

EAST LINDSEY BUSINESS AWARDS 2019

Sponsorship Packages

East Lindsey District Council is delighted to once again have Johnston Press on board as our Media Partner and the Lincolnshire Chamber of Commerce as our Delivery Partner.

There are a host of ways in which you can get involved with sponsoring ELBA 2019. Whether you're considering coming on board as our Headline Sponsor or want to get involved with supporting a more specific aspect of the Awards, we've got a range of opportunities for you to choose from.

If you are interested and would like to discuss sponsorship opportunities, please contact Lincolnshire Chamber of Commerce events team via email: events@lincs-chamber.co.uk or by calling 01522 523333.

Visit our dedicated website page: www.e-lindsey.gov.uk\ELBA for more information.

✓ **Headline Sponsor - £1500+VAT**

- Five complimentary tickets for the Awards Ceremony
- Your chosen representative will sit on the Judging Panel to decide the winners of each of the Awards categories
- Your business will give the keynote speech at the Awards Ceremony
- Promotion leading up to, during and after the Awards Ceremony
- Business logo featured in all promotional material including the programme, social media, webpages, printed press, posters and other relevant marketing material
- Your business logo included in the award's electronic presentation slides
- Profile on the ELDC website to include logo linking to the sponsors website
- Promotion in the Awards Ceremony programme
- Display exhibition material at the East Lindsey Business Expo and at the Awards Ceremony
- Offer delegates the chance to sample or test company product or service
- General networking opportunities with potential customers and stakeholders
- Profile in ELDC e-Messenger which has a circulation of 6,000
- The opportunity to be photographed with the winners
- Production of a sponsor's toolkit that you can use to show your support of the Awards including:
 - Email signature badge
 - Website badges
- Included in press release schedule
- Social media profile
- Coverage on the Lincolnshire Chamber online news pages
- Mentions in Lincolnshire Chamber member's eNewsletters (over 1,000 businesses)
- Coverage in Lincolnshire Chamber's member magazine Chamber Business Matters, which is distributed inside Lincolnshire Echo the Business supplement (33,000 circulation)



✓ Drinks Reception Sponsor - £550+VAT

- Two complimentary tickets for the Awards Ceremony
- Welcome all guests on arrival, on behalf of your company at the Drinks Reception
- Promotion leading up to, during and after the Awards Ceremony
- Business logo profiled on all materials relating to the sponsored Awards including the trophy and on the printed programme and digitally at the Awards Ceremony and other relevant marketing material
- Profile on the ELDC website to include logo linking to sponsor's website
- Promotion in the Awards Ceremony programme
- Display exhibition material at the East Lindsey Business Expo and at the Awards Ceremony
- Display exhibition material in the drinks reception area
- Offer delegates the chance to sample or test your product or service
- General networking opportunities with potential customers and stakeholders
- Profile in ELDC e-Messenger which has a circulation of 6,000 addresses
- Production of a sponsor's toolkit that you can use to show your support of the Awards including:
 - Email signature badge
 - Website badges
- Included in press release schedule
- Social media profile
- Coverage on the Lincolnshire Chamber online news pages
- Mentions in Lincolnshire Chamber member's eNewsletters (over 1,000 businesses)
- Coverage in Lincolnshire Chamber's member magazine Chamber Business Matters, which is distributed inside Lincolnshire Echo the Business supplement (33,000 circulation)



✓ Table Wine Sponsor - £650+VAT

- Two complimentary tickets for the Awards Ceremony
- Display marketing material on every table
- Opportunity to brand the wine bottles (additional cost will apply)
- General networking opportunities with potential customers and stakeholders
- Your business logo included in the printed Award's programme and other relevant marketing material
- Your business logo included in the award's electronic presentation slides
- Production of a sponsor's toolkit that you can use to show your support of the Awards including:
 - Email signature badge
 - Website badges
- Included in press release schedule
- Social media profile
- Coverage on the Lincolnshire Chamber online news pages
- Mentions in Lincolnshire Chamber member's eNewsletters (over 1,000 businesses)
- Coverage in Lincolnshire Chamber's member magazine Chamber Business Matters, which is distributed inside Lincolnshire Echo the Business supplement (33,000 circulation)



