LANCASHIREBUSINESSVIEW

RED ROSE AWARDS 2027

in association with

Forbes Solicitors BARCLAYS

THURSDAY 11 MARCH 2027
WINTER GARDENS, BLACKPOOL

SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES

#RRA27

CELEBRATING LANCASHIRE'S BUSINESS SUCCESS STORIES

RED ROSE AWARDS 2027

The Red Rose Awards will be back in 2027 to celebrate the outstanding achievements of Lancashire businesses.

A highlight in the Lancashire business calendar, taking place in March 2027.

The achievements of businesses, which Lancashire Business View has reported all year, are what the Red Rose Awards 2027, the 17th staging of this event, will honour.

SPONSORING RED ROSE AWARDS

Sponsoring the awards offers a fantastic opportunity to position your brand alongside a well-established, prestigious, high-profile and comprehensively marketed event, forge contacts with other sponsors and meet the best businesses in the county.

The awards will receive significant support from Lancashire Business View magazine before and after the event. Lancashire Business View, which stages the awards, has a readership of 50,000, and 8,000 individuals are signed up to receive regular e-bulletins.

The awards will also be well supported by other media including trade press, radio and local press.

And there will be significant advertising and a strong social media campaign to support the awards.

As a sponsor, your brand will benefit from all this marketing, as well as the networking opportunities on the night and at several other points including launch and sponsor events, judging and winners' reception.

You'll also be invited to join a judging panel made up of sponsors, business leaders and invited experts.

WHEN AND WHERE?

The Empress Ballroom,
Blackpool Winter Gardens,
Thursday 11 March, 2027.

WHO WILL BE THERE?

Lancashire's best businesses including blue chip sponsors and the county's business leaders.

WHAT CAN I SPONSOR?

We have various award categories available to sponsor plus a variety of other fantastic opportunities that will allow you to gain exposure and be part of this prestigious event.

In addition to the packages in this pack, we are also able to create bespoke packages to suit your requirements and budget. Please just get in touch to discuss.

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SCAN HERE TO WATCH
THE 2026 RED ROSE AWARDS

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HOW WILL THE AWARDS BE JUDGED?

Each entry will be judged by written submission and through an interview.

As a sponsor you will be invited to join the judging panel of senior business figures to grill our finalists.

As a Red Rose Awards judge you will be given the chance to meet and forge relationships with fellow judges and category nominees which many of our previous sponsors have highly valued.

To ensure complete transparency and fairness, Lancashire Business View has no involvement in the judging process. All decisions are made independently by panels made up of sponsors, business leaders and invited experts.

RED ROSE AWARDS 2027: THE CALENDAR

Entries open: Tuesday 8 September 2026

Launch event: Tuesday 17 November 2026

Deadline for entries: Friday 4 December 2026

Pre-score judging: Tuesday 12 January 2027

Finalists announced: Monday 18 January 2027

Finalist interview days: Wednesday 3 / Thursday 4 February 2027

Red Rose Awards: Thursday 11 March 2027

Winners reception: TBC

Subject to change

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SPONSORSHIP: THE PACKAGES

Headline Sponsor Package **£14,500 +VAT**

IN ADVANCE

- Attendance at the launch event plus logo on all event material and an interview style speaking slot with Richard Slater
- Attendance at the sponsor networking session
- Headline sponsor status on all event marketing materials - The Red Rose Awards in association with Your Organisation
- Most prominent logo / credit on event website with link to your homepage
- Most prominent logo / credit on all Red Rose Awards marketing emails to the Lancashire Business View subscriber database
- An opportunity to join the judging panels for the awards competition (two days)
- Inclusion / credit in news releases produced in relation to the event
- Announcement of the headline sponsor(s) in a solus email to LBV database
- Mention in regular posts on all of LBV's popular social media platforms plus exclusive posts which feature headline sponsors only
- A solus email sent to the LBV database – a personal message from headline sponsors on the awards

ON THE NIGHT

- Sponsorship of an award on the evening and the opportunity to present this award at the event
- An opportunity to deliver a short sponsor welcome speech at the awards ceremony
- A branded page in the awards programme distributed at the event; plus a full page advert in the programme; plus a brief editorial welcome message
- Most prominent branding on appropriate awards presentation materials on AV screens throughout the event. Where a specific item or element is sponsored (eg - menu, table plans, social wall etc.) headline sponsor branding will be excluded
- A complimentary table of ten on the evening
- Credit / thank you in MC script on the evening at the event

AFTER THE EVENT

- Most prominent logo / credit in the round-up bulletin sent to the LBV database the day after the event
- The opportunity to attend a follow-up event for sponsors and winners with a short speaking slot
- A solus email sent to the LBV database
- Inclusion / credit in news releases produced in relation to the event

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"What a fantastic year of business for our county. Our community thrives when you thrive."

