

GBRA 2027

VIRTUAL EVENT

GLOBAL BRANDED RESIDENCE AWARDS 2027

SPONSORSHIP PROSPECTUS

Rewarding excellence and innovation

EXPAND YOUR BRAND REACH
OCTOBER 2027

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:

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BOUTIQUE HOTEL NEWS

Welcome!

Following the success of the inaugural Global Branded Residence Awards, we are delighted to return in 2027 for the second edition of this dedicated international awards programme.

Hosted by Boutique Hotel News, part of the International Hospitality Media portfolio, the awards recognise the people, projects, partnerships and ideas shaping one of the fastest-evolving areas of global hospitality and real estate.

Hospitality brands remain at the heart of the model, but a widening mix of fashion, automotive, lifestyle and other luxury names is creating new forms of collaboration and differentiation. At the same time, developers are expanding beyond established gateway cities into coastal, island, mountain and emerging lifestyle destinations, responding to increasingly mobile international wealth and changing buyer priorities.

The Global Branded Residence Awards celebrate the creativity, expertise and collaboration behind this evolution. Our 2027 programme will once again bring together developers, operators, brands, architects, designers, brokers, consultants, suppliers and service providers from across the world.

For sponsors, the awards provide an opportunity to align with excellence in this high-growth sector and place your organisation in front of an influential, international audience of senior decision-makers.

We look forward to celebrating the very best of the global branded residence industry with you in 2027.



Eloise Hanson

Editor & Head Judge
Boutique Hotel News

> AN EXCELLENT NUMBER OF ENTRIES FOR THE FIRST EDITION OF THE AWARDS - CONGRATULATIONS! IT WAS WELL WORTH THE TIME JUDGING GIVEN THE VERY HIGH QUALITY OF PROJECTS.



Helena Amaral Neto

Founder
LUXULTING

YEAR 1 ENTRANTS INCLUDE:

ARMANI Residences Marbella
BVLGARI RESORT & RESIDENCES DUBAI
KARL LAGERFELD VILLAS MARBELLA | SPAIN
MANDARIN ORIENTAL THE RESIDENCES
NIKKI BEACH Antigua RESIDENCES
OMBRIA ALGARVE · PORTUGAL
SIX SENSES RESIDENCES
ST REGIS RESIDENCES
THE LANGHAM RESIDENCES

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Branded Residence Market: A growing opportunity



The global branded residence market is entering its next phase of growth.

Branded residences have expanded rapidly over the past decade, evolving from a relatively specialist luxury property model into a significant segment of international residential development.

Knight Frank's 2026 Global Branded Residence Survey covers nearly 1,800 live and pipeline schemes across 90 countries and more than 200 brands. The number of schemes has almost tripled since 2015, rising from 354 to 903 by the end of 2025, and is expected to exceed 1,000 during 2026.

Growth is increasingly global. The United States retains the largest concentration of operational stock, while the Middle East has become the sector's principal growth engine, accounting for around 29% of the global pipeline.

Dubai remains the world's leading city market, while Abu Dhabi is strengthening its position as an international luxury residential and wealth destination.

At the same time, the map is broadening. More than half of branded residence schemes are now located outside major cities, including coastal, island and mountain destinations. Spain is among Europe's strongest pipeline markets, while Asia-Pacific represents around 18% of global live and pipeline projects.

WHAT IS DRIVING THE MARKET?

The next generation of branded residences is being shaped by more than growth in project numbers. Buyers are placing greater value on wellness, longevity, community, authenticity and experience, while developers are using increasingly differentiated brands and destinations to stand out in a more competitive marketplace. Wellness in particular is shifting from a standalone amenity towards an integral part of residential design and infrastructure.

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

APRIL. 2027 — Entries Open

31 JULY. 2027 — Entries deadline

MID-AUG. 2027 — Judging Period Starts

MID-AUG. 2027 — Public Voting Begins

SEPT. 2027 — Shortlist Announced

OCT. 2027 — Winners announced during the virtual Global Branded Residence Awards ceremony

www.GlobalBrandedResidenceAwards.com

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Sponsorship Packages

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HEADLINE 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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Telephone: +34 711 02 42 31

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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