



fsb⁰³

Experts in Business

**FSB MERSEYSIDE, WEST CHESHIRE
& WIGAN BUSINESS AWARDS 2017**

SPONSORSHIP OPPORTUNITIES

FSB MERSEYSIDE, WEST CHESHIRE & WIGAN BUSINESS AWARDS 2017

The FSB Merseyside, West Cheshire & Wigan Business Awards 2017 is delivered by the Federation of Small Businesses to celebrate the outstanding work of businesses from different sectors and inspirational individuals from across the region.

The event will take place on 7 December 2017 at Crowne Plaza, Liverpool. The awards will recognise the exceptional work of small businesses from across the Merseyside region.

The awards will feature categories for businesses across all sectors as well as categories for individual entrepreneurs and services.

The call for entries commences on 16 May 2017 and closing date for submission will be 29 September.

AUDIENCE

The awards will attract an audience of around 300 entrepreneurs and small business owners from across the region and will be the perfect opportunity to network.

THE CATEGORIES

BUSINESS AWARDS

Property & Construction Business of the Year
Digital / Technology Business of the Year
Creative & Media Business of the Year
Manufacturing & Engineering Business of the Year
Tourism & Leisure Business of the Year
Retail Business of the Year
E-Commerce Business of the Year
Professional Services Business of the Year
Health & Beauty / Care Business of the Year
Social Enterprise / Not For Profit Business of the Year
Bar, Pub or Catering Business of the Year
Family Business of the Year
Export Award
New Business Award (Less than 2 years old)
Micro Business of the Year (10 Employees & Under)
Business of the Year (10-50 Employees)
Business of the Year (51-100 Employees)
Business of the Year (101-250 Employees)

INDIVIDUAL AWARDS

FSB Connect (Young Entrepreneur under 25 years old)
Entrepreneur of the Year Award (Over 25 years old)

SERVICE AWARDS

Customer Service Award
Training & Development Award
Green Impact Award

MARKETING PLAN

We have created a marketing plan that will generate interest and raise awareness of the FSB Merseyside, West Cheshire & Wigan Business Awards. This includes:

WEBSITE

Creation of a dedicated, responsive website which will promote the event and manage online entries and ticket sales www.fsbmerseysideawards.co.uk

E-MARKETING

The event will be promoted through an extensive e-marketing campaign including HTML newsletters to the database of 4500 members and weekly mail outs to Don't Panic Events database of 10,000 businesses.

SOCIAL MEDIA

The FSB Merseyside, West Cheshire & Wigan Business Awards will be promoted through a highly targeted social campaign across Twitter, Facebook and Linked In.

TELEMARKETING

Don't Panic take a highly pro-active approach to telemarketing to promote the event and the call for entries. We will embark on a telemarketing campaign to Merseyside based businesses.

PR & MEDIA

The FSB Merseyside, West Cheshire & Wigan Business Awards will be promoted through a traditional media PR campaign, including literature about the awards in the FSB newsletters and magazines, as well as advertisement in business press.

SPONSORSHIP PACKAGES

We want the FSB Merseyside, West Cheshire & Wigan Business Awards 2017 to be an amazing event for all involved, and in order to do this we are looking for a number of strategic partners to support the event. There are a number of sponsorship opportunities as follows:

HEADLINE SPONSOR

1 AVAILABLE - £5000 + VAT

This package provides an opportunity to position your brand or organisation as the headline event sponsor receiving the highest profile presence at the event.

Benefits Include:

- Headline sponsor status on event marketing materials
- Headline sponsor status in pre- and post-event PR activity
- Logo / credit on event website with link to your home page
- Credit on e-mail marketing mail shots to the databases
- Opportunity to deliver a welcome speech at the event
- Opportunity to present an award at the event
- Logo credit and branding on awards presentation materials on AV screens at the event
- AV screens at the event
- Logo on name place cards
- 1 x table of 10 at the event
- Credit / thank you in MC script on the evening of the event
- A double page spread advert in event programme

DRINKS RECEPTION SPONSOR

1 AVAILABLE - £3000 + VAT

This package provides an opportunity to position your brand or organisation as the drinks reception sponsor at the event.

Benefits Include:

- Drinks reception sponsor status on event marketing materials
- Promotion in pre- and post-event PR activity
- Logo / credit on event website with link to your home page
- Credit on e-mail marketing mail shots to the databases
- Opportunity to brand the drinks reception at the event
- Opportunity to present an award at the event
- Logo credit and branding on awards presentation materials on AV screens at the event
- 1 x table of 10 at the event
- Credit / thank you in MC script on the evening of the event
- A one-page advert in event programme

SPONSORSHIP PACKAGES

We want the FSB Merseyside, West Cheshire & Wigan Business Awards 2017 to be an amazing event for all involved, and in order to do this we are looking for a number of strategic partners to support the event. There are a number of sponsorship opportunities as follows:

TWITTER WALL SPONSOR

1 AVAILABLE - £3000 + VAT

This package provides an opportunity to position your brand or organisation as the Twitter wall sponsor at the event.