✓ Programme Sponsor - £350+VAT

- One complimentary ticket for the Awards Ceremony
- Full A5 back page dedicated to your organisation to include logo and any key messages on the printed programme, distributed to all delegates attending the Awards Ceremony
- General networking opportunities with potential customers and stakeholders
- Your business logo included in the award's electronic presentation slides
- Production of a sponsor's toolkit that you can use to show your support of the Awards including:
 - Email signature badge
 - Website badges
- Included in press release schedule
- Social media profile
- Coverage on the Lincolnshire Chamber online news pages
- Mentions in Lincolnshire Chamber member's eNewsletters (over 1,000 businesses).
- Coverage in Lincolnshire Chamber's member magazine Chamber Business Matters, which is distributed inside Lincolnshire Echo the Business supplement (33,000 circulation)



✓ Goodie Bag/Cupcake Sponsor - £350+VAT

Goodie Bags will be handed out to all guests. Bags can be branded by the sponsor and gifts can be sourced by the sponsor once approved by the East Lindsey Business Awards Team.

Additional benefits include;

- One complimentary ticket for the Awards Ceremony
- Your business logo included in the printed award's programme and other relevant marketing material
- Your business logo included in the award's electronic presentation slides
- Production of a sponsor's toolkit that you can use to show your support of the Awards including:
 - Email signature badge
 - Website badges
- Included in press release schedule
- Social media profile
- Coverage on the Lincolnshire Chamber online news pages
- Mentions in Lincolnshire Chamber member's eNewsletters (over 1,000 businesses).
- Coverage in Lincolnshire Chamber's member magazine Chamber Business Matters, which is distributed inside Lincolnshire Echo the Business supplement (33,000 circulation)



✓ Associate Partner – £350+VAT

- One complimentary ticket to the Awards Ceremony
- Promotion leading up to, during and after the Awards Ceremony
- Media coverage including social media
- Promotion on the ELDC website to include logo linking to sponsor's website
- Promotion in the Awards Ceremony programme
- Display exhibition material at the Expo and at the Awards Ceremony
- Offer delegates the chance to sample or test company product or service
- Networking opportunities with potential customers, stakeholders, and decision makers
- Highlighted on the printed Programme and digitally at the Awards Ceremony
- A mention at the Awards Ceremony before the commencement of Awards
- Production of a sponsor's toolkit that you can use to show your support of the Awards including:
 - Email signature badge
 - Website badges
- Included in press release schedule
- Social media profile
- Coverage on the Lincolnshire Chamber online news pages
- Mentions in Lincolnshire Chamber member's eNewsletters (over 1,000 businesses).
- Coverage in Lincolnshire Chamber's member magazine Chamber Business Matters, which is distributed inside Lincolnshire Echo the Business supplement (33,000 circulation)



✓ Individual award category sponsors - £650 +VAT

- Excellence in Customer Service
- Accommodation Provider of the Year
- Best New Business
- Independent Retailer of the Year
- Visitor Attraction of the Year
- Lifetime Achievement in Business
- Food and Drink Business of the Year
- Apprentice/Young Entrepreneur of the Year
- Best New Product or Innovation
- People's Choice Award – District's Favourite Market Trader
- Employer of the Year Award



As an award category sponsor you will receive:

- Two complimentary tickets to the Awards Ceremony
- Promotion leading up to, during and after the Awards Ceremony
- Promotion on the ELDC website to include logo linking to sponsor's website
- Promotion in the Awards Ceremony programme
- Display exhibition material at the East Lindsey Business Expo and at the Awards Ceremony
- Offer delegates the chance to sample or test company product or service
- General networking opportunities with potential customers and stakeholders
- Business logo profiled on all materials relating to the sponsored award including the trophy and on the printed programme and digitally at the Awards Ceremony and other relevant marketing materials
- Your business logo included in the award's electronic presentation slides
- Profile on ELDC website
- Opportunity to present the award on the evening
- Profile in ELDC e-Messenger which has a circulation of 6,000
- Production of a sponsor's toolkit that you can use to show your support of the Awards including:
 - Email signature badge
 - Website badges
- Included in press release schedule
- Social media profile
- Coverage on the Lincolnshire Chamber online news pages
- Mentions in Lincolnshire Chamber member's eNewsletters (over 1,000 businesses)
- Coverage in Lincolnshire Chamber's member magazine Chamber Business Matters, which is distributed inside Lincolnshire Media's the Business supplement (33,000 circulation)