecedented momentum: the global market is expected to reach 910 schemes by the end of 2025, almost triple its 2015 level, with 837 further contracted projects already scheduled through 2032. (Savills Branded Residences Annual Report 2025–2026)

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75-80%

Approximately 75-80% of global branded residences remain affiliated with hotel operators, through luxury non-hotel brands, including fashion houses and automotive marques, continue to expand their presence.

(Savills Branded Residences Annual Report 2025–2026)



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What does this mean for **sponsors?**



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UNIQUE POSITIONING

- High-impact exposure before, during and after the awards
- Brand visibility across the website, emails and live broadcast
- Logo, video and verbal recognition throughout the event
- Direct promotion to our 40,000-strong database



PRIME VISIBILITY

These awards is a flagship event in the hospitality and real estate calendar. As a sponsor you will gain prestige by association, positioning your organisation as a leader committed to excellence in the luxury residential hospitality market.



TARGETED AUDIENCE ACCESS

The awards bring together a curated international audience of real estate developers, investors, operators, brokers, design professionals and hospitality service providers together with some of the best fashion, jewellery, and automotive brands. Through the virtual event platform, sponsors can engage with this community, build new relationships, strengthen existing partnerships and connect with prospective clients.



UNMATCHED NETWORKING

Each sponsorship package includes opportunities to connect with senior decision-makers through the virtual event experience. Invite key clients, partners and prospects to attend alongside your team, participate in dedicated networking opportunities and continue post event conversations



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Award Categories

We have 18 awards up for grabs of which you can enter at **no cost**, and one award decided by the **Boutique Hotel News** team.

- Best urban branded residence
- Best resort branded residence
- Best luxury brand affiliation residence
- Best architecture/exterior design
- Best interior design
- Future concept award
- Best in-room supplier
- Innovative use of technology
- Best sales and marketing campaign
- Best broker of sales agency (voted for)
- Innovator of the Year
- Industry Icon
- The Americas: Best Branded Residence
- Europe: Best Branded Residence
- Middle East & Africa: Best Branded Residence
- Asia-Pacific: Best Branded Residence
- Strategic partner of the year
- **World's best branded residence**



Timeline



Sponsorship Packages



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SPONSOR

£4,995

- 10 complimentary virtual event passes for the sponsor's team, clients or invited guests.
- Official PR announcement confirming the sponsorship across relevant news and awards channels.
- 60-second brand video played during the live awards broadcast.
- Live award-presenting opportunity, with a sponsor representative introducing and presenting a selected award.
- Prominent brand visibility throughout the virtual event, including relevant holding screens, presentation slides and sponsor acknowledgements.
- Dedicated sponsor profile and branding on the virtual event platform and Global Branded Residence Awards website, subject to platform configuration.
- Social media support before, during and after the event.
- Pre- and post-event email campaigns to the Global Branded Residence Awards database, featuring sponsor recognition and agreed messaging.
- 50% discount on all digital advertising across BoutiqueHotelNews.com
- GDPR-compliant contact details for attendees who have explicitly opted in to receive communications from event sponsors.
- Post-event content exposure, including inclusion in relevant event highlights, recordings and follow-up communications.



Contact Katie to discuss **bespoke sponsorship opportunities!**

Katie Houghton

VP commercial partnerships - hospitality



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SPONSORSHIP TERMS AND CONDITIONS

1. Definitions For these terms and conditions the Awards organisers, International Hospitality Media (IHM), will be referred to as "The Organisers". The term "Awards" means the event detailed online at globalbrandedresidence.com and the term "Sponsor" means the company, firm or person described in these Terms & Conditions who have signed the Sponsorship Agreement "Contract".

2. General Terms and Conditions The person or persons signing the Contract shall be deemed to have full authority to do so on behalf of the Sponsor. The Contract and these Terms and Conditions shall be constructed in accordance with English law and the Parties hereby submit to the jurisdiction of the English Courts.

3. Cancellation of Awards

3.1 The Organisers reserve the right to postpone or cancel the Awards. In the event of a decision to postpone the Awards, the Organisers will immediately contact the Sponsor with the new date and will agree with the Sponsor that the Organiser should hold the Sponsorship money against a future event. The Organisers reserve the right to relocate the Awards to another venue without changing the terms of Sponsorship. The Sponsor does not have the authority to demand cancellation of the event. In the event of cancellation with no new date rescheduled, the Organisers will return Sponsorship money.

3.2 If the Awards attracts fewer delegates than anticipated by either the Organisers or the Sponsor, no refund will be given. Similarly, if the event attracts more delegates than anticipated by either the Organisers or the Sponsor, there will be no additional charge incurred by the Sponsor.

4. Payment Terms Upon acceptance of the Contract an invoice for the full amount will be issued and is payable immediately. Under no circumstances will a Sponsor be allowed to participate in the Awards and the benefits outlined in the contract will be withdrawn, if any Awards invoice payment is outstanding. Please be advised that upon receipt of this contract an invoice from IHM for the appropriate amount will be sent to you with detailed instructions of payment terms and conditions.

5. Compliance with local legislation The Sponsor must comply at all times with all relevant legislation and regulations of the country where the Awards is held.

6. Video rights, Licences and Electronic messages

6.1 From time to time, photographs and video recordings may be made at the Awards or in the venue, which may include images of Sponsor, its employees, agents and related merchandise and displays. Sponsor may not hinder, obstruct or interfere in any way with such photography or recordings whether by the Organisers, its agents, attendees, or other exhibitors, and hereby consent to the Organisers' use of such recordings for commercial purposes.

6.2 To the extent necessary to fulfil Branded Residence Awards express obligations hereunder, the Sponsor hereby grants the Organisers a nonexclusive, royalty-free, revocable, non-transferable worldwide licence (without the right to sub-licence) to use the Sponsor's trademarks, service marks, logos, trade names, copyrighted content, hypertext links, domain names, icons, buttons, graphic files and images.

6.3 By providing the Organisers with the e-mail addresses set forth on the Contract, Sponsor hereby consents to receiving commercial e-mail messages from the Organisers, its affiliates and partners, as well as third parties licensed to send such messages to Sponsor by any of the foregoing. By providing the data herein, Sponsor agrees that such data may be used by the Organisers and its subsidiaries and their affiliates. Sponsor and their contacts should they not wish for their details to be shared. Full details of our privacy policy can be viewed on the website.

7. Insurance The Sponsor shall take out and maintain at all times public liability and employee liability insurance against personal injury, death and loss of property.

8. Liability The Sponsor shall indemnify and keep indemnified The Organisers, their affiliates and their respective officers, directors, shareholders, employees and agents all claims, liabilities, losses, suits, damages, judgements, expenses, reasonable costs (including reasonable legal costs) and charges of any kind arising ("Loss") out of the wilful default or negligence of the Sponsor or its employees, servants or agents provided only that any such Loss was reasonably foreseeable at the time this contract was made and that the Organisers shall take reasonable steps to mitigate the same.



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