



LANCASHIRE**BUSINESSVIEW**
RED ROSE
AWARDS 2024

PARTNERSHIP OPPORTUNITIES

THURSDAY 14 MARCH 2024
WINTER GARDENS BLACKPOOL

[REDROSEAWARDS.CO.UK](https://redroseawards.co.uk) #RRA24

BROUGHT TO YOU BY:

LANCASHIRE**BUSINESSVIEW**



CELEBRATING THE LANCASHIRE BUSINESS COMMUNITY

Brought to you by Lancashire Business View magazine, the Red Rose Awards will be back in 2024 to champion and celebrate the outstanding achievements of Lancashire businesses big and small.



THE AWARDS ARE MUCH MORE THAN AN ANNUAL CELEBRATION FOR BUSINESS.

Red Rose Awards is a nine month programme of activity featuring:

- xxxxx opportunities to be seen
- Over 100 finalist businesses
- 49 sponsors
- 23 winners
- Ten events
- One wide reaching, effective marketing and PR campaign

The awards receive significant support from Lancashire Business View's well established and popular platforms in print and online.

See page two for full details on the marketing campaign.

As a sponsor, your brand will benefit from the extensive marketing campaign, plus multiple chances to meet and network with fellow sponsors, judges, finalists and winners.



MARKETING CAMPAIGN



The Red Rose Awards is promoted heavily via Lancashire Business View's established platforms to ensure extensive promotion.

This provides huge opportunity to increase your business profile across the region and meet other sponsors, judges, entrants and finalists to build your network at multiple events.

The campaign includes:

IN PRINT

- **Lancashire Business View magazine**
Regular advertising and features across four bi-monthly editions
- **Flyers**
5,000 flyers distributed throughout the entry period to sponsors, business centres and various events
- **Awards brochure**
Presented to each attendee on the night and at the winners' reception

ONLINE

- **Lancashirebusinessview.co.uk**
Adverts and links to RRA website for entirety of campaign
- **Redroseawards.co.uk**
Updated regularly with news and information

Fully branded entry portal to capture entries
- **Social media**
Extensive social media campaign across LinkedIn, **Twitter**, Instagram and Facebook

Paid targeted advertising campaign on LinkedIn
- **Email marketing**
Regular direct awards emails sent to our database across all phases of the awards

Regular promotion in our weekly news bulletin

Targeted email marketing
- **Sponsor marketing pack**
A full marketing pack provided including logos, graphics, photos plus PR and email templates ready for you to use and show your association with the Red Rose Awards and Lancashire Business View.
- **PR**
Regular PR generated and published via Lancashire Business View channels

These are pushed out through our numerous partners and shared with the wider media

IN PERSON

- Many opportunities to attend our in-person events including:
 - Launch event
 - Sponsor reception
 - Four stages of judging
 - The awards ceremony itself
 - Winners' reception

