



2022

# Sponsorship Packages

Putting the focus on the best of local business



# We invite you to join us...

in supporting the best of business in Cornwall and Isles of Scilly at the Cornwall Business Awards.

**Making life more beautiful, providing great careers.**

**Working with the planet, enhancing the local economy and community.**

Our mission is to cast a light on the best of business, large and small. From global leaders to sole traders, we celebrate their ability to enhance people's everyday lives by being part of the local community, great places to work and shop.

Businesses that value their staff and invest in their future; companies that give young people the confidence to shine. Where ideas and creativity can flow and be brought to life, solving problems or

making life more beautiful. Where leaders inspire and encourage their teams and demonstrate their impact. Businesses where growth doesn't come at the expense of our resources, but where people, planet and profit work in harmony.

The Awards celebrates the best of business in Cornwall and the Isles of Scilly, telling the world and learning from the best so all benefit from their success.



What our sponsors said about the awards night in 2019...



**A wonderful event, very well organised and thoroughly enjoyable experience.**



# The Awards are a Night to Remember

## Networking



**It was truly great to see so many diverse businesses in Cornwall enjoying success.**

Nigel Taylor, Pirate FM  
Awards Media Partner

## Celebrating



**A place for building connections with people, also just for celebrating!**

Seeing the other companies, what they've been nominated for and won, is just fantastic and inspiring.

John Lakey, Cultivate Cornwall  
2019 Winner

## Entertainment



## Celebrity Speakers



**Making it to this stage is huge and it shows what impact you have on the people around you.**

Helen Glover, MBE  
2 times Olympic & World Champion



## What Our Sponsors say...

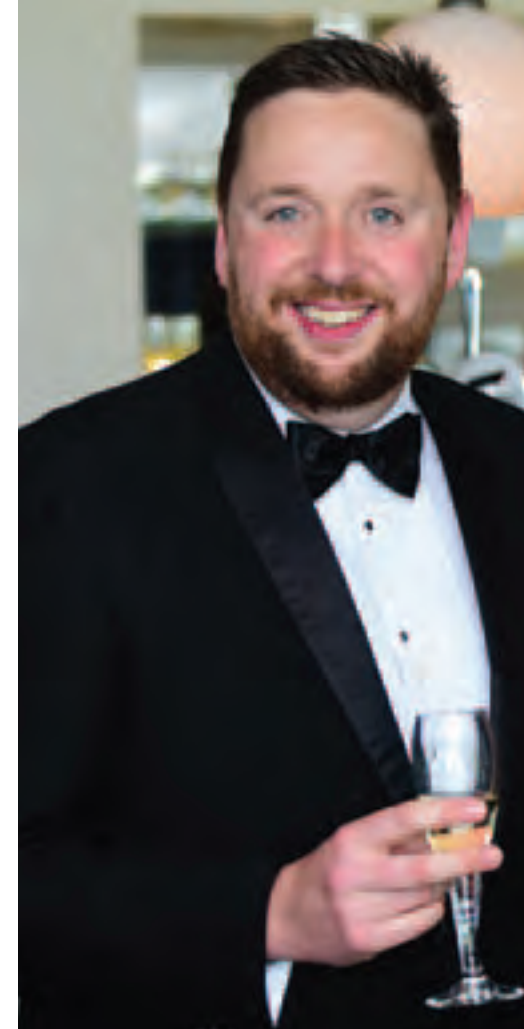


It's not only our finalists that have a great experience, just see what our sponsors have to say about the event.



**We are proud to be associated with Cornwall's premier business awards.**

Toni Eyrie  
Business Cornwall



Matt Bunt  
St Austell Printing Company

**As an ambitious family-run company, we pride ourselves on helping to promote fellow businesses here in Cornwall. The county has so much to offer, and the awards offer an opportunity to demonstrate our commitment to supporting Cornwall's economy.**



**It was a very enjoyable and professionally organised event with the opportunity to make important introductions and contacts for the future.**

2019 Sponsor



# Why Sponsor?



## Networking & Lead Generation

The Awards are THE high point of the business calendar and all the key figures from across the public and private sectors are there every year. You'll get to meet the movers, shakers and decision makers that could impact your business.



## Brand Recognition

Your brand is exposed to the right audience and frequency breeds familiarity. The Cornwall Business Awards is a locally based event with a large following within the business community. What better way to showcase your Cornish business credentials?

## Value for Money

Cost-effective way to get your business out there and be seen by the right audience. By harnessing the reach of the Awards you'll be hitting a lot of birds with one stone, saving you time and valuable resources.

## Corporate Hospitality

The Awards give you the opportunity to show your appreciation to your staff and key clients. Through your sponsorship you will get a prime position at the event.



## Giving Back to the Community

A great opportunity to show your support for the local economy, sponsorship is a way of giving back to the community and positioning your brand as a key player in the region.





## Categories Choices

Best Customer Experience

Best Family Business

Best New Business

Best Place to Work

Business with a Purpose

Employee of the Year

Product of the Year

Sole Trader of the Year

Third Sector Award

Growth Business of the Year

Business Leader of the Year

Exporter of the Year

Rising Star Award

## People's Choice Award

Online vote open to the public to crown our "People's Choice" winner from all the finalists in every category. The public vote launched in 2019 with 10,000 votes!



## Sponsor Packages

Prices start from only £500 to be part of the awards, with standard packages for category sponsorship to a bespoke offer for headline or event partners.

### £3500

Award Category Sponsorship  
Named association with 1 of 14 categories to reach a specific audience or promote a business message

### £1000

Launch Event  
Awards Night Welcome Reception  
Post Awards Celebration Event

### £500

Flowers on the awards night guest tables  
Meet the Finalists & Marketing Workshop



# Supporting the Cornwall Business Awards

	£3,500	£1000	£500
Award Category Sponsorship	✓		
Representation on the category judging panel	✓		
Presentation of sponsored award at event	✓		
VIP seating for 5 guests at awards	✓		
Pre / Post event association within press campaign	✓		
Logo placement / link to your chosen URL / website from homepage	✓		
Named association with key event		✓	
Logo to be incorporated within event literature	✓	✓	
Named association with supporting the awards			✓
2 tickets for the awards		✓	✓
Business profile plus logo / link to your chosen URL to appear on website sponsors page	✓	✓	✓
Branding opportunity in the awards goody bag	✓	✓	✓
Invitation to awards launch	✓	✓	✓
Social media mentions pre / at and post event	✓	✓	✓

All prices listed are plus VAT



## Want something unique?

Discuss with us creating a bespoke package for your company, this could include:

- ❖ A new award category
- ❖ Head judge and media spokesperson for our judging panel
- ❖ Speaker slot on night to open or close the awards
- ❖ VIP seating with celebrity speaker
- ❖ Logo to be incorporated in prime location on event literature
- ❖ Product placement at awards



## The Cornwall Business Awards in Numbers

# 8K+

Social Followers

# 3K

Jobs supported by businesses  
that applied in 2019

# 10K

Public Votes

# 30K

Web Users

# 40K

Facebook Reach

# 60K

Facebook Impressions  
& Video Views

# 200K

Twitter Impressions





## Get in touch...

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Printing Company