

The Buckinghamshire *Business Awards* 2016

2016 Sponsorship Opportunity

What are the Buckinghamshire Business Awards?

Originally launched in 2006 as the 'Buckinghamshire Ambassadors Enterprise Awards', The Buckinghamshire Business Awards are the County's leading business awards.

The awards honour the entrepreneurial spirit, vision, innovation and drive of our business community and celebrate 'the best of the best' across the whole business community.

The Buckinghamshire Business Awards 2016 will feature 13 categories, reflecting the diverse and dynamic business

community operating throughout the County. Sponsorship will offer an excellent return on investment and is an opportunity to add value and profile to your brand through press coverage and branding, together with capitalising on new business opportunities which the awards inevitably generate.

If you are interested in securing sponsorship, or you would like to discuss your requirements further, please don't hesitate to contact us at awards@bbf.uk.com.

"Congratulations on organising a great event last night! We got a huge sense of the creativity and enterprise that exists throughout the County..."

Richard Dickson
Buckinghamshire Community Foundation

Timetable

Pre launch PR
August – October 2015

Awards launch event
November 2015

Awards open for entries
October – January 2016

Deadline for entries
January 2016

Judging
March 2016

Finalists announced
April 2016

Awards ceremony
June 2016



Celebrate Excellence

Sponsorship of The Buckinghamshire Business Awards provides an excellent return on investment through the high volume of press coverage, branding and new business opportunities which the awards generate.

- Be associated with an event that incorporates and reflects your business ethos
- Be seen as a keen supporter of the county's business community

- Be recognised as a business leader
- Feature strongly in a targeted marketing & PR calendar
- Network with the best of Buckinghamshire business and community leaders
- In 2015 sponsors benefited from local media coverage worth over £100k in the five months leading up to the awards

Award Categories

**Apprentice and Young Person
Employer of the Year**

Business Leader of the Year

Enterprising Charity of the Year

**Excellence in Customer
Service Award**

New Business of the Year

Small Business of the Year

Best in Aylesbury Vale District

**Best in Chiltern and
South Bucks Districts**

Best in Wycombe District

New for 2016*

**Food and Drink Business
of the Year**

★ ★ ★

**International Trader
of the Year**

★ ★ ★

**Independent Retailer
of the Year**

★ ★ ★

Innovator of the Year

**Want to sponsor a category
that isn't currently listed?
Contact us to discuss.*



"The business value of the Buckinghamshire Business Awards is well worth the cost.

With the exposure in the media and the opportunity to socialise with other entrepreneurs and business leaders. We have also met some great companies along the way and learned a lot from them too."

Lisa Williams, John Lewis



Headline Sponsor Package – £10,000

- Receive the highest level of promotion & visibility
- A place on our organising committee
- Sponsor of the 'Company of the Year Award' (the best of the best)
- Sit on judging panel
- Keynote speech at launch and awards ceremonies
- Present 'Company of the Year Award'
- Pre and post event promotion
- Advertisement included in the award programme
- Logo sited on all marketing and promotional materials for the event
- Links to your website from the event website
- A complimentary table at the awards dinner for your company's use

Category Sponsor – £3,000

- Kudos for supporting excellence
- Involvement in the judging process
- Strong position in marketing & PR materials
- Widespread media coverage
- Opportunity for company representative to present an award
- Use of the awards logo and statement on all company promotional materials and website
- Three seats for the awards dinner
- Logo inclusion in awards presentation
- Logo inclusion and statement in awards programme

Other ways to sponsor – £200 – £1,500

Your business can benefit from the kudos and marketing PR activity generated at the ceremony. Whatever your budget, bespoke packages can include both products and services.

Sponsorship is currently being sought for the following:

- Trophy Sponsor
- Champagne Reception Sponsor
- Awards Programme Sponsor
- Exhibitors at the awards
- Provide a product/service for the Awards e.g. table flowers, chocolates, table gifts

**For more information
on sponsorship
please contact:**

Lynsey Dunn
Head of Marketing
Communications and Events
Buckinghamshire Business First

e: lynsey@bbf.uk.com

t: 01494 568975

m: 07775 678020

Heather Dean
Head of Skills and Business
Support
Buckinghamshire Business First

e: heather@bbf.uk.com

t: 01494 568948

m: 07500 781783

Commitment to or interest in sponsorship

Yes, I would like to commit to sponsoring the following category at The Buckinghamshire Business Awards 2016

Please state category

Yes, I am interested in sponsoring a category, but would like further information.

Please state category

I understand that invoices for this sponsorship will be issued in April 2016.

Signed

Company

Date

Contact no.

Email address

Previous sponsors include:

