

LANCASHIRE BUSINESS VIEW

RED ROSE AWARDS 2019

Sponsorship & Partnership Opportunities

14 March 2019, Blackpool



Red Rose Awards: An introduction

The Red Rose Awards will be back, for the ninth year, in 2019 to celebrate the outstanding achievements of Lancashire businesses.

Sponsoring the awards offers a fantastic opportunity to position your brand alongside a well established prestigious, high-profile and comprehensively marketed event.

The awards will receive significant support from Lancashire Business View magazine before and after the event. The magazine, which stages the awards, has a circulation of around 9,000 for the printed magazine, and more than 11,000 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 leafleting, 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 opportunity to present an award on the night to an estimated audience of more than 1,100.

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 14 March, 2019

Who will be there?

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

An expected audience of over 1,000.

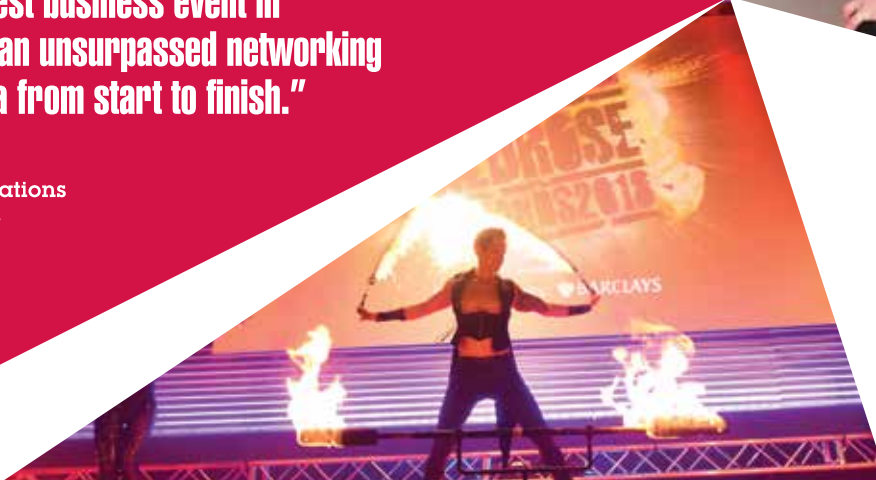
What can I sponsor?

We have 25 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 requirement. Please just get in touch to discuss.

"Simply the best business event in Lancashire, an unsurpassed networking extravaganza from start to finish."

Andrew Currie
Director of Operations
Seneca Partners



How will the awards be judged?

Each entry will be judged by written submission and through 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 sponsor have highly valued.

Red Rose Awards 2019: The Calendar

Awards launch - November 2018

Deadline for all entries - January 2019

Initial pre-judging - January 2019

Finalists announced - February 2019

Judging days - February 2019

Red Rose Awards - 14 March 2019

Winners reception - Late March 2019

"The Red Rose Awards are probably the most talked about Awards in Lancashire, they truly celebrate the home grown talent, entrepreneurs and inspirational business leaders in the county!"

Cassandra Fairclough
Global Radio



Sponsorship: The Packages

Headline Sponsor Package £10,000 + VAT

In Advance

- Attendance at the launch event plus logo on all event material and an interview style speaking slot with Richard Slater
- 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 homepage
- Most prominent logo / credit on all Red Rose Awards marketing emails to the Lancashire Business View subscriber database
- An opportunity to join both judging panels for the awards competition (2 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, twitter wall etc.) headline sponsor branding will be excepted
- 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

"The whole process has been a fantastic experience and the event was once again an amazing night."

Oliver Burton
CEO
Forbes Solicitors



Award Category Package £3,950 + VAT

In Advance

- Opportunity to attend the launch event
- 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 home page
- Logo on all Red Rose Awards email marketing to over 11,000 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 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

"Bespoke have proudly sponsored the Online Business of the Year award for a number of years now. The Red Rose Awards gives companies of all sizes the platform to showcase their achievements and promote success."

