



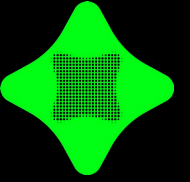
OFFICIAL AIRLINE PARTNER

#JET2DJAWARDS

A phased partnership proposal for the DJ Awards — the world's longest-running dance music awards, relaunching for its 25th anniversary at Amnesia, Ibiza on 7 October 2026.

WHAT'S IN HERE

Five parts.



01

Who we are

Twenty-five years, the reach, and the artists who collect in person

02

The brief

What we understand Jet2 is trying to achieve

03

The idea

#JET2DJAWARDS — and the one line it comes down to

04

How it works

Three phases across eighteen months, starting small

05

The deal

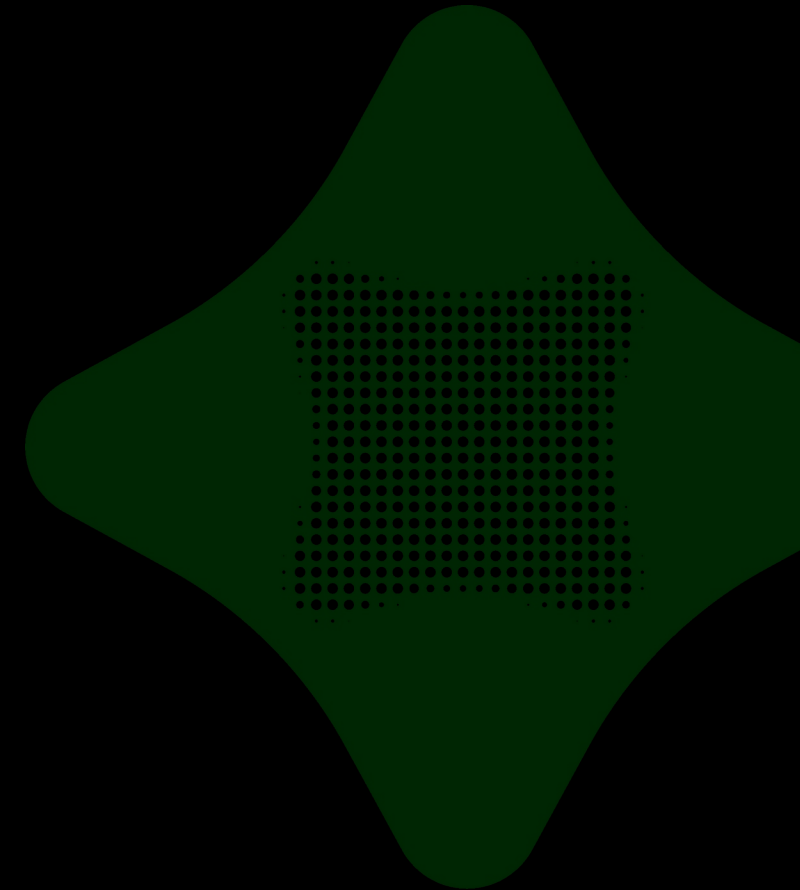
What Jet2 gets, what Jet2 does, and how it gets judged

01

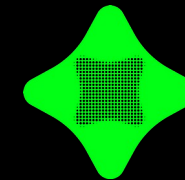
WHO WE ARE

The awards money can't buy.

Founded in Ibiza in 1998. The original and most respected honour in global dance music.



SINCE 1998



Twenty-five years. Four hundred awards. Not one of them bought.

Nineteen years at Pacha, a twentieth anniversary at Hiï, and now a three-year residency at Amnesia. Winners are chosen by a public vote and a Grand Jury of more than fifty industry leaders — and because there is no pay-to-play, the artists turn up and collect in person.



The red carpet

Every winner walks it, and every photograph carries the partner board behind them.



The stage

Winners collect in person and stay for the finale. Nobody sends a representative.

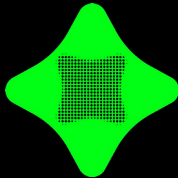


The broadcast

Live on YouTube, recorded multicam and aired in ninety countries.

