Institute of Hospitality

SPONSORSHIP OPPORTUNITIES 2027

Connect with the people shaping hospitality.

The Institute of Hospitality (IoH) is the world's largest professional body for hospitality professionals, supporting excellence, CPD and the future of our industry.



Institute of Hospitality



Active in more than 100 countries worldwide, we connect hospitality professionals, businesses and emerging talent through events, publications and digital content.

Partnering with the IoH offers opportunities to raise your profile, build industry relationships and engage with a global professional community.

Learn | Develop | Grow | Inspire

Institute of Hospitality

17k

Members Worldwide
Highest membership
in 20 years

90k

Social media
followers

96

Countries listen
To our I'm In
Podcast

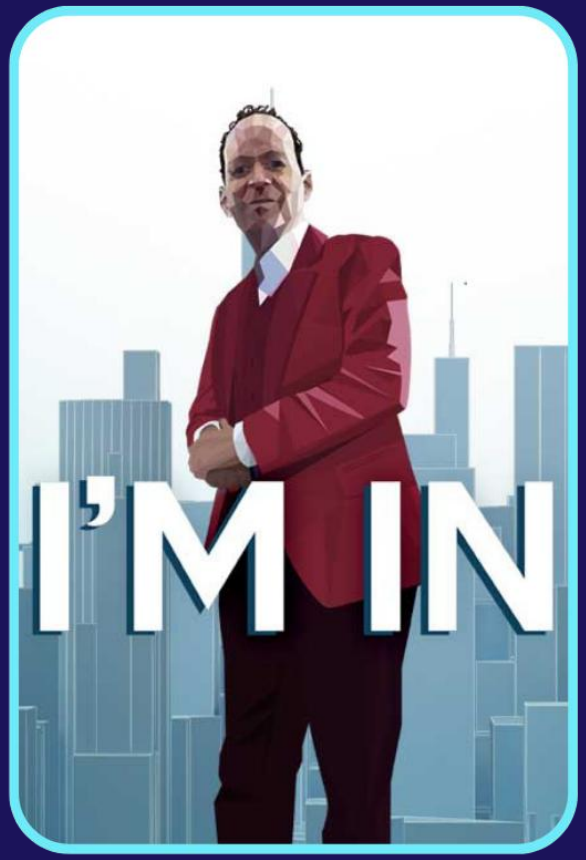
23

Countries with
Professional
Recognition
Programmes

Learn | Develop | Grow | Inspire

Institute of Hospitality

PODCAST SPONSORSHIP



Hosted by Phil Street FIH, the *I'm In* podcast explores the global series and ideas shaping hospitality, with listeners in 96 countries worldwide.
Produced by the Institute of Hospitality, ***I'm In*** delivers 17 episodes annually, including five special editions. Each episode supports Continuing Professional Development (CPD), exploring key issues shaping the hospitality industry.

Hosted panel discussions bring together three voices from the IoH's 17,000-strong membership, representing emerging talent, established professionals and senior leaders. International contributors provide valuable global perspectives.

With more than 70 episodes published, subjects have included mental health strategies, business resilience and kitchen wellbeing.
The podcast has built a loyal international audience, with downloads across over 90 countries worldwide, and has been ranked among GOODPODS' Top 5 Hospitality Podcasts.

Learn | Develop | Grow | Inspire

Institute of Hospitality

PODCAST SPONSORSHIP



Top listener markets: UK (47.5%), US (18.6%) and India (7.6%).

The *I'm In* podcast is promoted across the IoH's established digital and print channels:
Social media: LinkedIn 55,000+ followers; Instagram 5,176; Facebook 5,077.
IoH Magazine: 42,195 circulation per issue, including distribution across Aspire airport lounges.
Monthly newsletters: 9,101general membership recipients and 2,997 student recipients.

(Social media figures as of November 2026)

Listening platforms: Apple Podcasts (36%), Chrome (16%) and Spotify (14.3%).
Available to the public, I'm In extends its reach beyond IoH membership, offering sponsors an opportunity to connect with hospitality professionals worldwide through relevant industry content and promotion across established IoH channels.

Learn | Develop | Grow | Inspire

Institute of Hospitality

PODCAST SPONSORSHIP



Available for 2027:

- Sponsorship of Full Series
- Sponsorship of past Individual Episodes
- Advertising live on the show by Phil Street

Learn | Develop | Grow | Inspire

Institute of Hospitality



EVENTS AND COMPETITIONS

Our annual programme celebrates achievement, develops talent and brings hospitality professionals together.

Above & Beyond

Sponsor the global series or individual events, panels, or product and food and beverage provision.

Annual Awards

Headline sponsorship, individual award categories, food and beverage, and entertainment.

Passion4Hospitality: The Future Leaders' Conference

Overall event, venue, workshops, panels, speakers and refreshments.

Learn | Develop | Grow | Inspire

Institute of Hospitality

EVENTS AND COMPETITIONS



Fellows' Dinner
Overall event, Fellows' Award and food and beverage sponsorship.

Golf Day
Overall event, individual holes and food and beverage sponsorship.

Restaurant Manager of the Year
Overall competition, individual tasks and food and beverage sponsorship.

Learn | Develop | Grow | Inspire

Institute of Hospitality



PLUS...

Webinars & Digital Engagement

Our webinars feature prominent guest speakers and industry experts, offering sponsors the opportunity to align their brand with engaging, high-value content.
Opportunities include sponsorship of individual webinars.

Publications & Thought Leadership

Align your brand with hospitality news, knowledge and professional development through:

- IoH Magazine: Advertising and carrier advertising.
- IoH Broadsheet: Professional insight and thought leadership.
- IoH Newsletter: Brand exposure through email communications.
- White papers and round tables: Support industry research and discussion.
- Book of the Month: Association with professional learning.

Learn | Develop | Grow | Inspire

Institute of Hospitality



PLUS...

Promote your events through the Institute
Reach our hospitality network through selected promotional opportunities, including email communications, newsletters and social media.

LET'S EXPLORE THE POSSIBILITIES

From individual sponsorships to wider partnerships, we welcome conversations about opportunities that align with your organisation's objectives.

Please get in touch

Alina Mushtuk MIH
Commercial Manager
T: +44 (0)20 8661 4914

Learn | Develop | Grow | Inspire