THE PASSPORT AWARDS · PARTNER PACK · CLASS OF 2027

Put your brand on the awards travel creators share.

The first global awards for travel creators: twenty awards and The Stamped 100, a ranking of the hundred most influential travel creators. Free to enter and free to vote, judged on impact rather than follower count by an independent panel. Winners announced on 15 March 2027, the eve of ITB Berlin.

159+
CREATORS LONGLISTED BEFORE NOMINATIONS OPEN

250M+
THEIR COMBINED FOLLOWING

20
AWARDS, EACH WITH ITS OWN REVEAL

5
CONTINENTS ON THE FOUNDING PANEL INVITATION LIST

How partners get seen

Twenty reveals, not one night. Every award gets its own moment, posted by the creator who won it. This is what a Category Partner gets.

NAMING

Presented by you

"Best Travel Photographer, presented by you" on the award page, every nominee page in it, and every nominee and finalist share card the creators post to their own audiences.

COLLAB

The winner reveal

Your winner is revealed in an Instagram collab post with the winner and your brand, landing on all three feeds at once, plus your partnership announcement on @thepassportawards.

SALES

Your offer in the vote email

Every confirmed vote in your award carries your offer and a code you can track. Opt-in leads from voters who ask to hear from you.

ACCESS

The 20 who matter

A judged shortlist of the 20 strongest creators in your award with their data, and our introductions to the five you choose. One mid-tier creator post costs £1,000 to £3,000 on its own.

UNBOXING

The trophy arrives

The Gold Passport is posted to every winner. Your welcome pack can travel in the same box, and the unboxing is theirs to film.

PROOF

Your words, your report

Your quote in the winners announcement and press release, an honest results report within fifteen working days, and first refusal on 2028.

FOUNDING RATES · LOCKED FOR PARTNERS WHO SIGN BY 31 JANUARY 2027

Packages

Judging stays independent: partners see the methodology before launch and never touch the results. Every benefit is delivered online: the winners are revealed online on 15 March 2027, and nothing in any package depends on a live event. If we host an in-person winners' evening in Berlin, partners will be the first invited, as a bonus on top.

Headline Partner

£5,000
ONE ONLY

- "The Passport Awards, presented by you" on the site, every email and every reveal
- Presents The Gold Passport, the top honour
- Your offer in every vote email, across all 20 awards
- Co-brands The Travel Creator Report 2027, a ready-made B2B lead magnet
- Introductions to the winners and finalists you choose
- Everything in Category, and first refusal on 2028

The Stamped 100

£2,000
ONE ONLY

- "Presented by" naming on the ranking and the live board
- Your brand on all 100 creator cards, shared by the creators themselves
- First access to the ranking data
- Arrivals, the mid-year rising stars drop, included

People's Choice

£2,000
ONE ONLY

- Naming on the public vote and every vote email
- Your offer in every vote confirmation
- Opt-in leads from voters who ask to hear from you
- Presents The People's Passport, plus the full vote analytics report

Destination Partner

£1,500
THREE AVAILABLE

- Everything in Category, for your destination
- A spotlight page: travel to your destination with the creators
- A dedicated Instagram carousel
- A shortlist of the creators best placed to sell your destination, with ten introductions
- Optional winners' trip: host the winners and gain months of content

Category Partner

£1,000
17 AWARDS AVAILABLE

- Naming on one award, its nominee pages and share cards
- The winner reveal as a collab post
- Your offer in every vote email for your award
- Shortlist of 20, introductions to 5
- Your quote in the winners press release
- Results report, first refusal on 2028

Experience · Supporting

£500 · £250
PRIZES IN KIND WELCOME

- Experience: your product or trip as a winners' prize, named on the award and in the unboxing
- Supporting: logo on the site and the winners press release

The season

1 Nov 2026
Nominations open

1 Dec 2026
Founding panel announced

14 Feb 2027
Nominations close

22 Feb 2027
Finalists revealed, finals vote

15 Mar 2027
Winners and The Stamped 100

THE PASSPORT AWARDS
thepassportawards.com/partners

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