CHAMBER ANNUAL DINNER & AWARDS 2020

SPONSORSHIP OPPORTUNITIES

THE ICC, BIRMINGHAM | THURSDAY 19 MARCH 2020
ABOUT US

The Greater Birmingham Chambers of Commerce has been established for more than 200 years and today is one of the largest Chambers in the country with more than 3,200 member companies and covering six geographic areas across the region (Birmingham, Burton, Chase, Lichfield and Tamworth, Solihull and Sutton Coldfield) and four themed divisions (Asian Business Chamber of Commerce, Commonwealth Chamber of Commerce, Future Faces and the Transatlantic Chamber of Commerce).

Members range from young professionals to SMEs and large, high profile organisations, including 38 Chamber Patrons comprising of companies such as Birmingham Airport, HSBC and Wesleyan.

ANNUAL DINNER AND AWARDS 2020

The GBCC dinner and awards 2020 is our annual black-tie flagship event, attracting more than 1300 guests including members and patrons. It is the largest cross-sector business dinner in Greater Birmingham with over 12 awards up for grabs.

The dinner and business awards evening includes a drinks reception (at 6pm), 3-course dinner and entertainment with a fantastic opportunity to host clients / customers / your staff and to network with other dinner guests.

The evening celebrates and showcases the best of business and enterprise throughout the region. Eleven business awards will be presented at the dinner, including the Greater Birmingham Business of the Year. These awards will identify, applaud and promote the best in the region with category finalists and award winners epitomising the exceptionally high standards set and achieved in our business community.
OUR DINNER REACH

- 1,300 delegates
- 27,460 newsletter subscribers read about the event
- 10m reached on social media

The event featured on 17 social media channels including @GrBhamChambers with over 24,000 followers
SPONSORSHIP OPPORTUNITIES

HEADLINE SPONSOR: £15,000 +VAT

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(Up to 3 non-conflicting organisations)
Your best opportunity to get your brand front and centre of the event.

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.25k
• Regular features in the Chamber’s daily e-news (c.14k 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 deadline
• Exclusive invite to a GBCC Dinner drinks reception with other sponsors and shortlisted candidates

AT THE EVENT:
• The sponsor’s branding will be included in all event marketing and throughout the duration of the dinner.
• Two tables of 10 places are available for headline sponsors and their guests on rows one and two of the hall next to the stage. Guests will be supplied with a glass of champagne, four bottles of wine with a menu option.
• Complimentary use of a cloakroom will be made available
• 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
• For one person to the main hall (6.30pm) in order to display place name cards for your guests (to be supplied by the sponsor), if required

POST EVENT
• The names of headline sponsors will be included on all post-event media releases
BUSINESS AWARDS CATEGORY SPONSOR
£4,500 +VAT

These awards will provide a showcase for businesses achievement and success.

The Chamber is seeking nominations in the following eleven business award categories:

- Excellence in Contribution to the Community - Sponsored by Open Study College
- Excellence in Customer Service - Sponsored by OGL
- Excellence in Hospitality
- Excellence in International Business - Sponsored by Andalucia
- Excellence in Manufacturing - Sponsored by Crowe
- Excellence in People Development - Sponsored by Aston University
- Excellence in Responsible Business NEW - Sponsored by the University of Birmingham
- Excellence in Retail
- Excellence in Sales & Marketing - Sponsored by O2
- Excellence in Technology & Innovation - Sponsored by METCloud
- Excellence in Training & Education
- Excellence in Third sector NEW
- Greater Birmingham Business of the year - Sponsored by SCC (picked as an overall winner from the above categories)

Entry is open to all businesses regardless of Chamber membership. Entries can be made in up to two award categories but separate submissions should be made. Rules of entry apply and are featured on the entry form. Please see www.greaterbirminghamchambers.com for more details.

Sponsorship benefits:
- Branding included on event and pre-event marketing and throughout the dinner. This includes the company logo in the dinner programme that is made available to all guests
- Five dinner places will be available for the dinner three rows from the stage. Guests will be served with a complimentary glass of champagne and two bottles of wine will be provided
- Nominated delegate will be invited on stage to announce the winner of the sponsored award and present the trophy.
- Exclusive invite to a GBCC Dinner drinks reception with other sponsors and shortlisted candidates.
PAST SPONSORS
Delegates will arrive for pre-dinner drinks before being shown through to the main hall where the dinner and business awards event takes place.

**AT THE EVENT**
- The sponsor’s branding will be included in all event marketing and throughout the duration of the dinner.
- One table of 10 places is available for the drinks reception sponsor and their guests. Guests will be supplied with a glass of champagne and two bottles of wine.
- Complimentary use of a cloakroom will be made available.
- 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.
- Early access for one person to the main hall (6.30pm) in order to display place name cards for your guests.

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

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**PRE-DINNER DRINKS RECEPTION SPONSOR:**

**SOLD**

To enhance the ambiance of the evening, the tables in the main hall will be decorated.

**AT THE EVENT**

The sponsor’s branding will be included in all event marketing and throughout the duration of the dinner.

One table of 10 places is available for the drinks reception sponsor and their guests. Guests will be supplied with a glass of champagne and two bottles of wine.

Complimentary use of a cloakroom will be made available.

Two cards (postcard size, provided by the sponsor) detailing the sponsor and their product/services. These cards will be placed on every table by the organisers. Please note, the design should reflect the prestige of the dinner.

For one person to the main hall (6.30pm) in order to display place name cards for your guests (to be supplied by the sponsor), if required.

**POST EVENT**

- The names of sponsors will be included on all post-event media releases.

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**TABLE DECORATION SPONSOR:**

**SOLD**

To enhance the ambiance of the evening, the tables in the main hall will be decorated.
DINNER AND AWARDS PROGRAMME
ADVERTISING AND / OR EDITORIAL

A publication that is provided to all dinner guests at the dinner. Artwork should be supplied in high resolution format - ideally 300 dpi.
A4 Page = £750 + VAT (Inside front and back pages £1,000)
Half Page (Horizontal) = £500 + VAT
Page allocation of all advertisements will be at the discretion of the Chamber Events Team.

WHAT THE SPONSOR WILL PROVIDE

• A project manager who will be the single point of contact between your company and the Chamber and will ultimately be responsible for ensuring everything is completed on schedule
• A eps version of your company logo for inclusion on event marketing as identified above (to be provided no later than Friday 31st January)

THE SMALL PRINT

• Your sponsorship package will only be secured on receipt of a written confirmation
• Payment should be made to the Chamber of Commerce upon confirmation prior to the dinner
• If you cancel the agreement once signed at any time, no refund will be issued
• The Chamber reserves the right to amend wording on Event Marketing material

To discuss any of the sponsorship opportunities outlined above, please contact:

The Events Team
0121 725 9000
Email: events@birmingham-chamber.com