



Future Faces  
Chamber  
of Commerce



**BYPY**

# YOUNG PROFESSIONAL AWARDS 2021

FRIDAY 27TH AUGUST 2021 | FROM 7PM

## HEADLINE SPONSORS:



**BNP PARIBAS**  
PERSONAL FINANCE



# SPONSORSHIP OPPORTUNITIES

Connect. Support. Grow.



Part of  
Greater Birmingham  
Chambers  
of Commerce

An exciting opportunity to get your brand in front of the largest young professional audience in the region



## About The Awards

The Future Faces Awards, now in its seventh year, has fast become one of the most prestigious events in the region's calendar.

Part of the Greater Birmingham Chambers of Commerce, Future Faces is the network for aspiring young professionals from all sectors, providing a platform to learn from business leaders, develop essential business skills and expand networks.

We're delighted that this year, both the Future Faces Awards and BPS Birmingham's BYPY Awards will combine to create the region's largest celebration of all young professional talent. This opportunity was created after the Chamber acquired BPS Birmingham in 2020 (read more [here](#)).



## About The Awards

The combination of these two audiences will mean an even bigger platform to celebrate young professional talent and give sponsors double the exposure across both event audiences.

Furthermore, the online nature of the event will allow for replays of the content long after the event has taken place, prolonging the shelf life of the event and value of your sponsorship.

This year's awards celebration will take place **online** on the evening of Friday 27<sup>th</sup> August 2021 from 7pm with sponsorship opportunities available to suit all budgets.





## Event Reach

### 1 million reach

Last year's online awards generated a social media reach of 1 million people on the evening alone!

### Over 15,000 social media followers

Across Future Face's social media accounts

### 2,500 newsletter subscribers

On both our member communications and newsletter lists

### 20 sectors

Our growing membership is from a vast range of 20 sectors, making our network uniquely diverse and strong.

### 911 views across 15 countries

Last year's online event was viewed by a record number of people (and places). An audience consisting of young professionals, their managers and mentors, business leaders and VIPs.

### 20% increase

Award entries for last year's awards increased by 20%

## The Chamber's Reach

Sponsoring the awards will help profile your business not only on the evening of the awards but throughout the build up through the Chamber's collective channels with a reach of over 200,000 individuals and more...





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# ANNUAL AWARDS CELEBRATION 2020



## Headline Sponsorship

(up to four non-competing brands)

### Sponsorship includes:

- Enews story (to over 15,000 subscribers) and featured in Chamberlink magazine (readership of 24k) coverage on announcing the sponsorship
- Option to provide video or written content on why you are involved in the event etc. for promotion across the Chamber's channels in the build up to the event
- A4 advert in the digital awards brochure which will be issued to all event bookers, available to download from the Chamber website and promoted heavily in the build-up, during, and after the event
- Logo on the digital version of the sponsorship board which will be created and used as a backdrop at regular points throughout the online event. This backdrop will also be converted to a homepage 'slider' advert on our website homepage as a thank you to all sponsors
- Logo presence and shout outs during the live event
- Social media posts in the build up to and during the live event (as you know these awards reached 3.5 million people on social media last year)
- £1000 worth of banner adverts on the Future Faces Chamber newsletters (over 2000 subscribers)
- Your logo will be listed on the awards page and we'll hyperlink this from the Chamber website to the sponsor's website
- Introduction requests - personal introductions to shortlisted companies of your choice (subject to their consent)
- Post Annual Awards event opportunities

**Cost: £7,000 +VAT**

## Award Category Sponsorship

### Categories available to sponsor:

- ~~Future Faces Champion~~ SPONSORED by Common Purpose
- Future Faces Apprentice of the Year
- Future Face of Arts and Culture
- Future Face of Charity and Social Enterprise
- ~~Future Face of Entrepreneurship~~ SPONSORED by EY
- ~~Future Face of Finance~~ SPONSORED by HSBC
- Future Face of Industry
- Future Face of Legal
- Future Face of Public Sector and Education
- Future Face of Retail and Hospitality
- Future Face of Sales, Marketing and Communications
- ~~Future Face of Sustainability~~ SPONSORED by Squire Patton Boggs
- ~~Future Face of Technology and Innovation~~ SPONSORED by RSM
- ~~Overall Future Face of Greater Birmingham~~ SPONSORED by Aston University



## Award Category Sponsorship

### Sponsorship includes

- Enews story (to over 15,000 subscribers) and featured in Chamberlink magazine (readership of 24k) coverage on announcing the sponsorship
- Option to provide video or written content on why you are involved in the event etc. for promotion across the Chamber's channels
- Mention in the digital awards brochure which will be issued to all event bookers, available to download from the Chamber website and promoted heavily in the build-up, during, and after the event
- Logo on the digital version of the sponsorship board which will be created and used as a backdrop at regular points throughout the online event. This backdrop will also be converted to a homepage 'slider' advert on our website homepage as a thank you to all
- Logo presence during the live event
- Social media posts in the build up to and during the live event (these awards reached 3.5 million people on social media last year)
- As a sponsor, you announce your category award via a pre-recorded video for the evening
- £500 worth of banner adverts on the FF newsletter (over 2000 subscribers)
- A hyperlink from the awards page on the Chamber website to the sponsor's website

**Cost: £2,500 +VAT**

## Digital Brochure Advert

Full Page A4 advert in the digital awards brochure which will be issued to all event bookers, available to download from the Chamber website and promoted heavily in the build-up, during, and after the event. **Cost: £200 +VAT**

Page allocation of all advertisements will be made at the discretion of Future Faces



## What you will need to provide:

- A project manager who will be the single point of contact between your company and the Chamber and who will ultimately be responsible for ensuring everything is completed on schedule
- A eps (high resolution) company logo for inclusion on event marketing as identified above
- A website link for inclusion on the Chamber event calendar and Future Faces promotional materials

## The small print:

- Your sponsorship package will only be secured once the agreement has been signed
- Payment should be made to the Chamber upon confirmation and prior to the dinner
- If you cancel the agreement once signed, at any time, no refunds will be issued
- The Chamber reserves the right to amend wording on event marketing material

## Summary

Become a sponsor of this flagship event and receive a host of exclusive benefits whilst driving brand awareness.

Thank you for your consideration.





Future Faces  
Chamber  
of Commerce



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TO DISCUSS ANY OF THE  
SPONSORSHIP OPPORTUNITIES  
OUTLINED ABOVE, PLEASE CONTACT:

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