

FENLAND
BUSINESS
AWARDS

2023

 ILIFFE MEDIA



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We are delighted to be presenting the Fenland Business Awards as part of our commitment to supporting and celebrating local businesses.

This prestigious black-tie event from Iliffe Media is new for 2023 and brings decision makers and business leaders together from across the area to celebrate business success and innovation.

The Fenland Business Awards will showcase business achievements across 11 categories, chosen to cover as wide a range as possible and to give businesses, charities and individuals the chance to tell their success stories.

WHY SPONSOR?



There are many ways you can benefit from association with the awards. The following pages detail some of the outstanding sponsorship opportunities available, designed to deliver maximum advantage to your business.

8 great reasons for you to consider sponsorship:

- 1.** Maximum brand exposure via a marketing campaign across print, online, and social media
- 2.** Underlines your own commitment to business in and around Fenland
- 3.** Engage with your customers and potential clients to showcase your business
- 4.** Increase your brand awareness and raise your business profile
- 5.** Fantastic opportunity to network and form new relationships with other business guests and sponsors
- 6.** Association with a high profile, established and respected event
- 7.** Revised and enhanced promotional opportunities
- 8.** Grow your own business and enhance your reputation locally

MARKETING CAMPAIGN

The Fenland Business Awards will be supported by a 22 week marketing campaign across the following platforms:



Press

Fenland Citizen

17,570 weekly readers
JICREG (Oct 2021)



Online

fenlandcitizen.co.uk

142,471 monthly unique visitors
Google Analytics (Apr-Jun 2022)



Social

twitter.com/fenlandcit

4,229 followers

facebook.com/fencitizen

6,500 followers

instagram.com/fenlandcitizen/

189 followers

HEADLINE SPONSORSHIP - PACKAGE BENEFITS

- 12 VIP tickets with priority seating
- 'in partnership with' - your logo added to the awards logo and used within all awards content and branding platforms from launch
- Opportunity to judge and present one of the award categories
- Exclusive opportunity to give a 5 minute sponsors welcome presentation from the stage
- Full-page advertisement between launch and the event
- Inside Front Cover full-page advertisement in the 24-page post-event winner's supplement, distributed with the Fenland Citizen
- Social media tags to ALL LinkedIn, Twitter and Facebook posts promoting the awards
- Logo featured prominently within the B2B launch email campaign
- Logo displayed within all editorial, weekly from launch
- Logo and business synopsis prominently displayed on awards website and linked to own site
- Logo on event tickets
- Logo in event programme
- Logo on table number cards
- Logo branding on ALL category award presentation trophies
- Logo displayed on each of the presentation slides shown on screen on the night
- Acknowledgement and thanks from the podium

CATEGORY AWARD SPONSORSHIP - PACKAGE BENEFITS

- 10 tickets to the glittering awards ceremony with dinner and table wine
- Opportunity to judge the nominees within your sponsored category
- Presentation of the category winner trophy at the event
- Half-page advertisement in the Fenland Citizen between launch and the event
- Full-page colour advertisement within the 24-page pull-out winners souvenir supplement published with the Fenland Citizen one week after the event
- Logo displayed in all pre and post editorial weekly
- Logo displayed within B2B launch email campaign
- Logo on dedicated awards website with company bio linking to your own site
- Logo within the event programme
- Logo on event tickets
- Logo branding on the category winner trophy
- Logo on the sponsor photo boards at the event
- Logo on presentation screen at the event
- Tags to our social media posts (Facebook, Twitter and LinkedIn)
- Accreditation from the podium

DRINKS RECEPTION SPONSORSHIP - PACKAGE BENEFITS

- 2 complimentary tickets to the awards dinner and ceremony with table wine
- Opportunity to welcome guests on arrival to the drinks reception
- Opportunity to display 2 x pop up banners in drinks reception area
- Half-page advertisement in the Fenland Citizen between launch and the event
- Half-page advertisement within the 24-page pull out souvenir supplement published in the Fenland Citizen one week following the event
- Logo displayed in all pre and post editorial weekly from launch
- Logo displayed within B2B launch email campaign
- Logo on awards website linking to your own
- Logo within programme
- Logo on event tickets
- Logo on sponsor photo boards at the event
- Tags to social media posts (Facebook, Twitter and LinkedIn)

PROGRAMME SPONSORSHIP - PACKAGE BENEFITS

- 2 complimentary tickets to the awards dinner and ceremony with table wine
- Half-page advertisement in the Fenland Citizen between launch and the event
- Half-page advertisement within the 24-page pull out souvenir supplement published in the Fenland Citizen one week following the event
- Exclusive full-colour outside back page advertisement in the souvenir supplement
- Logo exclusively displayed at the foot of each editorial page within the event programme
- Logo on the programme front cover
- Logo displayed in all pre and post editorial weekly from launch
- Logo displayed within B2B launch email campaign
- Logo on the dedicated awards website linking to your own
- Logo on event tickets
- Logo on sponsor photo boards at the event
- Tags to social media posts (Facebook, Twitter and LinkedIn)

TABLE SPONSORSHIP - PACKAGE BENEFITS

- 2 complimentary tickets to the awards dinner and ceremony with table wine
- Half-page advertisement in the Fenland Citizen between launch and the event
- Half-page advertisement within the 24-page pull out souvenir supplement published in the Fenland Citizen one week following the event
- Business cards exclusively displayed in clear acrylic holders on every table
- Logo displayed alongside Fenland Citizen Business Awards logo on every table number card
- Logo displayed in all pre and post editorial weekly from launch
- Logo displayed within B2B launch email campaign
- Logo on awards website linking to your own
- Logo within programme
- Logo on event tickets
- Logo on sponsor photo boards at the event
- Tags to social media posts (Facebook, Twitter and LinkedIn)

WINNERS CHAMPAGNE SPONSORSHIP - PACKAGE BENEFITS

- 2 complimentary tickets to the awards dinner and ceremony with table wine
- Half-page advertisement in the Fenland Citizen between launch and the event
- Half-page advertisement within the 24-page pull out souvenir supplement published in the Fenland Citizen one week following the event
- Exclusive branded champagne bags containing the winners champagne
- Exclusive branded bottle tag on each champagne bottle with your own message
- Opportunity to include own promotional literature within each bottle bag
- Logo displayed in all pre and post editorial weekly from launch
- Logo displayed within B2B launch email campaign
- Logo on awards website linking to your own
- Logo within programme
- Logo on event tickets
- Logo on sponsor photo boards at the event
- Tags to social media posts (Facebook, Twitter and LinkedIn)

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RAISE YOUR PROFILE | BE ONE OF THE BEST
GROW YOUR BUSINESS

CONTACT

To get involved and benefit from the sponsorship opportunities detailed please contact:

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