Please see page three for a full breakdown of events

THE STATS



50,000

readers of each edition of Lancashire Business View magazine, print and online



65,000

monthly website views at redroseawards.co.uk



40,000

monthly website views at lancashirebusinessview.co.uk



38,000

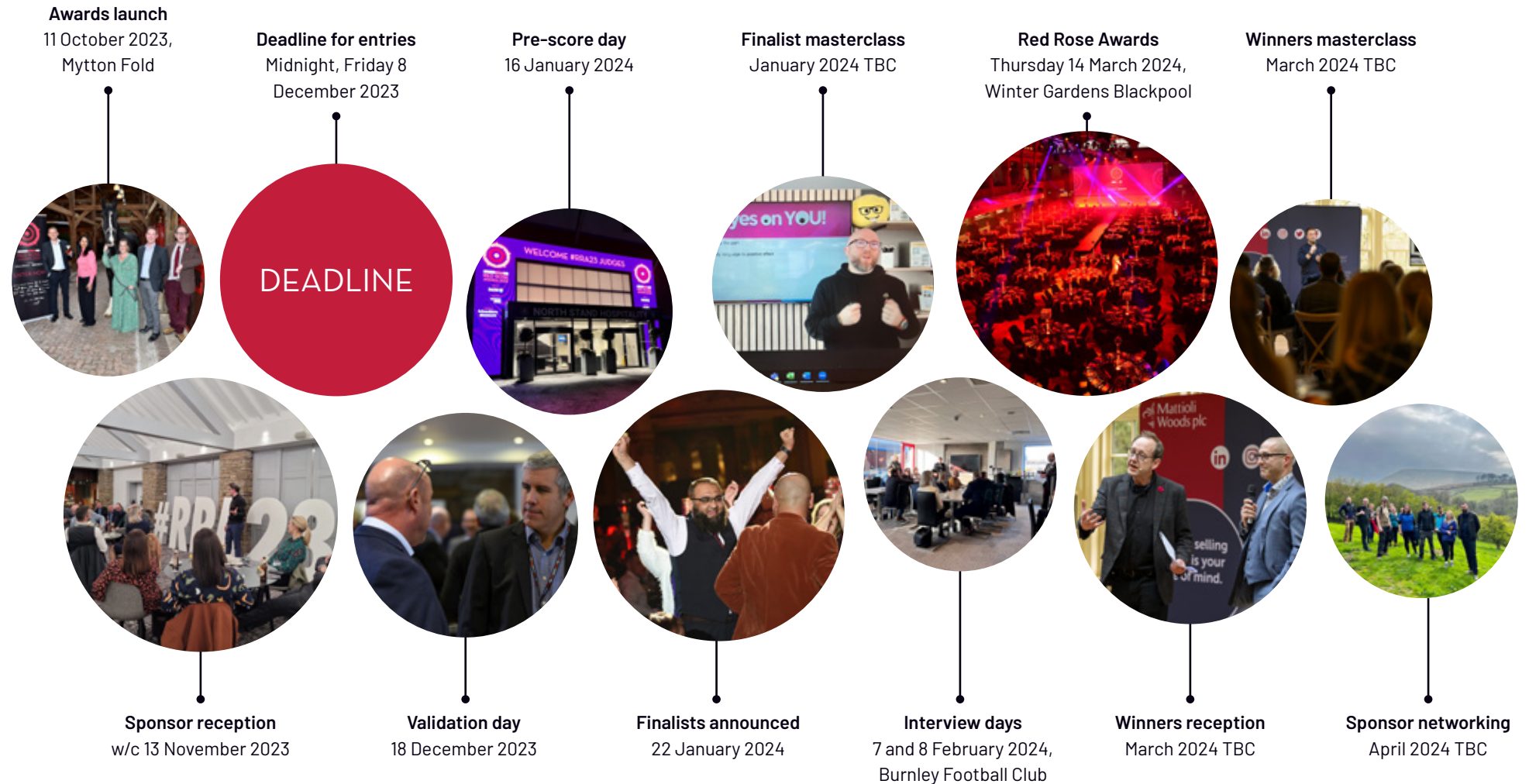
social media followers



9,000

email subscribers

CALENDAR OF EVENTS



Subject to change

HEADLINE SPONSORSHIP

£12,600 +VAT



Forbes Solicitors have headline sponsored Red Rose Awards since its inception in 2011. Barclays joined us as a headline partner alongside Forbes soon after and have committed every year since.

Headline sponsorship of the Red Rose Awards provides a unique, first-class opportunity for brand exposure across the Lancashire business community.

Headline partners are positioned at the forefront of the whole campaign and the package features:

- Speaking slots at our launch event, sponsor reception and winners reception
- Two-minute speech on the awards evening
- Prominent branding on all marketing materials
- Four judging places across the competition

- Opportunity to send a personalised message to the LBV email database
- Sponsorship of a specific award category which you will judge
- The chance to present the trophy of your chosen category to the worthy winners at the awards ceremony!
- Lead branding across the awards website including the header and footer



In addition to this headline sponsorship also includes:

EVENTS

- Opportunity to attend all events listed on page three including the launch, judging, awards ceremony and winners' reception providing unrivalled networking opportunities and speaking opportunities



BRANDING

- Your logo as the lead brand on all marketing communications including website, email marketing, PR and social media
- A full sponsor marketing pack for you to utilise as outlined on page two



ON THE NIGHT

- A table of ten at the awards ceremony on Thursday 14 March 2014 at Winter Gardens Blackpool
- A branded category page, full page advert plus welcome message in the awards brochure
- Credit / thank you in MC script on the evening in addition to your speech
- Lead branding on the big screen throughout the night and during your award presentation

AWARD CATEGORY SPONSORSHIP

£4,725 +VAT



Award category sponsorship is a sure way to be at the forefront of the Red Rose Awards 2024 campaign. It offers:

- Branding and direct association of your chosen award category for the entirety the campaign
- Branding of the category information on the website including every entry form
- A place on the judging panel to decide on the finalists for this category
- A judging seat for this category and one other on judging day (total of two categories)
- Opportunity to chair the judging panel for your category
- The chance to present the trophy to the worthy winners at the awards ceremony!

