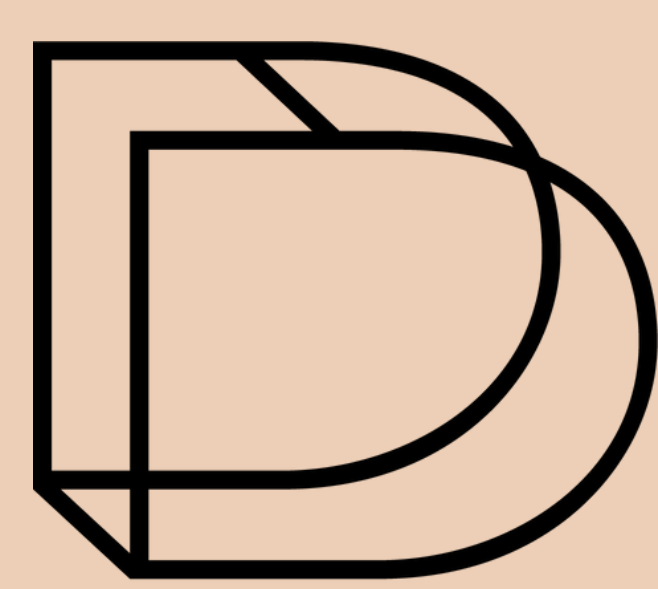


DETAIL Construction Award

Sponsorship package



The DETAIL Construction Award, launched to mark the 65th anniversary of DETAIL, is an internationally unique architecture prize that focuses on detailed planning and honours projects that impress with their design, material quality and resource-saving concepts.

DETAIL
Construction
Award

Over 350 submissions from 26 countries, including numerous renowned architectural firms, make the award a strong international platform – and an environment in which your brand can be optimally positioned.

The following awards will be presented:

DETAIL Construction Award

Facade
Roof
Adaptive Reuse
Structural Systems
Interiors

Students' Award

Bachelor's and Master's theses in
architecture and interior design

Readers' Award

Here, the favourite project
of DETAIL readers is awarded a prize,
which is chosen in an online vote.

Package for sponsoring the Construction Award or the Students' Award

- Ceremonial presentation of the award in one of the categories mentioned, together with the DETAIL editorial team
- Mention as a sponsor before, during and after the award ceremony
- Exclusive cross-media presence around the event
- Photo documentation of the award ceremony (selection can be used for corporate communications)
- Logo on the Construction Award website
- Logo on the invitation
- Mention in the text of the press release to the trade press
- Logo on the press wall at the award ceremony
- Mention in the written follow-up report
- Integration into 2 social media posts (Instagram or Facebook, e.g. award ceremony)
- Integration into the standalone newsletter on the follow-up report of the Construction Awards (logo, picture of the award ceremony and/or thank you text)
- Inclusion in image or text advertisements in the DETAIL newsletter
- 1/2 advertisement page in 4c (value: 6,945 €) in the anniversary edition 6.26 '65 Years of DETAIL'
- 2 tickets to the award ceremony

Booking deadline: 20 January 2026

Sponsorship of the Readers' Award - Voting will take place from 7.1.2026 to 11.2.2026.

- In addition to the above services, additional communication measures are included from 7 January to 11 February 2026.
- 3 social media posts (logo or in text)
- Image/text ads in the DETAIL newsletter for voting (logo or in text)
- Booking deadline: 7 January 2026

Price: 9,500 € plus VAT

Your advantages as a sponsor

Image transfer

Strengthening of the brand among influential market leaders from architecture, construction, culture and politics.

Internationality

Global perception of the award through worldwide promotion and submissions from over 26 countries. Awareness also in the context of the award ceremony with 50-60 participants on 12 March 2026 in Munich among a specialist audience interested in the topic of construction.

Press relations

Extensive, continuous and international press relations on all DETAIL channels.

Communication

Fast and direct communication with the target group through cross-media advertising and reporting: print, digital and social media.

Dialogue and networking

Personal contacts with renowned architects at the award ceremony in Munich. Image transfer
Strengthening the brand among influential market leaders from the fields of architecture, construction, culture and politics.