

A large, stylized lightning bolt in shades of blue and white, with a glowing lightbulb icon in the center, serves as a background for the main text.

blooloop Innovation Awards 2025

presented with

AREAI5

Sponsorship Information

blooloop
Innovation
Awards 2025



presented with

AREA15

**HELP CELEBRATE
THE MOST
INNOVATIVE
PROJECTS AND
TECHNOLOGIES
IN VISITOR
ATTRACTIONS**

What are the blooloop Innovation Awards?

The blooloop Innovation Awards celebrate the incredible dynamism, imagination and creativity that drives the attractions business.

Sponsor a category to raise your visibility across the industry, appear alongside our expert judges and champion the spirit of innovation.

The winners will be announced at our online event, the Festival of Innovation, 14-15th January 2026.

7 reasons to sponsor the blooloop Innovation Awards

- 1 Champion innovation within the industry.**
- 2 Join our line-up of expert judges and help decide your category's winners.**
- 3 Receive GDPR compliant data from everyone who indicates an interest in your sponsored category at our Festival of Innovation event in January.**
- 4 Host a panel at the Festival of Innovation discussing your category topic.**
- 5 Write an opinion piece on your category topic to showcase your insights to the industry.**
- 6 Your logo will appear on the entry form for your category.**
- 7 Your company name and a link will appear alongside your category on blooloop.com and our Awards site.**

"[Sponsoring the blooloop Innovation Awards] is a great way for AREA15 to engage with the best and brightest in experiential entertainment and gives us a first look at new experiences to see who we can work with."

Michael Casper, VP Business Development, AREA15

accessibility - projects, designs and technologies that ensure everyone can enjoy the visitor experience

blue sky, sponsored by Forrec - an opportunity to put forward a truly out-of-the-box concept that has yet to be fully developed, or to recognise a one-of-a-kind experience

brand realisation - innovative ways to bring a well-known IP to life to engage and immerse visitors

creative technology, sponsored by Holovis - celebrating technology behind the scenes, supporting visitor experiences and the creatives who design them - projectors, sound systems, lighting and more

exhibit - animals - exhibitions in zoos and aquariums that innovate to engage, educate or immerse visitors

exhibit - culture - exhibitions in cultural spaces that innovate to engage, educate or immerse visitors

experiential technology - guest facing technology that creates new interactive and engaging experiences

family - experiences designed for the whole family to enjoy, from rides to pop-ups and everything in between

game on - the latest technology and inventive devices in immersive gaming for climbing walls, competitive socialising, VR games and more

guest journey, sponsored by SSA - digital technology and beyond that enhances the guest journey - ticketing, apps, purchases, photography, AR, AI, social and more

immersive attraction - interactive experiences from dark rides to stand alone attractions with an innovative use of technology

immersive experience, sponsored by Christie - spaces that immerse visitors into another world - from live action theatre to immersive dining and everything in between

immersive experience - cultural - spaces that immerse visitors into another world in the cultural space

marketing - innovative marketing campaigns that educate visitors, inspire brand trust, create excitement and more

retail and dining - innovative retail and F&B spaces that drive revenue with theming, food, products or design

spectacular - epic shows and spectacular productions - drones, fountain shows, pavilions, acrobatics and anything with the wow factor

splash - from water rides and surf pools to fountains and splash parks

storytelling, sponsored by Blue Telescope - the translation of a story into an engaging visitor experience

storytelling - culture - the translation of a story into an engaging visitor experience in the cultural space

sustainability - products, projects and programs that reduce an attraction's GHG inventory and/or deliver against other UN SDGs

thrills - experiences that thrill visitors, from roller coasters to escape rooms to haunts

PRICE

Sponsorship of one category | £4,000

Price includes:

- **Exclusive sponsorship of one Awards category.**
- **Judge on the panel for your category.**
- **Host a panel discussion at our Festival of Innovation.**
- **GDPR compliant data from everyone who indicates an interest in your Award category at our Festival of Innovation.**
- **Blog about trends in your category on blooloop.com (subject to editor approval).**
- **Logo next to the category entry form.**
- **Your name mentioned alongside the Awards category on blooloop.com and the Awards webpage.**
- **Sponsor virtual booth at the Festival of Innovation**
- **Sponsor video on Festival Innovation session.**

**Blooloop clients
10% off**

“Thanks, blooloop, for championing innovation and sparking inspiration within our industry. The Festival of Innovation provided not only **invaluable networking opportunities but also **a stage to showcase** the advancements in experiential technologies and immersive experiences”**

Laurence Beckers, Creative Director, Alterface

**For more details please contact Alice at
events@blooloop.com**

bloo1oop



festival of innovation

14-15 January 2026, online