



LANCASHIRE **BUSINESSVIEW**  
RED ROSE  
AWARDS 2022

SPONSORSHIP  
& PARTNERSHIP  
OPPORTUNITIES

THURSDAY 9 JUNE 2022



# CELEBRATING LANCASHIRE'S BUSINESS SUCCESS STORIES

## RED ROSE AWARDS 2022

The Red Rose Awards will be back in 2022 to celebrate the outstanding achievements of Lancashire businesses.

A highlight in the Lancashire business calendar, the awards for 2022 will take place in June ahead of taking back their usual slot in March in 2023.

The achievements of business, which Lancashire Business View has reported all year, are what the Red Rose Awards 2022, the 12th 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 9,000 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 9 June, 2022.

## 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 requirement and budget. Please just get in touch to discuss.



"The Red Rose Awards are the most prestigious in our region. It is a privilege to be supporting the achievements of Lancashire businesses through our sponsorship."

Neil Whitaker - head of Four Executive





# 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 2022: THE CALENDAR

**Awards launch** - 4 January 2022

**Sponsor events** - TBC

**Deadline for entries** - Friday 18 March 2022

**Pre-judging** - Tuesday 29 March 2022

**Finalists announced** - Monday 11 April 2022

**Interview days** - Wednesday 27 / Thursday 28 April 2022

**Red Rose Awards** - Thursday 9 June 2022

**Winners reception** - Thursday 23 June 2022



"UCLan is delighted to sponsor the innovation in business award at the 2020 Red Rose Awards. It is important to recognise and celebrate businesses that embeds innovation in their culture."

Prof. Sue Smith - Interim director of innovation and enterprise, University of Central Lancashire

# SPONSORSHIP: THE PACKAGES

## Headline Sponsor Package **£11,000 + 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 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, 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



# SPONSORSHIP: THE PACKAGES

## Award Category Package **£4,000 + 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 home page
- Logo on all Red Rose Awards email marketing to 10,000 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
- The opportunity to provide a relevant winner with access to your products or services as a 'prize' donation



"The Red Rose Awards have grown significantly in the last ten years and are now a regular fixture in the diaries of Lancashire businesses. It has become a highlight of the year - one definitely not to be missed."

Andrea Stamp - Director of marketing and business development at Forbes Solicitors





# OTHER SPONSORSHIP OPPORTUNITIES

## Runway sponsor - £5,000 +VAT

- Opportunity to brand the runway with your logo

## 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 (Jan-Jun)
- Branding on screens throughout the night

## Drinks reception sponsor - £3,950 +VAT

- Opportunity to brand the drinks reception area for ma

## Dinner sponsor - £5,000 +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 laid on the table and agreed with LBV in advance)

## After party sponsor - £6,000 +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 - £6,000 +VAT

- Opportunity to brand the winners reception
- Roundtable debate with selected RRA22 winners to be featured in the July/August edition of LBV

## Bar sponsor - £4,000 +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 - £3,000 +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

## 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 9,000 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



# 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

(50,000 readers in print and online)

- Launch of awards - Jan/Feb edition
- Call to action - Mar/Apr edition
- Preview to awards - May/June edition
- Awards review - Jul/Aug edition
- RRA22 winners reception roundtable - Jul/Aug edition

## [www.lancashirebusinessview.co.uk](http://www.lancashirebusinessview.co.uk)

- Advert and link to website - from January
- Review, gallery and winners - from June

## [www.redroseawards.co.uk](http://www.redroseawards.co.uk)

- All event details and entry form - from January

## Social media

- Regular and prominent RRA marketing via LBV's social media channels including LinkedIn, Twitter, Instagram and Facebook.
- Hashtag #RRA22

## Email

(9,000 subscribers)

- Event launch - January
- Reminder - February
- Final push and entry deadline - March
- Shortlist announced - April
- Awards countdown - May
- Post-event review - June

## Promotion through flyers

- 5,000 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

- Sponsor events - January and February
- Judging events - 27 / 28 April
- On the night - 9 June
- Winner reception - 23 June

## 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

Built Environment Award

CSR Award

Customer Service Award

Design Agency Award

Digital Agency Award

Employer of the Year Award

Export Award

Family Business Award

Go Green Award

Health and Wellbeing Award

Innovation in Business Award

Large Business Award

Made in Lancashire Award

Medium Business Award

Micro Business Award

New Business Award

Not-for-profit Award

Professional Services Award

Resilience Award

Scale-up Award

Small Business Award

Tourism, Leisure and Hospitality Business Award

Categories are subject to change







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