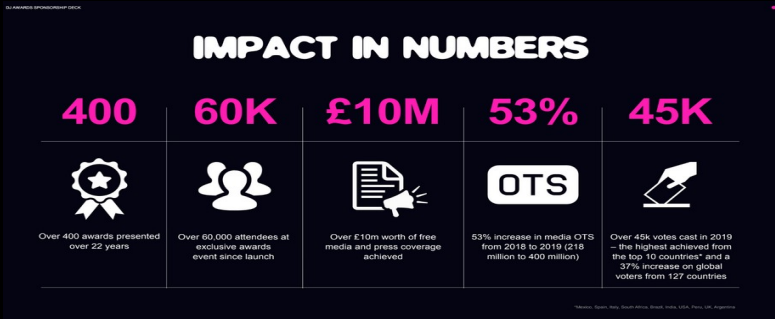
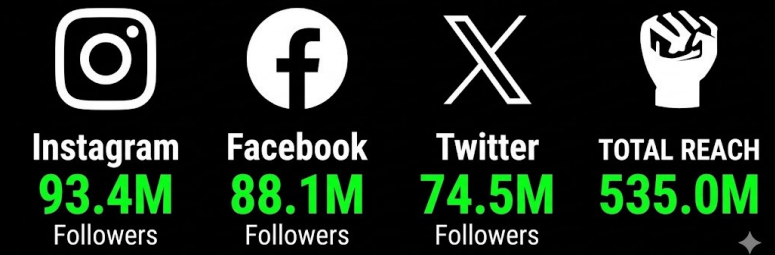
OUR REACH

Half a billion followers, reached by people nobody paid.



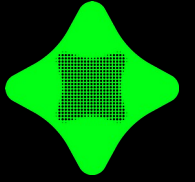
Winners post. That is the mechanism. The artists on this stage carry a combined following larger than any media buy a UK travel brand has ever made — and when they share the night, the partner is in the frame.

- 538M+ combined follower reach across the winners
- 400M audience impressions in 2025, up 83.5% year on year
- £10m in earned media and press coverage
- 90 countries carry the broadcast
- 250,000 votes in 2025, up from 21,000 the year before



OUR WINNERS

These are the names.



Twenty-five years of them, and they still come back. This is the company a partner keeps.



Carl Cox

International DJ of the Year. The most decorated name in the history of the awards.



Avicii

Collected in Ibiza in 2015. The awards honour era-defining acts as they break.

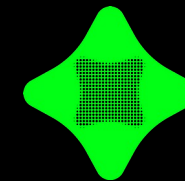


Miss Monique

A 2024 winner, and one of the biggest touring acts in dance music today.

ALSO: SOLOMUN · FISHER · PEGGY GOU · DAVID GUETTA · BLACK COFFEE · CHARLOTTE DE WITTE · TIËSTO · CALVIN HARRIS · SVEN VÄTH

THE 25TH ANNIVERSARY



Amnesia, Ibiza. Wednesday 7 October 2026.

Closing week, in the club's own 50th anniversary year, and the first night of a three-year residency. Red carpet from 21:00, the ceremony broadcast live at 23:30, doors open to the public at 01:00, and the room runs until 06:00.

