



LANCASHIRE **BUSINESSVIEW**  
**RED ROSE**  
**AWARDS 2026**

in association with

**Forbes**  **BARCLAYS**  
Solitors

THURSDAY 12 MARCH 2026  
WINTER GARDENS, BLACKPOOL

**SPONSORSHIP  
& PARTNERSHIP  
OPPORTUNITIES**

#RRA26



# CELEBRATING LANCASHIRE'S BUSINESS SUCCESS STORIES

## RED ROSE AWARDS 2026

The Red Rose Awards will be back in 2026 to celebrate the outstanding achievements of Lancashire businesses.

A highlight in the Lancashire business calendar, taking place in March 2026.

The achievements of businesses, which Lancashire Business View has reported all year, are what the Red Rose Awards 2026, the 16th 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 12 March, 2026.

## 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.



SCAN HERE TO WATCH  
THE 2025 RED ROSE AWARDS

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# 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 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 2026: THE CALENDAR

**Entries open:** Monday 1 September 2025

**Launch event:** Thursday 2 October 2025

**Deadline for entries:** Friday 5 December 2025

**Pre-score judging:** Tuesday 13 January 2026

**Finalists announced:** Monday 19 January 2026

**Finalist interview days:** Wednesday 4 / Thursday 5 February 2026

**Red Rose Awards:** Thursday 12 March 2026

**Winners reception:** TBC

Subject to change



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# SPONSORSHIP: THE PACKAGES

## Headline Sponsor Package **£14,000 +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 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, twitter 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



**"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 **£5,250 +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



"So inspiring to join over 1000 people from Lancashire's thriving business community to celebrate excellence."

Neil Whitaker: TalentEdge

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# OTHER SPONSORSHIP OPPORTUNITIES

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## Runway sponsor: £5,250 +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: £4,000 +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 placed on the table and agreed with LBV in advance)

## After party sponsor: £3,250 +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: £5,250 +VAT

- Opportunity to brand the winners reception
- Sponsorship of a roundtable debate with selected RRA26 winners to be featured in the May/Jun edition of LBV

## 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



"Supporting the Red Rose Awards is a highlight of our year and makes us incredibly proud to be part of such an amazing county and community."

Dave Walker: +24



# 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 - Nov/Dec edition
- Call to action - Jan/Feb edition
- Preview to awards - Mar/Apr edition
- Awards review - May/Jun edition
- RRA26 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 #RRA26

## 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 - 2 October 2025
- Pre-score judging - 13 January 2026
- Finalist interview days - 4/5 February 2026
- On the night- 12 March 2026
- 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

- 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
- LARGE BUSINESS AWARD
- MADE IN LANCASHIRE AWARD
- MEDIUM BUSINESS AWARD
- MICRO BUSINESS AWARD
- NEW BUSINESS AWARD
- NOT-FOR-PROFIT AWARD
- PROFESSIONAL SERVICES AWARD
- SCALE-UP AWARD
- SMALL BUSINESS AWARD
- TOURISM, LEISURE AND HOSPITALITY AWARD
- TRANSFORMATION AWARD
- TRANSPORT AND LOGISTICS AWARD

Categories are subject to change

## NEW AWARDS FOR 2026:

AI AND TECH INNOVATION  
CREATIVE BUSINESS  
DEAL OF THE YEAR



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