Pauline Wild: Forbes Solicitors

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SPONSORSHIP: THE PACKAGES

Award Category Package **£5,500 +VAT**

IN ADVANCE

- Opportunity to attend the launch event and sponsor networking session
- Award category sponsor status on all event marketing materials
- Logo on all Red Rose Awards adverts in Lancashire Business View
- Logo on event website with link to your homepage
- Logo on all Red Rose Awards email marketing to 8,000 subscribers
- An opportunity to join the judging panels for the awards competition
- Inclusion / credit in news releases produced in relation to the event

ON THE NIGHT

- Sponsorship of an award on the evening and the opportunity to present this award
- A branded page in the awards programme distributed at the event plus full-page advert
- Logo credit and branding on awards presentation materials on AV screens at the event
- A complimentary table of ten on the evening
- Credit / thank you in MC script on the evening at the event

AFTER THE EVENT

- Logo within the Lancashire Business View awards supplement
- The opportunity to attend a follow-up event for sponsors and winners
- Inclusion / credit in news releases produced in relation to the event
- The opportunity to provide a relevant winner with access to your products or services as a 'prize' donation

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OTHER SPONSORSHIP OPPORTUNITIES

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Runway sponsor: £5,500 +VAT

- Opportunity to brand the runway with your logo

Social media partner: £5,250 +VAT

- Featured on the RRA social feeds for the entirety of the campaign (September - March)
- Tagged in relevant social media posts across our social channels for the entirety of the campaign (Sept-Mar)
- Branding on screens throughout the night

Drinks reception sponsor: £5,750 +VAT

- Opportunity to brand the drinks reception area with your logo on screens and bring your own banners

Dinner sponsor: £4,150 +VAT

- Branding on the main screens throughout dinner making you stand out
- Branding to be included on the menu in the awards brochure
- Opportunity to give each guest a branded gift (to be placed on the table and agreed with LBV in advance)

After party sponsor: £3,400 +VAT

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

Bar sponsor: £4,750 +VAT

- Your branding on all bar signage
- Your logo on our popular 'Drinks Please' panels placed on every table
- Your branding on all drinks information for the event including the website and guest emails

Countdown clock: £4,500 +VAT

- Branding on the countdown clock on the RRA website
- Featured in the RRA social media posts referencing countdowns for each stage of the awards – entry closing, judging and awards night

Bespoke packages

- In addition to the packages in this pack, we are also able to create bespoke packages to suit your requirements and budget. Please just get in touch to discuss.

IN ADVANCE

- Opportunity to attend the launch event and sponsor networking session
- Sponsor status on all event marketing materials
- Logo / credit on all Red Rose Awards adverts in Lancashire Business View
- Logo / credit on event microsite with link to home page
- Logo / credit on all Red Rose Awards emails to the LBV database of 8,000 subscribers
- An opportunity to join the judging panels for the awards competition
- Inclusion / credit in news releases produced in relation to the event

ON THE NIGHT

- A full page advert in the awards programme distributed at the event
- A complimentary table of ten on the evening
- Credit / thank you in MC script on the evening at the event

AFTER THE EVENT

- Logo on each page of the Lancashire Business View awards supplement
- The opportunity to attend a follow-up event for sponsors and winners
- Inclusion / credit in news releases produced in relation to the event

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MARKETING: THE CAMPAIGN

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The Red Rose Awards will harness the strong marketing platforms of Lancashire Business View for extensive promotion through Lancashire Business View magazine, website, weekly emails, social media, PR and partner channels.

LANCASHIRE BUSINESS VIEW MAGAZINE

(50,000 readers in print and online)

- Launch of awards - Sep/Oct edition
- Call to action - Jan/Feb edition
- Preview to awards - Mar/Apr edition
- Awards review - May/Jun edition
- RRA27 winners' reception roundtable - May/Jun edition

WWW.LANCASHIREBUSINESSVIEW.CO.UK

- Review, gallery and winners – from June
- Stories, updates, info and promotional items

WWW.REDROSEAWARDS.CO.UK

- All event details and entry form - from September

SOCIAL MEDIA

- Regular and prominent RRA marketing via LBV's social media channels including LinkedIn and Instagram
- Hashtag #RRA27

EMAIL

(8,000 subscribers)

- Wednesday Weekly
- Event launch - September
- Reminder - November
- Final push and entry deadline - December
- Shortlist announced - January
- Awards countdown - February
- Post-event review - March

PROMOTION THROUGH FLYERS

- 4,000 flyers to be distributed in Lancashire Business View and by partners and sponsors - from January

SPONSORS MARKETING PACK

- All sponsors will receive a full marketing pack to support the campaign. This includes 'proud to sponsor' logo, email content, news content, winner case studies and social media graphics.

NETWORKING

- Launch event – 1 October 2026
- Pre-score judging – 12 January 2027
- Finalist interview days - 3/4 February 2027
- On the night– 11 March 2027
- Winners' reception - TBC

AWARDS BROCHURE

- A4 brochure given to all attendees on the night and at the winners reception

PR

- A full PR campaign including press releases before and after the awards

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CATEGORIES: THE LINE-UP

- BEST USE OF TECHNOLOGY AWARD
- CUSTOMER SERVICE AWARD
- DEAL OF THE YEAR AWARD
- DESIGN AWARD
- DIGITAL BUSINESS AWARD
- EMPLOYER OF THE YEAR AWARD
- ENGINEERING AND MANUFACTURING AWARD
- EXPORT AWARD
- FAMILY BUSINESS AWARD
- GROWING BUSINESS AWARD
- LARGE BUSINESS AWARD
- MARKETING BUSINESS AWARD
- MEDIUM BUSINESS AWARD
- MICRO BUSINESS AWARD
- NEW BUSINESS AWARD
- NOT FOR PROFIT BUSINESS AWARD
- PROFESSIONAL SERVICES AWARD
- PROPERTY AND CONSTRUCTION AWARD
- RESPONSIBLE BUSINESS AWARD
- SMALL BUSINESS AWARD
- TOURISM, LEISURE AND HOSPITALITY AWARD
- TRANSFORMATION AWARD
- TRANSPORT AND LOGISTICS AWARD
- WORKFORCE DEVELOPMENT AWARD

Categories are subject to change

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