Around 500 industry guests for the ceremony

A 200-place balcony overlooking the terrace

General admission from 01:00 until close

Broadcast live on YouTube, then cut for 90 countries

7 OCT

Wednesday, Ibiza closing week

50

Amnesia's own anniversary year

3 YRS

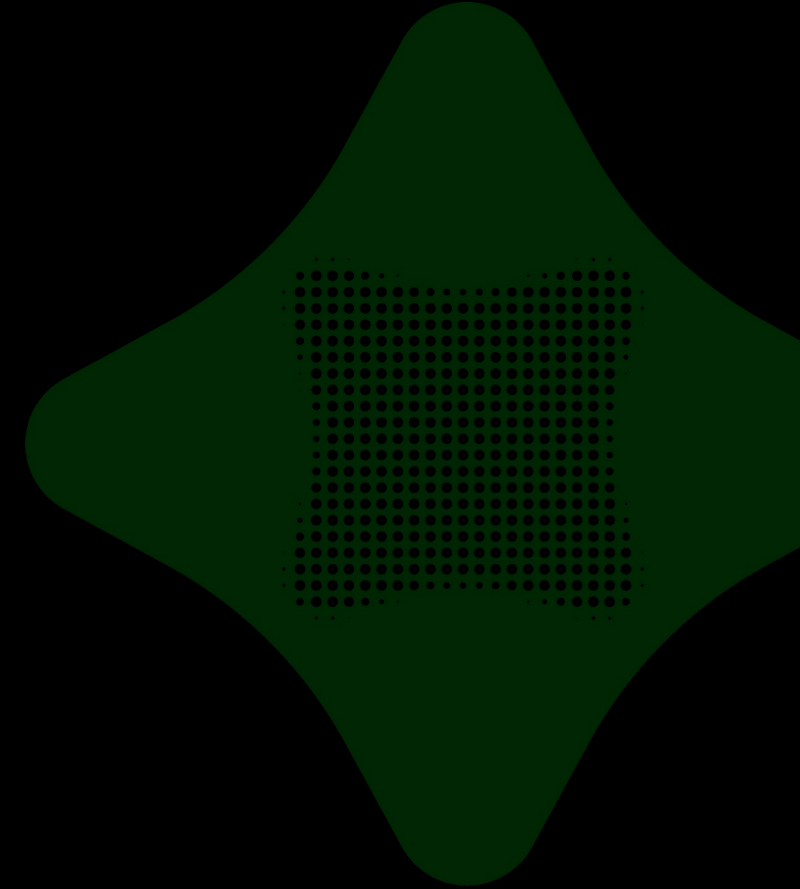
Residency secured from 2026

02

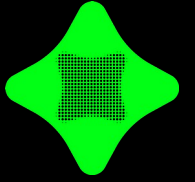
THE BRIEF

What we understand Jet2 is trying to do.

Written from Jet2's published results and public marketing position, not from a wish list.



THE OBJECTIVE



Reach a younger, independent traveller — without losing the family customer.

Flight-only passengers grew 15% last year to 7.64m. Package customers grew 1%. The growth is coming from someone who books the seat and makes their own plans — and the brand's biggest cultural moment in a decade was a meme Jet2 neither wrote nor owns.

01

OWN IT, DON'T RENT IT

80bn views and 11.8m posts — but Jet2 never controlled the edit, the punchline or the shelf life, and none of it produced a single opted-in record.

OBJECTIVE · AN ASSET JET2 CONTROLS

02

SELL THE QUIET MONTHS

August books itself. The problem is January, February and the shoulder — the Canaries and city breaks that under-35s barely associate with Jet2.

OBJECTIVE · OFF-SEASON DEMAND

03

STAY MAINSTREAM

Jet2's equity is trust and value. Anything that reads as elite or gated breaks it. This has to feel like it is for everyone.

OBJECTIVE · PROTECT THE BRAND

THE PROBLEM WORTH SOLVING

The island that Britain built has priced Britain out.

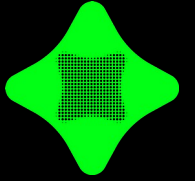
Ibiza was made by ordinary British holidaymakers. Today the best nights on the island are sold by the table, and the people who made the place what it is watch it on a phone screen from somewhere cheaper.

That is a real grievance, it is widely felt, and no brand has picked it up. Jet2 is the one company with the standing to — because making Europe affordable is what they already do.

