



Havering 2017/18
Business Awards

CELEBRATE AND BE INSPIRED

Sponsorship Pack

Havering
Making a Greater London



Havering
LONDON BOROUGH



In 2005 **Havering Council** launched the **Havering Business Awards** to reward excellence and innovation, and recognise best practice within the Havering business community.

Now in its thirteenth year, the Awards are widely recognised and sought after.

Sponsorship opportunities

From sponsoring an award category, the awards evening or a range of support materials, there are a number of ways to get involved with the Havering Business Awards.

Sponsorship packages are available to suit the needs of sponsors, and offer an exhaustive range of media coverage, advertising and new business opportunities.

This year the awards ceremony will take place on **8 February 2018 at the Centre for Engineering and Manufacturing Excellence (CEME), Rainham**, providing businesses with an opportunity to celebrate achievements and network with other successful local businesses.

Award category sponsorship – from £4,000

There are eight award categories this year and we are seeking a sponsor for each one.

1. Apprentice of the Year - £4,000

This award acknowledges apprentices who have shown outstanding progress and commitment to their own personal development, and their progression on a recognised learning scheme.

2. Best Customer Service - £4,500

Open to all businesses who can successfully demonstrate quality customer service. The judges are looking for a business that is an industry leader in excellent standards of service and constantly strives to exceed customer expectations.

3. New Business of the Year - £5,000

Recognises a new business that has achieved significant success within its first two years of trading.

4. Growing Business of the Year - £5,000

This award is for businesses that can show a growth in turnover and profit, and/or employees and products or services, over the last 12 months.

5. Small to Medium Business of the Year - £5,500

Recognises businesses who have maintained consistent growth and financial performance, continually innovating to support future growth.

6. Large Business of the Year - £5,500

This award is for large sized businesses making an impact within their field and whose growth, ambition and quality of management has enabled it to deliver a compelling business strategy.

7. Business Person of the Year - £5,500

Acknowledges a managing director, owner or manager who has achieved significant success in their business during the past 12 months, showing strong leadership and business acumen.

8. Havering Business of the Year - £6,000

This category will be awarded by the judging panel and is only open to the winners of the other categories. The judges will be looking for the business that best represents Havering in terms of its success, commitment to the local area and contribution to the local economy.

Award category sponsorship package

By sponsoring any of the award categories you will receive

JC Decaux outdoor/street advertising units

This outdoor advertising campaign to promote the Awards programme has a commercial value of approximately £20,000.

Your company logo will be displayed for two weeks in almost 100 high footfall locations across Havering.

Romford Recorder

A programme of articles offering news and an insight of all aspects of the Awards, including case studies and a spotlight on each sponsor.

This includes

- Eight page pull out (includes spotlight for each sponsor)
- Full page advertisement (including sponsor logos)
- Web site banner advertising (linking to Havering Business Awards and subsequently Sponsor web sites)

Time 107.5 FM

A programme of news interviews and advertising is planned to promote the Awards, entries, finalists and sponsors.

This includes

- Breakfast show
- Community action slots
- Advertising
- Live presenter reads
- Announcement of sponsorship, and on-air interview for each sponsor

Websites

Your organisation will appear under the sponsors' section of the dedicated Havering Business Awards website
www.haveringbusinessawards.co.uk

Your logo will appear on the site's homepage with a link to your website. In addition your logo will also feature on the Havering Business Award's page on the Council's website with click through to your site.

Awards evening, 8 February 2018

- Eight tickets will be provided for all Award category sponsors and you will host two VIP guests at your table
- Your company logo will be displayed on the presentation screens at the venue
- Sponsors will also present the awards

Marketing materials

To promote the Awards we will also include your company logo on entry forms, entry pack, posters, evening programme, certificates, table plan and flyers.

Havering Council will also promote your business via:

Social media

10,300 Twitter followers

4,400 Facebook likes

230 Instagram followers

Havering Council email bulletins

Reaching more than **8,000** businesses specifically and **135,000** resident subscribers

Business Focus/Living in Havering magazine

Delivered to **106,000** homes, businesses and outlets throughout Havering

Evening and support sponsorship – from £175

Evening and support sponsors help ensure we're able to provide the best possible promotional materials, venue and entertainment to celebrate the best of Havering businesses.

All evening and support sponsors will also receive

- An on-screen logo presence rotated throughout the evening
- A complimentary listing in the evening programme
- A website profile at www.haveringbusinessawards.co.uk

Item name	Price	Description
Award Certificates	£175	Company logo on item
Entertainment	£1,250	Company credit and two award ceremony tickets
Event tickets	£350	Company logo on item
Flowers	£300	Half page advert in the evening programme
Menu Cards	£350	Company logo on item
Photography	£200	Half page advert in the evening programme
Place Cards	£200	Company logo on item
Evening Programme	£500	Front cover logo and full page advert
Printing	£700	Entry pack, full page advert and company logo on all items Living in Havering magazine, third page advert.
Table Plan	£200	Company logo on item
Venue	£7,000 (already sponsored by CEME)	Company logo promoted on all items. Living in Havering magazine, third page advert
Evening Reception	£1,750	Tray mats with sponsor's logo and web address and two award ceremony tickets
Wine	£2,000	Company logo on wine bottle tags and two award ceremony tickets

If you would like to discuss any of the sponsorship opportunities available - or would like to offer an alternative proposal including your company services - please do not hesitate to contact

Maile Flynn

on **01708 432223**

maile.flynn@havering.gov.uk

Key dates

Awards launch

Monday 18 September 2017

Entries close

Monday 13 November 2017

Judging and shortlisting

W/c 27 November 2017

Finalists announced

W/c 4 December 2017

Awards ceremony

Thursday 8 February 2018

Contacts

Maile Flynn

Senior Events Officer

London Borough of Havering

maile.flynn@havering.gov.uk

01708 432223

Nicola Bowen

Senior Events Officer

London Borough of Havering

nicola.bowen@havering.gov.uk

01708 434153

Darren Bindloss

Deputy Head of Communications

(Marketing & Events)

London Borough of Havering

darren.bindloss@havering.gov.uk

01708 432255



Havering
Making a Greater London



Havering
LONDON BOROUGH