Benefits Include:

- Twitter Wall sponsor status on event marketing materials
- Promotion in pre- and post-event PR activity
- Logo / credit on event website with link to your home page
- Credit on e-mail marketing mail shots to the databases
- Opportunity to brand the twitter wall at the event
- Opportunity to present an award at the event
- Logo credit and branding on awards presentation materials on AV screens at the event
- 1 x table of 10 at the event
- Credit / thank you in MC script on the evening of the event
- A one-page advert in event programme

PHOTO BOOTH SPONSOR

1 AVAILABLE - £3000 + VAT

This package provides an opportunity to position your brand or organisation as the photo booth sponsor at the event.

Benefits Include:

- Photo Booth status on event marketing materials
- Promotion in pre- and post-event PR activity
- Logo / credit on event website with link to your home page
- Credit on e-mail marketing mail shots to the databases
- Opportunity to brand the external walls of the Photo Booth
- Opportunity to brand the photo cards given to Photo Booth participant
- Opportunity to present an award at the event
- Logo credit and branding on awards presentation materials on AV screens at the event
- 1 x table of 10 at the event
- Credit / thank you in MC script on the evening of the event
- A one-page advert in event programme

SPONSORSHIP PACKAGES

We want the FSB Merseyside, West Cheshire & Wigan Business Awards 2017 to be an amazing event for all involved, and in order to do this we are looking for a number of strategic partners to support the event. There are a number of sponsorship opportunities as follows:

AWARD CATEGORY SPONSOR 23 AVAILABLE

This package provides an opportunity to position your brand or organisation as a category sponsor at the event. Each category is individually priced.

Benefits Include:

- Category sponsor status on event marketing materials
- Promotion in pre- and post-event PR activity
- Logo / credit on event website with link to your home page
- Credit on e-mail marketing mail shots to the databases
- Opportunity to sponsor a particular category and present this award at the event
- Logo credit and branding on awards presentation materials on AV screens at the event
- 1 x table of 10 at the event
- Credit / thank you in MC script on the evening of the event
- A one-page advert in event programme

CATEGORY SELECTION:

Property & Construction Business of the Year - £2000 + VAT
Digital / Technology Business of the Year - £2000 + VAT
Creative & Media Business of the Year - £2000 + VAT
Manufacturing & Engineering Business of the Year - £2000 + VAT
Tourism & Leisure Business of the Year - £2000 + VAT
Retail Business of the Year - £2000 + VAT
E-Commerce Business of the Year - £2000 + VAT
Professional Services Business of the Year - £2000 + VAT
Health & Beauty / Care Business of the Year - £2000 + VAT
Social Enterprise / Not For Profit Business of the Year - £2000 + VAT
Bar, Pub or Catering Business of the Year - £2000 + VAT
Family Business of the Year - £2000 + VAT
Export Award - £2000 + VAT
New Business Award (Less than 2 years old) - £2000 + VAT
Micro Business of the Year (10 Employees & Under) - £2000 + VAT
Business of the Year (10-50 Employees) - £2000 + VAT
Business of the Year (51-100 Employees) - £2000 + VAT
Business of the Year (101-250 Employees) - £2000 + VAT
FSB Connect (Young Entrepreneur under 25 years old) - £3000 + VAT
Entrepreneur of the Year Award (over 25 years old) - £3000 + VAT
Customer Service Award - £2000 + VAT
Training & Development Award - £2000 + VAT
Green Impact Award - £2000 + VAT

SPONSORSHIP PACKAGES

CONTRA SPONSORSHIP OPPORTUNITIES

We also have an incredible opportunity for FSB members to provide services for the awards ceremony. We are looking for the following services to be provided:

- Printers to provide branding and brochures for the event
- Trophy manufacturers
- Florists
- Photographers
- Video production specialists

In return for providing any of the above services at no charge, the sponsor will receive a free category sponsorship (worth £2000) which will include tickets to attend the event, the opportunity to present an award and a full page advert in the brochure.

WHAT ARE THE BENEFITS?

There are a number of benefits from being involved in sponsorship:

- A unique opportunity to promote your brand and engage with the business community from across the Merseyside region
- An unrivalled corporate hospitality opportunity with networking at a prestigious event
- Branding opportunities at the event and within event marketing materials
- Opportunities for inclusion in pre- and post-event PR

We understand that each organisation's needs are different and are happy to tailor a package to suit your needs.

FURTHER INFORMATION

If you would like to get involved by sponsoring the FSB Merseyside, West Cheshire & Wigan Business Awards 2017 then please call Amanda Nevitt on **07872 032 720** or email amanda.nevitt@dontpanicprojects.com

We understand that sponsors are an essential part of any successful event and we are very keen to create partnerships that provide real benefits to the sponsors, so if none of the packages above achieve your aims and you have any other ideas then give us a call and we'll be happy to chat.



Don't Panic Projects Ltd, 60 Square Street, Ramsbottom, Greater Manchester BLO 9AZ
01706 828855 info@dontpanicprojects.co.uk www.dontpanicprojects.com