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**CODE**  
**HOSPITALITY**

REWARD. INSPIRE. CONNECT. EDUCATE

**PARTNERSHIP OPPORTUNITIES**  
**2020/21**

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CODE Hospitality is a community for the hospitality industry.

Created to educate, inspire and connect - we champion the industry through our media platforms that provide networks, insight, resources and benefits for hospitality professionals.

We work closely with leading brands and business to create bespoke commercial partnerships including:

AMERICAN  
EXPRESS

ignite

S.PELLEGRINO

coople

Quandoo

SLERP.



SEVENROOMS

MONOCLE

Yapster

*“CODE is one of the 15 operators  
shaping the future of hospitality”*

Ones to Watch report 2018, Livingbridge

For more information, contact:

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## Our Audience

An engaged community of hospitality professionals & best-in-class operators

Decision makers & career professionals

Knowledge hungry & tastemakers

## Facts & figures

56% female / 42% male & 48 different nationalities

76% of our community are aged between 26 to 45

81% are in management or senior management positions

55% have over 10 years of hospitality experience

61% earn over £30,000 a year

73% recommend hospitality as a career

*(Source: CODE 's Happiness in Hospitality 2020)*



*[Full partner directory available online at codehospitality.co.uk](http://codehospitality.co.uk)*

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## Friends of CODE

*Best-in-class hospitality suppliers for the CODE community*

**Exclusive membership for suppliers and affiliates to the hospitality industry including:**

A dedicated company page on the CODE Hospitality website along with access to our network of hospitality operators

Brand partnership opportunities with CODE app partners and invitations to networking events

Monthly snapshot on state of the industry and regular industry insights including Happiness in Hospitality

Opportunities to contribute to CODE editorial and social channels along with providing access to wider commercial partnership opportunities

*Membership fee: £150 (plus VAT) a month. Minimum 12-month contract*



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## CODE newsletters & editorial

### CODE Bulletin

The leading weekly e-newsletter on industry news, people and insight sent at 09.00 every Monday morning with a readership of 50,000 hospitality professionals. The Bulletin has an average weekly open rate of 25% and average weekly click rate of 15%

### CODE member newsletter

Weekly member newsletter highlighting new offers, industry events, latest editorial and member perks sent to our 20,000 industry members

### CODE editorial newsletter

Weekly editorial newsletter rounding up the latest editorial and industry offers from across CODE sent to 33,000 professionals working within and around the industry

### CODE partner newsletter

Dedicated monthly newsletter to key decision makers across 500+ CODE app partner venues

### Commercial Opportunity

Newsletter sponsorship  
'Sponsored by' logo in email header  
x1 sponsored content block each month (75 words)

CODE Bulletin: £2,500+VAT/month  
CODE member newsletter: £1,500+VAT/month  
CODE editorial newsletter: £1,000+VAT/month  
CODE partner newsletter: £1,000+VAT/month

3-month minimum contract

### CODE Quarterly

A subscription magazine with premium content for and by the hospitality industry with long-read interviews, travel features and one-of-a-kind content with a readership of 30,000 per issue

### CODE online

Daily industry news, interviews, features and views that matter

### Commercial Opportunity

Sponsored content and advertising  
Rates available on request

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## CODE flagship features & events

### 30 under 30

Annual list celebrating those making waves in the hospitality industry under the age of 30 (*Event: awards dinner*)

### 100 Most Influential Women in Hospitality

Championing women in hospitality and shining a light on the diverse range of opportunities and career paths available in this industry (*Event: awards breakfast with speaker*)

### Over 50 Power List

Over-50s who shape our hospitality world, inspiring the next generation of talent (*Event: drinks reception*)

### Happiness in Hospitality

A survey looking at wellbeing and mental health in the workplace, along with wider issues and their impact on our industry (*Event: breakfast briefing panel discussion*)

## Commercial Opportunity

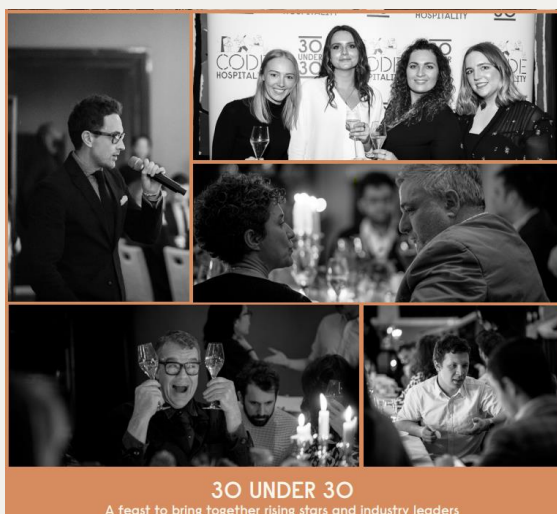
Headline/co-sponsorship from £10,000+VAT

Logo on all associated marketing material

Company representation on judging panel

Quote and company overview included in feature

Dedicated feature mail-out to CODE database



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## CODE app

The only dedicated hospitality benefits platform with exclusive industry offers at the best restaurants, bars and hotels across the UK for our 20,000 members (over 50,000 weekly app views)

### Commercial Opportunity

Exclusive sponsorship

Logo on app splash screen

3-month minimum commitment

Rates available on request

*“The app encourages people to get out and dine in our ever changing restaurant scene.  
We love to have visitors from the trade – it’s a good way to stay connected”*

José Pizarro, Chef & Owner Pizarro Restaurants



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## Case studies

### S. Pellegrino | Spring 2019

*A 3-month partnership with water brand S. Pellegrino to promote applications for their Young Chef Competition 2019/20*

Sponsorship of CODE Bulletin

Sponsored content to promote competition including Q&As with past winners and judges



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### SevenRooms | Spring/summer 2019

*A partnership with US restaurant technology business SevenRooms to help assist their entry into the London restaurant market*

Sponsorship of CODE Bulletin

Sponsored content to promote their brand

Co-hosted dinner with hand-picked hospitality invitees



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### Monocle | Summer 2019

*A 3-month partnership with Monocle magazine to support ticket sales of their Quality of Life Conference in Madrid to our CODE audience, as well as promote the launch of their second annual Dining & Drink Directory magazine*

Sponsorship of CODE Bulletin

Dedicated mail out to CODE members for Quality of Life conference

Special subscription bundle for Monocle magazine and Dining & Drinking Directory





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## Case studies

### Yapster | Autumn 2019

*Sponsorship of CODE's annual Happiness in Hospitality report*

Headline sponsor of the HiH report and invite-only breakfast briefing

Co-hosted roundtable with hand-picked hospitality operators



### American Express / Resy | Spring 2020

*Sponsorship of CODE's 100 Most Influential Women in Hospitality 2020 annual list*

Headline sponsor of 100 Most Influential Women in Hospitality

Representative on judging panel alongside CODE's Adam Hyman and Lisa Markwell, Clerkenwell Boy and Jason Atherton



### Slerp | Summer 2020

*A 3-month partnership with food delivery platform Slerp to raise awareness of their brand during the COVID-19 pandemic lockdown*

Sponsorship of CODE Bulletin

Sponsored content on CODE website and across social

Targeted introductions upon request / where suitable



### Ignite | Autumn 2020

*A 3-month partnership with digital marketing agency Ignite to promote their brand amongst the hospitality industry*

Sponsorship of CODE Bulletin

Sponsored content across CODE website and social media channels



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[codehospitality.co.uk](https://codehospitality.co.uk)



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