Jet2 made flying affordable. This is the same promise, pointed at the night rather than the flight

It cannot be accused of elitism, because opening the door is the entire idea

It is a cause, not a sponsorship — and causes get written about for free



THE POSITION

**The best night in Ibiza
shouldn't cost a week's
wages. So we made it
£99.**

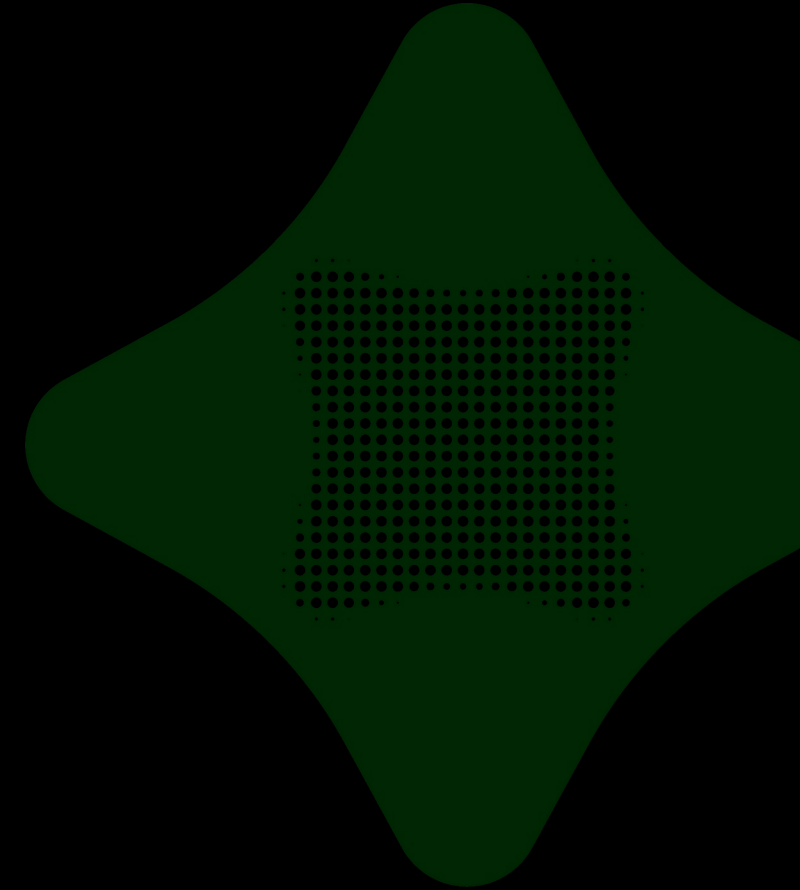
We never name a club and never quote a table price. The number does it. Jet2 is opening a door, not picking a fight.

03

THE IDEA

#JET2DJAWARDS

Nobody comes home and describes the hotel. They describe one night.



THE IDEA

Party like it's £19.99.

Return flights, three nights in San Antonio, the disco bus, poolside DJ sessions and entry to the 25th anniversary of the DJ Awards. Ninety-nine pounds, all in, for ninety-nine people.

We never have to say what a table costs on this island. Everyone already knows. The price is the entire argument.

WITH #JET2DJAWARDS, EVERYONE IS A WINNER — EVERY ENTRANT GETS THE LIVE BROADCAST LINK AND THE 25-YEAR ARCHIVE MERCHANDISE

