GBCC ANNUAL AWARDS CELEBRATION 2020

SPONSORSHIP OPPORTUNITIES

ONLINE | THURSDAY 23RD JULY 2020
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, Lichfield, 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 AWARDS 2020

We are delighted to tell you that the Chamber’s Annual Awards Celebration 2020 will move online this year so that we can continue to celebrate the success of local businesses. As you may recall, this flagship event was scheduled to be held at the ICC on Thursday 19th March when we were looking forward to welcoming 1400 guests to what has become the biggest business dinner in the country.

In the lead up to the night and in light of the developing Coronavirus situation at the time, we took the decision to postpone the event in the interests of everybody’s Health and safety. After careful consideration we have now taken the decision to move the 2020 Chamber Awards online for a night of digital entertainment and celebration so that we can continue to recognise and celebrate the success of local businesses.

The event will now take place on Thursday 23rd July from 7pm when we will reveal the winners of all categories and shine a positive spotlight on our region’s business community and talent.

OUR REACH

Current daily enewsletter subscribers: 15,308
Monthly visitors to our website: 48,000
Chamberlink magazine readership: 25,000
Cumulative total of followers on all social media channels: 96,000
GBCC account followers:
- Facebook: 6,062 likes
- LinkedIn: 6,920 followers
- Twitter: 24,857 followers

MONTHLY VISITORS TO OUR WEBSITE

6,062 6,920
24,857
likes followers followers

CURRENT DAILY ENNEWSLETTER SUBSCRIBERS

96,000

CUMULATIVE TOTAL OF FOLLOWERS ON ALL SOCIAL MEDIA CHANNELS

25,000

CURRENT DAILY ENNEWSLETTER SUBSCRIBERS

1078x502

OUR REACH

ANNUAL AWARDS 2020

We are delighted to tell you that the Chamber’s Annual Awards Celebration 2020 will move online this year so that we can continue to celebrate the success of local businesses. As you may recall, this flagship event was scheduled to be held at the ICC on Thursday 19th March when we were looking forward to welcoming 1400 guests to what has become the biggest business dinner in the country.

In the lead up to the night and in light of the developing Coronavirus situation at the time, we took the decision to postpone the event in the interests of everybody’s Health and safety. After careful consideration we have now taken the decision to move the 2020 Chamber Awards online for a night of digital entertainment and celebration so that we can continue to recognise and celebrate the success of local businesses.

The event will now take place on Thursday 23rd July from 7pm when we will reveal the winners of all categories and shine a positive spotlight on our region’s business community and talent.
SPONSORSHIP OPPORTUNITIES

HEADLINE SPONSOR: POA

1 LEFT

(Up to 3 non-conflicting organisations)

Your best opportunity to get your brand front and centre of the event.

Sponsorship package includes:

• Three weeks of digital content and build up to the online awards celebration from w/c 6th July with sponsors promoted throughout plus option to provide video or written content on why you are involved in the event etc.

• A digital version of the awards brochure 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.

• A digital version of the sponsorship board 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 Chamber Awards Celebration 2020 sponsors and including all sponsor logos.

• Option to provide a 30 second video or URL link to marketing collateral of your choice to be promoted at the online event

• Introduction requests – personal introductions to shortlisted companies of your choice (subject to their consent).

BUSINESS AWARDS CATEGORY SPONSOR: POA

These awards will provide a showcase for businesses achievement and success. 12 award winners will be announced on the night:

• Excellence in Contribution to the Community
• Excellence in Customer Service
• Excellence in Hospitality
• Excellence in International Business - Sponsored by Andalucia Tourism Board
• Excellence in Manufacturing - Sponsored by Crowe
• Excellence in People Development - Sponsored by Aston University
• Excellence in Responsible Business - Sponsored by Birmingham Business School, at 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 - Sponsored by South & City College Birmingham
• Greater Birmingham Business of the Year (picked as an overall winner from the above categories)

Sponsorship package includes:

• Three weeks of digital content and build up to the online awards celebration from w/c 6th July with sponsors promoted throughout plus option to provide video or written content on why you are involved in the event etc.

• A digital version of the awards brochure 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.

• A digital version of the sponsorship board 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 Chamber Awards Celebration 2020 sponsors and including all sponsor logos.

• Option to provide a pre-recorded video to be shown on the night with a representative from your company announcing the category winner

• Introduction requests – personal introductions to shortlisted companies in the award category you are sponsoring (subject to their consent).
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 10th July)

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:

Russell Ashman
r.ashman@birmingham-chamber.com
07376 603 027