Lauren Grice
Head of Client Services
Bespoke | Digital Agency



Social Media Partner £6,000 + VAT

In Advance

- Opportunity to attend the launch event
- Logo at www.redroseawards.co.uk with direct link back to your site
- Featured in the RRA twitter profile (until October 2019)
- Sponsor status on all event marketing materials
- Logo on all RRA adverts in Lancashire Business View
- Logo on all Red Rose Awards email marketing to over 11,000 subscribers
- An opportunity to join the judging panels
- Mentions in regular posts on all of LBV's popular social media platforms
- Inclusion / credit in news releases

On the night

- Branding on all social walls at the event - these are prominently positioned in the reception room plus the main event room
- Full page advert in the awards programme distributed at the event and again at the winners reception
- A complimentary table of ten on the evening
- Credit / thank you in MC script during the event

After the event

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

"The RRA's have proven an excellent platform to increase awareness of Holmes Mill to the Lancashire business community, and for winners and sponsors to engage with our brand."

Heidi Kettle
Group Marketing Manager
James' Places



Drinks Reception Sponsor £3,850 + VAT

In Advance

- Opportunity to attend the launch event
- Drinks reception 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 11,000 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

- An opportunity to brand the drinks reception area at the event (to be approved by LBV)
- A full page advert in the awards programme distributed at the event
- 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

- One branded page in 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 Red Rose Awards are an amazing platform for Cash for Kids. We have such a strong synergy with the awards as we too believe Lancashire is an amazing place to be. For us it is not only about the money raised at the event but also the awareness it generates for our charity and the doors that opens for us. Being in a room full of the very best makes you want to be better."

Nikki Thompson
Charity Manager
Cash For Kids



Dinner Sponsor £5,000 + VAT

In Advance

- Opportunity to attend launch event
- 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 marketing emails to the Lancashire Business View subscriber database
- An opportunity to join the judging panels for the awards competition
- Mentions in regular posts on all of LBV's popular social media platforms
- Inclusion / credit in news releases produced in relation to the event

On the night

- Branding throughout dinner on AV screens
- Full page advert in the awards programme distributed at the event
- Branding to be included on dinner menu
- 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

"The Red Rose Awards provide us with an unparalleled platform to showcase our product and achievements to the entire region whilst an invaluable opportunity to network during an incredible night which highlights how vibrant and successful the business scene is within Lancashire."

Anthony Williams
Marketing Manager
Winter Gardens Blackpool.



After Party Sponsor £6,000 + VAT

In Advance

- 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 11,000 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

- An opportunity to brand the after party in the arena (to be approved by LBV)
- 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

"We have benefitted from seeing the strength of Lancashire businesses, learning about their success stories and talking to the excellent leaders and teams who run them. UCLan is a university that is strongly connected to Lancashire businesses and the RRA is one of the key ways we do this."

John Lonsdale
Director of Innovation and Enterprise
UCLan



Winners' Reception Sponsor £6,000 + VAT

In Advance

- Winners reception 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 11,000 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 half 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

- An opportunity to brand the winners reception
- One branded page in Lancashire Business View awards supplement
- The opportunity to attend a follow-up event for sponsors and winners
- A roundtable debate with select RRA19 winners and guests to be held on the same day as the winners reception, to include:
 - Sole sponsorship of a RRA19 winners roundtable debate
 - Two seats at the event
 - Opportunity to suggest suitable panellists suitable for discussion (max. 10-12 guests)
 - Branding on three-page round up in the May/June issue of Lancashire Business View
 - Horizontal strip advert to appear within the round-up
 - PDF copy of the roundtable to be used in your marketing activities

"We are really proud to be associated with the Red Rose Awards, they are a celebration of all that is great about the Lancashire business community and a reminder of what we, as a county, are capable of."

Kevin Duffy
Office Managing Partner
RSM Preston



Media partnership packages

£3,000 of rate card value plus editorial support

From our media sponsors, we are seeking to maximise the marketing buzz for the awards. This includes the period for entries to generate the best longlists. We'd then like for media partners to follow up the event with the appropriate editorial on the event and winners to cement the associations between the event and the partners. We will supply appropriate written and photographic materials.

In Advance

- Media partner status on event marketing materials
- Logo / credit on all print adverts /leaflets
- Logo / credit on Awards microsite with link to your homepage (or page of choice)
- Logo / credit on all Awards email marketing mail shots
- An opportunity to join the judging panels for the Awards (see judging section)
- Inclusion / credit in news releases produced in relation to the event

On the night

- A half page advertisement in the Awards programme distributed at the event
- Logo / credit and branding on AV screens at the event
- Logo / credit and branding on printed materials at the event
- Four tickets to the event
- Credits / thank you in MC script on the evening at the event

After the event

- The opportunity to attend a follow-up event for sponsors and winners
- Inclusion / credit in news releases

TAILORED MEDIA PARTNERSHIP PACKAGES ARE AVAILABLE.