View the full list of categories below to see which categories are remaining.



In addition to this the award category sponsorship provides:

EVENTS

- Opportunity to attend all events listed on page three including the launch, judging, awards ceremony and winners' reception providing unrivalled networking opportunities



BRANDING

- Your branding on all marketing communications including website, email marketing, PR and social media
- A full sponsor marketing pack for you to utilise as outlined on page two



ON THE NIGHT

- A table of ten at the awards ceremony on Thursday 14 March 2014 at Winter Gardens Blackpool
- A branded category page in the awards programme distributed at the event plus full page advert
- Credit / thank you in MC script on the evening
- Branding on the big screen throughout the night and during your award presentation

THE CATEGORIES:

- Built Environment Award
- Commitment to Skills Award
- Customer Service Award
- Design Award
- Digital Award
- Employer of the Year Award
- Environmental, Social and Governance Award
- Export Award
- Family Business Award
- Health and Wellbeing Award
- Made in Lancashire Award
- New Business Award
- Not-for-profit Business Award
- Professional Services Award
- Scale-up Award
- Tourism, Leisure and Hospitality Award
- Transformation Award
- Micro Business Award
- Small Business Award
- Medium Business Award
- Large Business Award
- Lancashire Business View Award

New categories for Red Rose Awards 2024 TBC.



OTHER SPONSORSHIP OPTIONS



RUNWAY SPONSOR £6,000 +VAT

- Opportunity to brand the awards runway (to be agreed with LBV in advance)



DRINKS RECEPTION SPONSOR £5,800 +VAT

- Opportunity to brand the drinks reception area of the event

DINNER £5,000 +VAT

- Branding on the main screens throughout dinner
- Your branding on the menu in the awards brochure
- Your branding on all menu information for the event including the website and guest emails
- Opportunity to give each guest a branded gift (to be laid on the table and agreed with LBV in advance)



SOCIAL MEDIA PARTNER £6,000 +VAT

- Featured on the RRA social feeds for the full duration of the campaign
- Tagged in relevant social media posts across our social channels for the entirety of the campaign (Oct-Mar)



AFTER PARTY SPONSOR £4,000 +VAT

- Opportunity to brand the after-party area in the Arena on the night (all branding to be agreed with LBV in advance)



WINNERS RECEPTION SPONSOR £6,850 +VAT

- Opportunity to brand the winners reception
- Lead a roundtable debate with selected RRA24 winners to be featured over 2 – 3 pages in the May/Jun edition of LBV

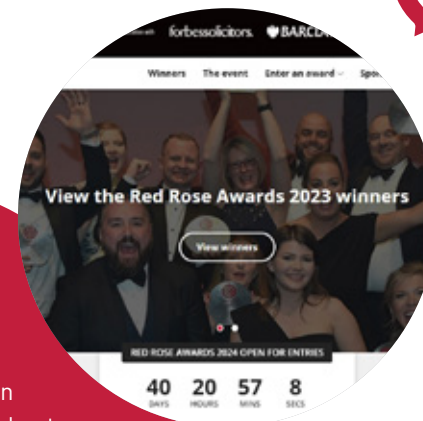


BAR SPONSOR £4,000 +VAT

- Opportunity to brand the bar area
- Your logo on our popular 'Drinks Please' paddles placed on every table
- Your branding on all drinks information for the event including the website and guest emails

COUNTDOWN CLOCK £4,000 +VAT

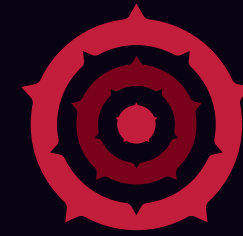
- Branding on the countdown clock on the RRA website throughout the campaign
- Featured in the RRA social media posts referencing countdowns for each stage of the awards – entry closing, judging and awards night
- Branding on the screen on the night as we countdown to the awards ceremony



SUPPORTER £2,950 +VAT

- Supporter branding on all materials
- Four tickets to attend on the night

CONTACT US NOW



LANCASHIRE **BUSINESS** VIEW
RED ROSE
AWARDS 2024

If you'd like to know more about Red Rose Awards and what sponsorship could do for you and your business, please contact me now.

In addition to the options in this pack we are always open to new ideas and suggestions!



STEPHEN BOLTON
MANAGING DIRECTOR

stephen@lancashirebusinessview.co.uk
07966 090175
01254 297871



JOANNE HINDLEY
SALES DIRECTOR

joanne@lancashirebusinessview.co.uk
07442 949697
01254 295585

