

Designed for
Members of the British Chamber of Commerce in Japan

BRITISH BUSINESS AWARDS 2026 PARTNERSHIP





FRIDAY, 13 NOVEMBER | 1800-2200

The Flagship Celebration of UK-Japan Business Excellence

Hosted at Tokyo's newest luxury address

Fairmont
TOKYO





A Refresh to the BBA – British Business Awards 2026

The British Business Awards is the canonised flagship of UK-Japan business excellence. Which once began as a small celebration has evolved into the high-calibre, luxury soiree it is today. Partnership provides coveted promotion opportunities, unfiltered access, and recognition from within the wider community.

Without question, this year will be our largest event to-date. With bespoke communications, unique partnerships and at the core, the true essence of UK-Japan brilliance, we are committed to ensuring the BBA2026 as a refresh to our format.

We invite you to consider partnership of the British Business Awards 2026. Set to be our most engaged edition to date, it places you within the legacy of one of the longest-serving foreign Chambers of Commerce in Japan.

今だからこそ、 BBA2026を新たに

ブリティッシュ・ビジネス・アワード (BBA) は、日英ビジネスの卓越性を体現する当会議所の中核をなす催しです。小規模な祝賀として始まった本アワードは、現在では質・格式ともに高い洗練された会へと発展してまいりました。

スポンサーシップは、価値あるプロモーションの機会にとどまらず、参加者との直接的な交流、そしてコミュニティにおける確かな認知へとつながります。本年は、過去最大規模での開催を見込んでおります。

本年は、これまでで最大規模の開催となる見込みです。選び抜かれたコミュニケーション設計と独自性のあるパートナーシップ、そして日英の卓越性の本質を核に据え、BBA2026では形式の刷新に取り組んでまいります。

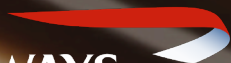
ブリティッシュ・ビジネス・アワード2026へのご協賛を、ぜひご検討いただけますと幸いです。本アワードは、在日外国商工会議所の中でも長い歴史を有する当会議所の歩みの中に、皆様を位置づける機会となります。





British Business Awards 2025 welcomed record partnership from...

BRITISH AIRWAYS



ARGENTUM
WEALTH



Square



forvis
mazars

BAE SYSTEMS

NYETIMBER
PRODUCT OF ENGLAND



KILCHOMAN
Distance from Vascillary
ISLAY SINGLE MALT SCOTCH WHISKY

KINGSBARN'S
SINGLE MALT SCOTCH WHISKY



THE GLENALLACHIE
DISTILLERS COMPANY LIMITED

Whisk-e Ltd.



NIKKEI Asia

TW Tokyo Weekender



NIHON DESIGN 3D



UKISHIMA
SCULPTURE
STUDIO

SHANU
AGARWAL

ORIHICA

FT
FINANCIAL
TIMES



Be Singular.

HEADLINER

3,000,000 JPY

For the first time ever: creative input into BBA2026

Centralised logo placement across all backdrops and communications

Opening keynote at the BBA2026 Awards Ceremony

Panel speaking opportunity at future BCCJ event guaranteed

Branded video feature played during the event

Dedicated post-BBA video interview feature

Dedicated VIP table positioned next to the Ambassador's table

VIP soiree before Gala doors open

Company banners displayed at the event venue

Speaking opportunity at the BBA2026 Winners follow-up event (2027)

Bespoke, multi-phase spotlight through BCCJ communication channels

Exposure in promotional materials from our head Media Partner

Further benefits can be tailored and agreed prior to agreement





Be Foregrounded.

DIAMOND

1,500,000 JPY

Premium logo placement throughout the BBA2026 venue

VIP soirée before Gala doors open

5x seats near Ambassador's table

On-screen address from company representatives

Website and programme inclusion

1x dedicated interview for the BCCJ website

1x dedicated social media post

Post-BBA article & video

We welcome additional requests.

Be Prominent.

SAPPHIRE

750,000 JPY

Enhanced logo placement

On-screen recognition during ceremony

1x company banner at event

2x seats on a premium table

Website and programme inclusion

1x dedicated article on the BCCJ website

1x dedicated social media post

Be Known.

CRYSTAL

450,000 JPY

Logo presence across event communications

Website and programme inclusion

1x seat on a premium table

1x dedicated article on BCCJ website

Become a Launch Partner
BBA2026 Launch Event
100,000 JPY

Date: Thursday, 25 June 2026

Time: 18:30 – 20:30

Venue: Mandarin Oriental, Tokyo

Guests: 80 Guests & Partners

**An intimate evening of
distinguished celebration.**

**We honour the seven BBA2025
winners by highlighting their
outstanding achievements and
officially launching BBA2026.**

**Upon selecting a main partnership tier, an
additional JPY 100,000 grants the opportunity
to commence your partnership journey early
at the BBA2026 Launch Event, unlocking
exclusive Launch Partner status.**

- Official stage announcement to 80 senior BCCJ guests
- Introductory speech at the opening of the event
- Logo placement across all event communications
- Named recognition as 'Launch Partner' throughout multi-phase communications, promotion, and branding for BBA2026.

*This is an optional offering in addition to your main partnership.
This opportunity cannot be purchased without Crystal partnership or higher.*



IN-KIND

In-kind partnership offers a more considered form of partnership, enabling companies to contribute goods or services in direct support of our events, in return for purposeful and well-placed visibility.

Examples may include:

- Provision of food or specialist ingredients
- Bar partnership for BCCJ events
- Supply of technical equipment (e.g. lighting, staging)
- Editorial or press support, including content creation
- Curated items for guest gift bags

MEDIA

As a media partner, your brand is positioned at the centre of our communications, with presence across digital and print campaigns, social channels, press engagement, and on-site visibility.

In return, we invite support across areas such as:

- Photography and videography
- Promotion across digital and print media
- Features within audio and visual channels, including podcasts and broadcast

RAFFLE

The BCCJ raffle is one of the highlights of the event. Following the Awards Ceremony, a special guest will present luxury raffle prizes. Proceeds from the raffle will go towards a charity cause the BCCJ has supported throughout the year.

We ask that all raffle prizes have a value of 20,000 JPY or more. Your donation will be featured throughout the multi-phase communications throughout the BBA2026 with inclusion in the programme itself.



***We welcome all inquiry – BRITISH BUSINESS AWARDS 2026
info@bccjapan.com***