

Newark

Business Awards 2023





The **NEWARK Advertiser** is immensely proud to bring you the

Newark Business Awards 2023

To be held at
**Lady Eastwood Centre,
Newark Showground on
Friday, June 9**

The **Newark Business Awards** publicly acknowledge outstanding business achievement and the contribution that businesses make to the region's economy.

The awards recognise the achievements of local businesses, providing them with the perfect opportunity to showcase their success.

This prestigious annual awards programme attracts hundreds of nominations every year, from businesses in Newark and the surrounding area.

Nominations will open on Thursday, January 19, 2023.

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

HEADLINE SPONSOR / MAIN PARTNER - PACKAGE BENEFITS

- 12 VIP tickets to the glittering awards dinner at the Newark Showground on June 9, 2023, with priority seating
- 'in association with' - your logo added to the Newark Business Awards logo and used within all awards content and branding platforms from launch
- Opportunity to judge one of the award categories and Chair the judging panel
- Exclusive opportunity to give a 5 minute sponsors welcome presentation from the stage
- Full-page promotional editorial in the Newark Advertiser
- Inside Front Cover full-page colour advertisement in 24-page post-event winners supplement, distributed with the Advertiser on Thursday, June 15, 2023
- Social media tags to all posts from the Advertiser promoting the awards on LinkedIn, Twitter and Facebook
- Logo prominently featured in the B2B launch email campaign
- Logo displayed within all editorial, every week from launch until June 15
- Logo and business synopsis prominently displayed on the dedicated awards website, and with links directly to your own site
- Logo displayed on event tickets
- Logo displayed within the event programme
- Logo prominently displayed on sponsor boards at the event
- Logo displayed on all table number cards
- Logo branding on ALL winner award presentation trophies
- Logo displayed on every slide of the presentation on screen on the night
- Acknowledgement from the podium

CATEGORY AWARD SPONSORSHIP - PACKAGE BENEFITS

- 10 tickets to the glittering awards dinner at the Newark Showground on Friday, June 9, 2023
- Participation in the judging of your sponsored category
- Presentation of the sponsored category winner award at the event
- Half-page promotional editorial (or advertisement) in the Newark Advertiser
- Full-page colour advertisement in 24-page post-event winners supplement, distributed with the Newark Advertiser on Thursday, June 15, 2023
- Tags to social media posts from the Advertiser on LinkedIn, Twitter and Facebook
- Logo included in B2B launch email campaign
- Logo displayed within all editorial, every week from launch until June 15
- Logo and business synopsis displayed on the dedicated awards website, and with links directly to your own site
- Logo displayed on event tickets
- Logo displayed within the event programme
- Logo displayed on sponsor boards at the event
- Logo branding on the winner's category award presentation trophy
- Logo displayed on presentation screen on the night
- Acknowledgement from the podium

EVENT PROGRAMME SPONSORSHIP - PACKAGE BENEFITS

- 2 tickets to the glittering awards dinner at the Newark Showground on June 9, 2023
- Half-page promotional editorial (or advertisement) in the Newark Advertiser
- Half-page colour advertisement in 24-page post-event winners supplement, distributed with the Newark Advertiser on Thursday, June 15, 2023
- Exclusive full page, outside back cover advertisement of the event Programme
- Logo displayed within all editorial, every week from launch until June 15
- Logo displayed on dedicated awards website with link directly to your own site
- Logo displayed on event tickets
- Logo displayed on all the front cover and every editorial page within the event programme
- Logo displayed on sponsor boards at the event
- Visual and verbal acknowledgement from the podium during the presentation
- Tags to social media posts (LinkedIn, Facebook and Twitter)

DRINKS RECEPTION SPONSORSHIP - PACKAGE BENEFITS

- 2 tickets to the glittering awards dinner at the Newark Showground on June 9, 2023
- Half-page promotional editorial (or advertisement) in the Newark Advertiser
- Half-page colour advertisement in 24-page post-event winners supplement, distributed with the Newark Advertiser on Thursday, June 15, 2023
- Exclusive opportunity to position 2 x pop-up banners in the drinks reception area
- Exclusive opportunity to display business cards or A5-sized promotional literature on tables in the drinks reception area
- Logo displayed within all editorial, every week from launch until June 15
- Logo displayed on dedicated awards website with link directly to your own site
- Logo displayed on event tickets
- Logo displayed on sponsor boards at the event
- Visual and verbal acknowledgement from the podium during the presentation
- Acknowledgement within the event programme
- Tags to social media posts (LinkedIn, Facebook and Twitter)

TABLE SPONSORSHIP - PACKAGE BENEFITS

- 2 tickets to the glittering awards dinner at the Newark Showground on Friday, June 9, 2023
- Half-page promotional editorial (or advertisement) in the Newark Advertiser
- Half-page colour advertisement in 24-page post-event winners supplement, distributed with the Newark Advertiser on Thursday, June 15, 2023
- Your business cards exclusively displayed in acrylic card holders on each table
- Your logo branding, front and back, of all table number cards
- Logo displayed within all editorial, every week from launch until June 15
- Logo displayed on dedicated awards website with link directly to your own site
- Logo displayed on event tickets
- Logo displayed on sponsor boards at the event
- Visual and verbal acknowledgement from the podium during the presentation
- Tags to social media posts (LinkedIn, Facebook and Twitter)

WINNERS CHAMPAGNE - PACKAGE BENEFITS

- 2 tickets to the glittering awards dinner at the Newark Showground on Friday, June 9, 2023
- Half-page promotional editorial (or advertisement) in the Newark Advertiser
- Half-page colour advertisement in 24-page post-event winners supplement, distributed with the Newark Advertiser on Thursday, June 15, 2023
- Exclusive branded champagne bags containing the winners champagne
- Exclusive branded bottle tag on each
- Opportunity to include own business card within the champagne bags
- Logo displayed within all editorial, every week from launch until June 15
- Logo displayed on dedicated awards website with link directly to your own site
- Logo displayed on event tickets
- Logo displayed on sponsor boards at the event
- Visual and verbal acknowledgement from the podium during the presentation
- Tags to social media posts (LinkedIn, Facebook and Twitter)



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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