Please contact us now to discuss.

"Sponsoring the Red Rose Awards has been a fantastic opportunity to support the growth of our local community."

Sunny Sandwell
Managing Director
Sunshine Events



Marketing: The Campaign

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

Lancashire Business View Magazine

(9,000 copies bi-monthly, 30,000 readers)

- Launch of awards - Nov/Dec edition
- Call to action - Jan/Feb edition
- Preview to awards - Mar/Apr edition
- Awards review - May/Jun edition

www.lancashirebusinessview.co.uk

- Advert and link to website - from November
- Review, gallery and winners - April

www.redroseawards.co.uk

- All event details and entry form - from November

Twitter

(6,600 followers and rising!)

- @redroseawards - live now
- Hashtag #RRA19

Email

(over 11,000 subscribers)

- Event launch - November
- Reminder - December
- Final push for entries - January
- Shortlist announced - February
- Post-event review - April

Promotion through flyers

- 10,000 to be distributed in Lancashire Business View and by partners and sponsors - from November

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

(Dates TBC)

- Launch event - November 2018
- Judging events - February 2019
- On the night - March 2019
- Winner reception - late March 2019

Awards Brochure

- A4 84 page 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



Categories: The Line-up

Construction Business Award

Corporate Social Responsibility Award

Creative Agency Award

Customer Service Award

Digital Agency Award

Ecommerce Business Award

Employer of the Year Award

Engineering Business Award

Family Business Award

Financial Services Award

Growing Business Award

Health and Care Business Award

Hospitality Business Award

In-house Training Award

Innovation in Business Award

International Achievement Award

Large Business Award

Legal Services Award

Leisure Business Award

Manufacturing Business Award

Medium Business Award

New Business Award

Not-for-profit Business Award

Property Business Award

Skills Initiative Award

Small Business Award

Categories are subject to change



Please see below for the sponsors of Red Rose Awards 2018

forbessolicitors.

Forbes Solicitors
Headline sponsor

BARCLAYS

Barclays Bank
Headline sponsor

uclan
University of Central Lancashire

UCLan
Judging partner



3ManFactory
Social Media Partner



Barcadia Media
Bar Sponsor



Bespoke | Digital Agency
Ecommerce Business Award



Bespoke Healthcare
Medium Business Award



BGF
Dinner sponsor



Birchall Foodservice
Leisure and Tourism Business Award



Bizspace
Drinks Reception Sponsor



Blackpool & Fylde College
Digital Agency Award



Business Enterprise Trust
New Business Award



Cash for Kids
Charity Partner



Cassons
International Achievement Award



EPSL Educational Printing
Skills Provider Award



Eventus Legal
Legal Business Award



Global
After Party DJ Sponsor



Harrison Drury Solicitors
Property Business Award



James Places
Launch & Winners Reception
Venue Sponsor



Leonard Dews
Countdown Clock Sponsor



LH Recruitment
Family Business Award



Marketing Lancashire
Marketing partner



Mattioli Woods
Corporate Social
Responsibility Award



Mayes Accountants
Growing Business Award



Mercia Fund Managers
Financial Business Award



Mint Business Travel
Prize Draw Sponsor



Naphthens
Innovative Business Award



Northcote at the Rovers
Judging Venue Sponsor



NWEEG
Employer of the Year Award



Peter Scott Printers
Creative Agency Award



Porsche Centre Bolton
Small Business Award



Recycling Lives
Not-for-profit Business Award



Rosebud
Financial Business Award



RSM
Winners Reception Sponsor



Slater + Gordon
Health and Care Business Award



Stonehouse Logic
Customer Service Award



Sunshine Events
Corporate Games Sponsor



Tailor Made
Engineering Business Award



Themis
In-house Training Award



VEKA
Construction Business Award



Visit Blackpool
Destination Sponsor



WEC
Trophy Sponsor



With a Twist
Midnight Munchies sponsor



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LANCASHIRE BUSINESS VIEW

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