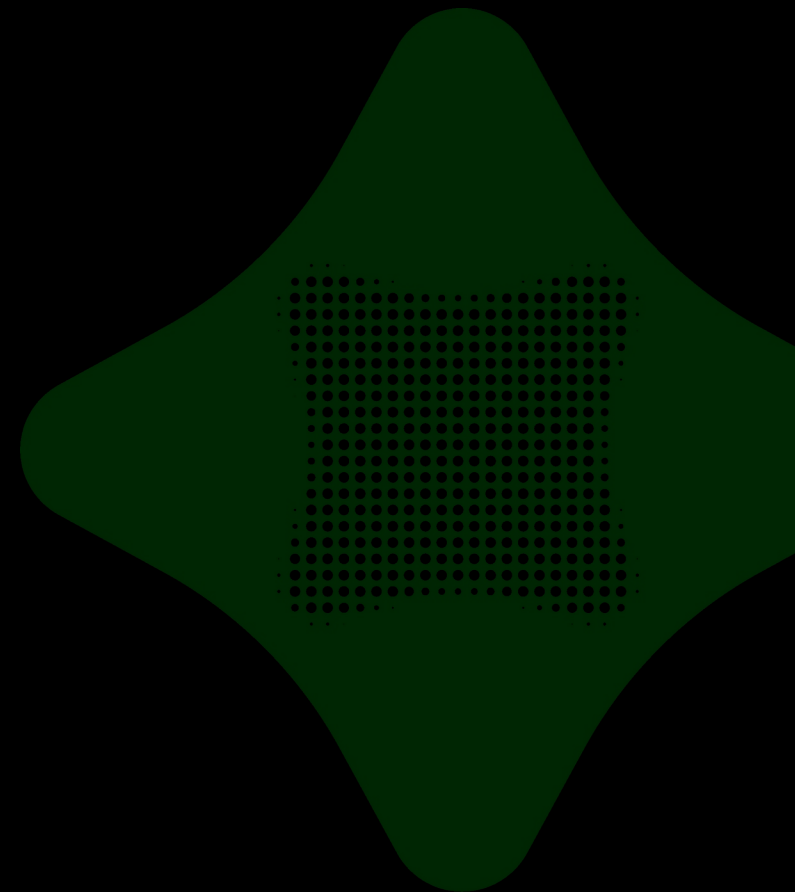


04

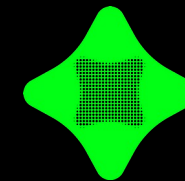
HOW IT WORKS

An annual loop, not a one-off campaign.

January books the summer. Summer earns you entry. October pays it off — and October feeds next January.



THE SHAPE OF IT



Start of season. End of season. Repeat.

Two campaign moments a year, tied to the two dates that matter to Jet2: the January booking peak, and Ibiza closing week. Each one is the reason the other works.

FEB

BOOK THE SUMMER

A single two-month campaign. Dancefloor Memories runs on film shot at the awards: share your best night, tag both brands, the DJ Awards Grand Jury picks the winners. The message underneath is book Ibiza with Jet2 this summer.

DRIVES · SUMMER BOOKINGS OFF THE BACK OF OCTOBER

AUG

REGISTER AND VOTE

Voting opens. Every UK resident who registers to vote goes into the lottery for the right to buy one of the ninety-nine places. Jet2 drives it through their database and every vote-now placement they own.

DRIVES · OPTED-IN UK RECORDS AT SCALE

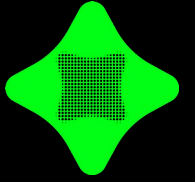
OCT

THE PAYOFF

Closing week and the DJ Awards. The ninety-nine arrive, the red carpet runs, the balcony fills, and the whole thing is filmed — which is what makes February work.

DRIVES · EARNED MEDIA AND THE CONTENT BANK

IN 2026 THE GATE IS THE VOTE. FROM 2027 IT BECOMES HAVING FLOWN JET2 TO IBIZA THAT SUMMER — ONCE THERE IS A FULL SEASON OF RUNWAY



One mechanic. One gate.

Deliberately narrow so it can be judged honestly. Register to vote, and you are in. No second route, no purchase requirement, nothing to explain twice.

01

THE £19.99 HOLIDAY

Register to vote, and if you live in the UK you go into the lottery for the right to buy one of ninety-nine places. Return flights, three nights in San Antonio, poolside sessions, the disco bus and entry to the awards. £19.99, all in.

OUTCOME · ONE MECHANIC, ONE GATE, NO
CONFUSION

02

JET2 DRIVES THE VOTE

Jet2 opens its database and maximises the vote—now call to action across everything it owns — email, app, booking confirmations, boarding passes, in-flight and the website. This is where five hundred thousand voters comes from.

OUTCOME · THE ENGINE OF THE WHOLE
CAMPAIGN

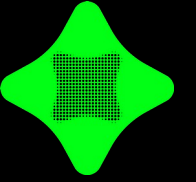
03

JET2 GETS YOU IN

The branded red carpet, 99 balcony places to give away, and free general admission for anyone who flew Jet2 and is on the island that week. Thousands of people through the door, not ten.

OUTCOME · EARNED MEDIA AND MASS ACCESS

WHO DOES WHAT



Jet2 brings the planes and the beds. We bring the night.

