



# Business LEADER AWARDS 2017

## SPONSORSHIP OPPORTUNITIES ]

Sponsoring the Business Leader Awards aligns your brand with excellence, innovation and success. It positions your business in front of the region's top business leaders, key influencers and emerging stars. The Awards offer enormous marketing, branding and sponsorship opportunities including;

- Your brand is included in high-profile consistent advertising, direct mail, e-mail marketing and promotional material
- Coverage and branding on the Awards website
- Major editorial coverage across Business Leader magazine
- Pre & Post-event PR and promotional opportunities
- Extensive use of your branding during the awards ceremony itself
- Your branding incorporated within the video roll at the ceremony
- Logo remains on the awards website for one month after the event
- Coverage in the high quality, keepsake programme of events
- Double-page editorial spread in Business Leader magazine covering the awards, with reference to your sponsorship and inclusion of your branding.

<b>Headline Sponsor</b>	<b>£9,000 + VAT</b>
<b>Category Sponsor</b>	<b>£4,250 + VAT</b>
<b>Champagne Reception Sponsor</b>	<b>£2,500 + VAT</b>
<b>Event Partner</b>	<b>£2,500 + VAT</b>

Note: Headline Sponsor and Category Sponsors include a table of 10. In 2017 this also includes wine and sparkling water included.







## 2017MARKETING]

### Email

The marketing and promotion that each sponsor receives is enormous. We send out in total 40 email campaigns promoting the Awards – including sponsor branding and logo – between January 2017 and September 2017.

The exposure this grants is incredible, as our e-newsletter reaches 25,000+ senior directors, partners and managers in business and key influencers across politics, education and the arts.

### Direct mail

We also send out fifteen separate direct mail campaigns including sponsor branding and logo.

### Awards entries

Due to the marketing carried out we receive hundreds of individual entries to the Awards and assemble a team of judges to oversee entries. This is

an incredible amount and reflects the levels of interest the marketing creates. All entrants would see all sponsors logos when entering the Awards.

### Magazine

Consistent coverage both online and in the Business Leader Magazine of the Awards – including sponsors logos. Also, external coverage in local press and magazines.

### On the night

Significant branding on the night – inclusion in programme, sponsors reel, large three bay pop stand and presentation of Award.

### Total

The amount of marketing, promotion, exposure, table of ten etc far exceeds the initial sponsorship cost when totalled up.



**For more information, please call us on  
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**www.blawards.co.uk**

