ANNUAL AWARDS CELEBRATION 2020
ONLINE

SPONSORSHIP OPPORTUNITES

THURSDAY 15TH OCTOBER
An exciting opportunity to get your brand in front of Solihull Chamber of Commerce audience

Mayor of the West Midlands

Andy Street CBE
The Awards

The Solihull Chamber Awards is set to be the biggest occasion in the Solihull Business calendar, bringing together businesses (virtually) from across the Borough to one of the most prestigious events of the year.

The Awards are a celebration of the work of businesses in and across the Solihull Area.

The Awards will take place on Thursday 15th October from 7pm, all from the comfort of your own home!

Sponsorship opportunities are available to suit all budgets.
Solihull Chamber Reach

7,000 social media followers
Across Solihull Chambers 4 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

300 attendees
Last year’s dinner had 300 attendees
(an audience consisting of key political figures such as Andy Street, local MPs, local
business leaders and VIPs)

20% increase
Award entries for last year’s dinner increased by 20%

Last year’s awards
Reached over 4 million people on twitter
The Chamber 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...

- Current daily enewsletter subscribers: 15,308
- Chamberlink magazine readership: 25,000
- Monthly visitors to our website: 48,000
- 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
Headline Sponsorship

Sponsorship Includes:

• Enews story (to over 15,000 subscribers) and featured in Chamberlink magazine (readership of 24k) coverage on announcing the sponsorship
• You will be featured in multiple enews stories, across GBCC enews and Solihull enews
• 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
• £500 worth of banner adverts on the Solihull Chamber newsletters (over 2000 subscribers)
• Your logo will be listed on the awards page with a hyperlink from the Chamber website to the sponsor website
• Introduction requests – personal introductions to shortlisted companies of your choice (subject to their consent)
• Post Annual Awards event opportunities

Cost: £3,000 +VAT
Award Category Sponsorship

Award categories:

- Charity of the Year
- Contribution to Community
- Large Business
- Small Business
- Start-Up
- Business Person
- Young Achiever
- Apprentice

From the small business, large business and start-up winners, one winner will be crowned Solihull Chamber Business of the Year 2020 (sponsorship available)

Sponsorship Includes:

- Enews story (to over 15,000 subscribers) and featured in Chamberlink magazine (readership of 24k) coverage on announcing the sponsorship
- You will be featured in multiple enews stories, across GBCC enews and Solihull enews
- 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
- As a sponsor, you announce your category award via a pre-recorded video for the evening
- One month banner advertising on the Solihull newsletter (over 2000 subscribers)
- A hyperlink from the awards page on the Chamber website to the sponsor’s website

Cost: £1,000 +VAT each
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 Solihull Chamber
What you will need to provide:

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

The small print:

- Your sponsorship package will only be secured once the contract 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.
To discuss any of the sponsorship opportunities outlined, please contact:
Russell Ashman
r.ashman@birmingham-chamber.com
07776 603 027