Deliberately clean. Jet2 sources the San Antonio hotel from its own contracted portfolio — which keeps the cost down, keeps it on their booking system, and means every viewer can book the same room. We supply everything that makes it an event.

JET2 PROVIDES

- Return flights from the customer's own base
- The San Antonio hotel, from their own portfolio
- Transfers, and the package booking itself
- The database campaign and the social support

WE PROVIDE

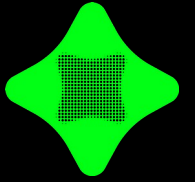
The pool party — the Emerging Artist nominees plus one headline name

The disco bus, with a DJ on board, hotel door to club door

Entry to the DJ Awards, and the balcony

The red carpet, the boarding stairs and the Jet2 bar

NO HOTEL RISK ON OUR SIDE, NO TALENT RISK ON THEIRS



What the ninety-nine actually cost.

Real cost per head is roughly £250 to £400 once flights, three nights, transfers and entry are counted, against £19.99 of revenue — a subsidy of £25,000 to £38,000 for a headline no media budget could buy.

1

A ONE-OFF, NOT A PRICE POINT

Badged as a 25th anniversary edition, ninety-nine places, never repeated. It must not reset what customers think a Jet2 package should cost — that is the one real risk in the whole idea.

GUARDRAIL · PROTECT THE PRICE
ARCHITECTURE

2

£19.99 HAS TO MEAN £19.99

Flights plus accommodation is a package under the travel regulations. Fully inclusive and properly protected, with no transfer fee or entry supplement added later. All in, or we do not say the number.

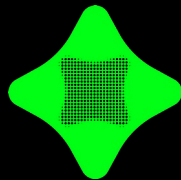
GUARDRAIL · NO ASA EXPOSURE

3

IT SITS IN TRADING, NOT BRAND

Because it is a bookable product tied to summer flying, it can be funded as a booking incentive rather than brand spend — a different budget line, and a far easier approval.

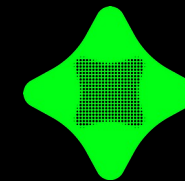
OPPORTUNITY · A SECOND ROUTE TO YES



Where the Jet2 brand actually lands.

THE RED CARPET	Jet2-branded arrivals board. Every winner and nominee photographed against it, and those images travel with the artists' own posts.
THE BOARDING STAIRS	The main stairwell up to the Amnesia terrace balcony dressed as aircraft boarding steps. Nobody needs it explained, and everybody films it.
THE BALCONY	200 places for Jet2 to give away to customers — the best view in the room, and a prize that costs a seat rather than a holiday.
THE JET2 BAR	A branded bar serving Jet2 cocktails to the balcony guests. Named drinks, in hand, in every photograph taken from the best vantage point in the building.
THE DOOR	Free general admission for any Jet2 customer on the island that week. This is the line that makes the whole campaign mainstream.
THE PROMO CODE	Anyone who flies Jet2 to Ibiza at any point in 2026 gets free after-party entry, redeemed against their booking reference. Jet2 pays per redemption against a capped allocation — so it costs nothing unclaimed, and it is a reason to choose Jet2 in July, not just October.
THE AWARD	Jet2 names Best Club Moment. The voice of the Jet2 ad collects it on stage and shares the moment across her own channels.

PHASE TWO · OCTOBER 2026 TO FEBRUARY 2027



Dancefloor Memories, and a party in Rome.

The campaign does not stop when the awards do. Entries reopen the moment the ceremony ends and run right through the months Jet2 needs to sell, alongside the DJ Awards crowdfunding PR push.

Share your best dancefloor memory, tag both brands. The **DJ Awards Grand Jury** picks the winners — not a like count, which keeps it credible

Ten winners fly to Rome in February for the Grand Jury Chairman handover, where **Roger Sanchez** hands over to **Miss Monique**

Jet2 picks the host hotel from its own Rome partner network, so every viewer can book the same room. A Jet2 pop-up on site is an easy add

Tied to a **book-now-for-Ibiza** promotion, landing in the deepest booking trough of the year

7

UK bases flying Rome year-round

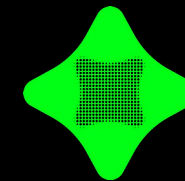
10

Winners flown, judged by the Grand Jury

FEB

The month that needs the help

ROME IS ON THE JET2CITYBREAKS PROGRAMME YEAR-ROUND FROM SEVEN UK BASES



The second turn of the wheel.

