



NOTTINGHAMSHIRE HOSPITALITY STARS AWARDS

2019

24TH OCTOBER 2019 | CROWNE PLAZA

PARTNERSHIP PACKAGES



VisitEngland



VISIT NOTTINGHAMSHIRE

NOTTINGHAMSHIRE HOSPITALITY STARS AWARDS

2019

The Nottinghamshire Hospitality STARS Awards recognise the talent, commitment and outstanding contribution that businesses and individuals make to the region's tourism, culture, leisure and hospitality industries.

WHY SHOULD YOU SPONSOR?

Tourism is of high importance to the local economy – it has been selected by political and business leaders as one of the four key growth sectors, with the potential to make a step change in our economy over the next decade.



EACH YEAR
VISITORS SPEND
£1.82 BN



TOURSIM SUPPORTS
22,000
JOBS IN THE LOCAL
ECONOMY



NOTTINGHAMSHIRE
WELCOMED
35 M
VISITORS IN 2017

BRAND AWARENESS

Showcase your product/service to the tourism industry, ensuring your business/brand is positioned at the forefront of the hearts and minds of tourism businesses.

COMMUNICATIONS

Raise awareness of your brand as part of an integrated communications campaign including branding and messaging within targeted e-shots, press releases and web presence.

NETWORKING

Gain access to a wide range of key decision makers in the tourism and hospitality industry.

SOCIAL NETWORKING

Be part of our active social media network with a reach of c62K via Twitter alone.



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CORPORATE AWARDS

- B&B Guest House of the Year
- Small Hotel of the Year
- Large Hotel of the Year
- Camping, Glamping, Holiday Park & Self Catering Accommodation of the Year
- Small Visitor Attraction of the Year
- Large Visitor Attraction of the Year
- Pub of the Year
- Experience of the Year
- New Tourism Business Award
- Taste of Nottinghamshire Award
- Business Events Venue of the Year
- Ethical, Responsible & Sustainable Tourism Award
- Accessible and Inclusive Tourism Award

INDIVIDUAL AWARDS

- Front of House – Rising Star
- Front of House – Unsung Hero



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HEADLINE PARTNER PACKAGE - TWO AVAILABLE

You will be recognised as headline sponsor throughout all print, digital and live communications.

BENEFITS PRE-EVENT

- Name association with the awards 'in association/sponsored by ...'
- Association with a specific/appropriate prestigious tourism award category
- High profile branding exposure throughout the media and communications campaign
- Acknowledgement as headline sponsor in a range of targeted press releases
- Company logo displayed prominently on all printed materials
- Brand feature (including logo and copy) on our dedicated Nottinghamshire Hospitality STARS Awards webpages
- Hyperlink from event's web pages to your company's website
- Branding on e-shots to tourism businesses to drive nominations - opportunity to display marketing messages
- Branding on all nominee and guest correspondence profiling your business as headline sponsor
- Opportunity to be one of the senior executives to join the judging panel
- 10 VIP tickets to attend the awards ceremony - including six bottles of wine
- Company logo on the front page of the award ceremony souvenir programme
- Prime display of company's logo at strategic points throughout the evening's presentation
- Verbal acknowledgement of support at strategic points throughout the evening
- Company name and logo on winner's trophy
- Access to c300 people involved in the visitor economy on the awards night

BENEFITS ON THE AWARDS EVENING

- Opportunity to provide 5-minute keynote speech
- Opportunity to present an award to the winner of your sponsored category on stage at the awards presentation

BENEFITS POST EVENT

- Exposure through post event media and communications campaign
- Access to official event photography
- Continued recognition on any printed material showcasing winners

INVESTMENT: **£3,000 +VAT**

ASSOCIATE PARTNER PACKAGE

The features and benefits of this partnership will include:

BENEFITS PRE-EVENT

- Association with a specific/appropriate prestigious tourism award category
- High profile branding exposure throughout the media and communications campaign
- Company logo displayed prominently on all printed materials
- Brand feature (including logo and copy) on our dedicated Nottinghamshire Hospitality STARS Awards webpages
- Hyperlink from event's web pages to your company's website
- Branding on e-shots to tourism businesses to drive nominations - opportunity to display marketing messages
- Opportunity to be one of the senior executives to join the judging panel
- 5 VIP tickets to attend the awards ceremony - including 3 bottles of wine
- Company logo on the rear page of the awards ceremony souvenir programme
- Prime display of company's logo at strategic points throughout the evening
- Verbal acknowledgement of support at strategic points throughout the evening
- Access to c300 people involved in the visitor economy on awards night

BENEFITS ON THE AWARDS EVENING

- Opportunity to present an award to the winner of your sponsored category on stage at the awards presentation

BENEFITS POST EVENT

- Exposure through post event media and communications campaign
- Access to official event photography
- Continued recognition on any printed material showcasing winners

DRINKS RECEPTION SPONSOR BENEFITS

- Opportunity to showcase and promote your product or service
- Promotional material at drinks reception e.g. pop ups, banners etc.
- Company logo on the rear of the award ceremony souvenir programme
- 2 VIP tickets to attend the awards ceremony
- Prime display of company's logo at strategic points throughout the evening's presentation

INVESTMENT: **£800 + VAT**

THE NEXT STEPS

We would very much welcome the opportunity to discuss these opportunities with you, and discover how a partnership with the Nottinghamshire Hospitality STARS Awards 2019 can work for your business:

Please Contact: Annette Thornley

0115 9628311 | 07495 987353

annette.thornley@nottinghampartners.co.uk

We look forward to hearing from you!