

# INSPIRE

## Business Awards

### Sponsorship Opportunities

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The Inspire Business Awards celebrate the success of businesses in north Hampshire - from Andover in the west to Farnborough in the east - and everywhere in between. The awards are open for free entry from organisations of all sizes and sectors recognising success, innovation, entrepreneurship and the commitment and their staff. It provides a showcase for exemplar businesses and a platform for finalists, winners and sponsors to build their profile as part of the business community and important players in our local economy.

Sponsorship is a great way of reaching the business community across the region. The INSPIRE Business Awards Dinner attracts hundreds of local businesses each year and a principal benefit of the sponsorship is that your organisation is associated with an event that is successful, established and much respected.

#### Award Sponsorship £4,000+VAT per year

##### Key Benefits

- Status and association as sponsor of long established, successful regional event.
- A table of 10 at the awards dinner including three course meal with wine and drinks reception.
- Engagement with wide range of businesses that enter the awards.

You will be in great company, here is a selection recent sponsors:



- **Business Development Opportunities**

- Access to all award entries from your category
- Involvement within the judging process – first round judging and finalist visits
- Opportunities to meet finalists, at finalist and sponsor photo opportunity

- **Sponsorship of Award Category**

- Presentation of your award on stage during the ceremony
- Film created and shown at awards and on social media and available for use by sponsor
- Mentions from presenters on the night

- **Media coverage**

- Pre and post event editorial within north Hampshire press.
- Mentions in news releases.
- Regional publicity and exposure of your business across North Hampshire area

- **Brand association through logo recognition on all materials**

- Logo on PDF leaflet sent out by all sponsors to promote the awards
- Inspire Business Awards Website
- Logo in event programme
- Advertising space in event programme
- Logo on invitations sent out to 500+ guests
- Mentions/logo on email newsletter

- **Raise your profile through social media engagement**

- Mentions on Twitter Wall during reception and dinner
- Mentions on social media during the entry period and leading to the event
- Sponsor toolkit of graphics to use on your own social media, digital and print material to promote your involvement

- **Event day profile**

- Thanks, logo and mentions within programme
- Mentions within welcome address
- Logo in presentation on screen
- Thanks on Twitter Wall
- Logo displayed within main event room
- Sponsors group photograph at the event

**Key dates for 2022/23**

- Launch and entries open June 2022
- Entries close 31 October 2022
- First round judging November 2022
- Announcement of finalists December 2022
- Gala Awards Evening Thursday 23<sup>rd</sup> February 2023