Everything from year one runs again — but now the January campaign has a year of footage behind it, and the summer gate has a full booking season to work on rather than six weeks.

FEB

A CAMPAIGN WITH PROOF

The two-month campaign runs on real film of real winners rather than a promise. That is the difference between announcing a competition and showing one that already happened.

THE CONTENT BANK PAYS FOR ITSELF

SUMMER

THE FLIGHT GATE STARTS

From 2027 the qualifier becomes having flown Jet2 to Ibiza that season. Free after-party entry all summer, and the right to enter for a £19.99 place — a reason to choose Jet2 on the same route at the same fare.

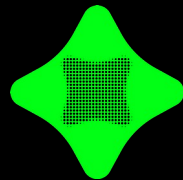
FLIGHT-ONLY SHARE, ALL SEASON

OCT

A BIGGER PACKAGE

More places, a larger hotel from the Jet2 portfolio, and the pool party programmed with the artists who won the year before. Scaled on the numbers, not on optimism.

YEAR TWO IS EARNED, NOT ASSUMED



The loop, year by year.

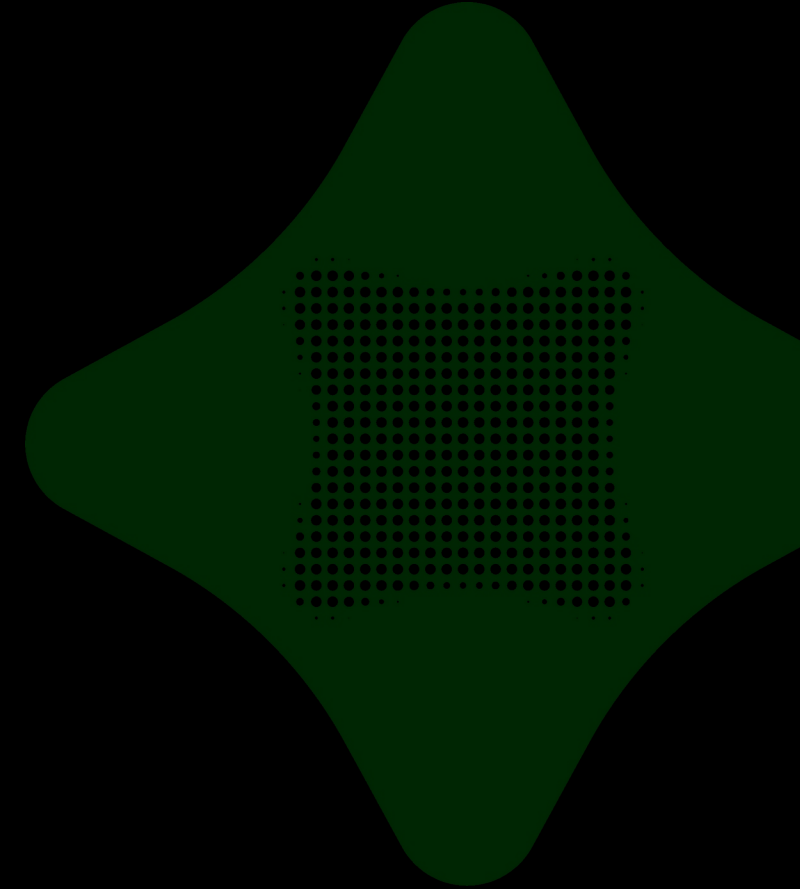
WHEN	WHAT RUNS	WHAT IT DRIVES
By 17 Aug 2026	Decision and announcement. Voting opens 17 August — there is no float after this.	The whole plan hinges here
Aug – Sep 2026	Register to vote. Jet2 drives it across email, app, booking confirmations and boarding passes. The £99 lottery runs alongside.	Opted-in UK records
7 Oct 2026	The 25th Anniversary. Red carpet, boarding stairs, balcony, free admission, the named award.	Earned media, content bank
Feb – Mar 2027	A single two-month campaign. Dancefloor Memories, cut from October footage. Book Ibiza with Jet2 to qualify next time.	Summer bookings
Feb 2027	The campaign prize: ten Grand Jury winners flown to the Chairman handover in Rome.	Half-term city breaks
May – Sep 2027	The flight gate starts. Every Jet2 flight to Ibiza earns free after-party entry and the right to enter for a £19.99 place.	Flight-only share, all season
Oct 2027	Closing week and the 26th edition. The loop closes, and the footage starts January again.	Year two at full scale

