SUTTON COLDFIELD, LICHFIELD & TAMWORTH
ANNUAL DINNER & AWARDS 2020
SPONSORSHIP OPPORTUNITIES
FRIDAY 24TH JANUARY 2020 | THE BELFRY HOTEL & RESORT
The Sutton Coldfield, Lichfield & Tamworth Annual Dinner & Awards 2020 will take place on Friday 24th January at The Belfry Hotel & Resort with sponsorship opportunities available to suit all budgets.

We will be celebrating the success of local businesses across The Royal Town of Sutton Coldfield, city of Lichfield and Tamworth town. After the success of the past three years, this event will bring together over 250 like-minded business people to show off what the three geographical areas have to offer. There will be seven awards presented at the dinner celebrating the success of businesses!
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 on the Chamber’s collective channels with a reach of over 200,000 individuals and more...

- **360,000 VISITORS PER YEAR**
- **200,000 LOCAL EMPLOYEES**
- **3000 MEMBERS**
- **24,000 CHAMBERLINK MAGAZINE READERSHIP**
- **12,000 DELEGATES AT OUR EVENTS**
- **89,000 FOLLOWERS**
- **6,000 LIKES**
- **6,700 CONNECTIONS**
HEADLINE SPONSORSHIP

PRE EVENT
Branding on all dinner and business awards event collateral and marketing activity leading up to the event, including:
• Chamberlink members’ magazine with a readership of c.24k
• Weekly members’ Chamber e-shots (distributed to c.32k contacts) and regular features in the Chamber’s daily e-news (c.8k distribution)
• Promotion at other Chamber events and on the Chamber’s website
• The details of headline sponsors will be included on media releases concerning the event. Additionally, the sponsor’s branding will be included on pre-event marketing such as the invitations and tickets (subject to printing deadlines)

AT THE EVENT
• The sponsor’s branding will be included in all event marketing and throughout the duration of the dinner. Headline sponsors will receive more coverage than other sponsors
• A table of 10 places is available for headline sponsors and their guests near the stage
• A full-page advertisement or editorial space will be provided in the programme that will be made available to all dinner guests on the night. Please note, designs should reflect the prestige of the event and artwork deadlines apply

POST EVENT
• The names of headline sponsors will be included on all post-event media releases

£5,000 +VAT
BUSINESS AWARD
CATEGORY SPONSORS

PRE EVENT
• Included in any social media or press releases promoting your award category

AT THE EVENT
• Included on event marketing and throughout the dinner
• Featured logo in the event brochure next to your chosen award category
• For one person to present the award on the night (excludes the President’s awards where the respective President will announce their chosen winner)
• Logo on the main screen when your chosen category award is announced
• Five places at the dinner for you and your guests

POST EVENT
• The names of all award sponsors will be included in social media coverage.

AWARD CATEGORIES
Sutton Coldfield Chamber President’s Award
Lichfield & Tamworth Chamber President’s Award
Sutton Coldfield Small Business of the Year
Lichfield & Tamworth Small Business of the Year
Sutton Coldfield Large Business of the Year
Lichfield & Tamworth Large Business of the Year
Sutton Coldfield, Lichfield & Tamworth Young Professional of the Year (NEW)

£2,000 + VAT
DRINKS RECEPTION SPONSOR

Guests will all arrive for pre-dinner drinks before being shown through to the main room where the event takes place.

AT THE EVENT

• The sponsor’s branding will be included in all event marketing and throughout the duration of the dinner
• A table of 10 places is available for the drinks reception sponsor and their guests near the stage
• Exhibition space in the drinks reception area will be made available if required. The sponsor will be responsible for the supply, erection and dismantling of any stand used within the venues pre-agreed deadlines

£3,500 +VAT
TABLE DECORATION SPONSOR

AT THE EVENT
• The sponsor’s branding will be included in all event marketing and throughout the duration of the dinner
• Two folded cards (postcard size, provided by the sponsor) detailing the sponsor and their products / services will be placed on each table. Please note, the design should reflect the prestige of the event
• Two places at the dinner are available for the sponsor and their guest

£1,500 +VAT

ENTERTAINMENT SPONSOR

AT THE EVENT
• The sponsor’s branding will be included in all event marketing and throughout the duration of the dinner
• Two places at the dinner are available for the sponsor and their guest
• A half-page advertisement or editorial space will be provided in the programme that will be made available to all dinner guests on the night. Please note, designs should reflect the prestige of the event and artwork deadlines apply

£1,500 +VAT
YOUR LOGO WILL BE INCLUDED IN OUR GLOSSY AWARDS BROCHURE AND PLACED AT EVERY TABLE SETTING WITH THE OPPORTUNITY FOR ADDITIONAL ADVERTISING SPACE.

YOUR LOGO WILL BE DISPLAYED ON OUR SPONSOR MEDIA BOARD BACKDROPS FOR OFFICIAL GUEST AND WINNERS PHOTOS TO BE TAKEN IN FRONT OF.

LOGOS WILL BE VISIBLE ON SCREENS DURING YOUR SPONSORED SEGMENT AND REOCCURRING AT POINTS THROUGH THE NIGHT.

A LIVE TWEET WALL ALSO OPERATES THROUGHOUT THE NIGHT WHICH IS VISIBLE ON ALL SCREENS WITH SPONSOR THANK YOUS, WINNER ANNOUNCEMENTS AND COMPETITIONS USING THE HASHTAG #SOLIHULLAWARDS19 LAST YEAR WE REACHED OVER 4 MILLION PEOPLE ON TWITTER!
Delegates will receive a A5 dinner brochure on the night. *Artwork should be supplied in high resolution format (300 dpi) as a pdf or eps file.*

- Full page (A5) = £500 +VAT
- Half page (Landscape) = £250 +VAT

Page allocation of all advertisements will be at the discretion of the Chamber events team.
SPONSORSHIP OPPORTUNITIES

FOR MORE INFORMATION OR TO DISCUSS THESE OPPORTUNITIES FURTHER PLEASE CONTACT: SPONSOR@BIRMINGHAM-CHAMBER.COM OR CALL 0121 274 3259.