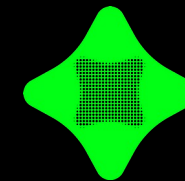
05

THE DEAL

One category. One airline.

We bring the night, the talent and the stage. Jet2 brings the aircraft, the database and the social team.





What Jet2 GETS.

Official Airline Partner — category exclusive, no competing carrier anywhere in the ecosystem

The red carpet and arrivals board, branded Jet2, photographed by the global press

Naming rights on Best Club Moment, collected on stage by the voice of the Jet2 ad

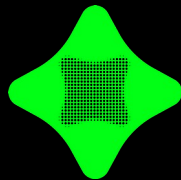
The boarding stairs — the terrace stairwell dressed as aircraft steps

99 balcony places to give away, and **the 2026 promo code** — free after-party entry for anyone who flew Jet2 to Ibiza all year

All campaign content, raw and cut, for Jet2 channels and paid media

Shared first-party data from every UK entrant, opted in at capture

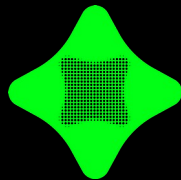
First refusal on phases two and three, and on the global rollout



What Jet2 DOES.

This does not work as a logo. It works because the aircraft, the database and the social team are the campaign.

FLIGHTS AND BEDS	Return flights for the ninety-nine and the Rome winners, and the San Antonio hotel sourced from the Jet2 portfolio.
THE BOOKING CONFIRMATION	The vote-now CTA in the booking confirmation — the highest-open-rate email Jet2 sends, landing on someone who just bought a flight to Spain. If we get one placement, this is it.
THE REST OF THE ESTATE	Email, app, boarding passes, in-flight and the website, plus weekly reshares of entries by the social team — exactly the way the meme was handled.
A CREW ON THE GROUND	Jet2 send their own crew to film the awards and the party, and leave with a year of owned social assets for next season, shot at no media cost.
THE PROMO CODE UNDERWRITE	Free after-party entry per redemption against a capped allocation, plus the 99 balcony places.
THE SPONSORSHIP FEE	Which buys the naming rights, the red carpet, the exclusivity and the stage moment.



How it gets judged.

Phase one is deliberately a test: one contained campaign with a number at the end of it. Phases two and three are decided on what that number says.

MEASURE	THE BENCHMARK
Acquisition	Named, opted-in UK records captured through the vote, against a 2026 target of 500,000 voters
Efficiency	Cost per acquired opted-in record versus Jet2's current blended acquisition cost
Reach	Total impressions across both ecosystems, benchmarked against the 400m delivered in 2025
Earned media	Press value of the red carpet imagery, the winners' stories and the broadcast
Redemption	Balcony places claimed and free admissions redeemed by Jet2 customers on the island
Off-season	Bookings on Canaries and city break routes attributable to phase two, October to March

NEXT

A decision by 17 August. That is the day voting opens.



1 A thirty-minute call

Walk phase one, agree the red carpet rights and the shape of the fee.

2 Announcement

Partnership announced with the date, venue and Grand Jury Chairman in mid August.

3 17 August

Voting opens. The database campaign and #JET2DJAWARDS go live the same day.

contact.us@djawards.com · www.djawards.com · Gran Via de les Corts Catalanes, 672, 08010 Barcelona