



Sponsorship Opportunities 2019



With the creation of the new BCP Council, the Destination Awards has been launched to celebrate true excellence in businesses that help to make our conurbation a great place to visit, live and work. A rigorous and clear judging process carried out by well respected industry professionals will reward the best of the best in 15 carefully chosen categories. We have also aligned ourselves with the DTAs to ensure that our judging criteria are aligned with those of the highly prestigious Visit England Awards.

As one of the leading industries in the BCP area, tourism is one of the key drivers of our economy and the Destination Awards will help to recognise this by giving businesses an outstanding opportunity for PR and publicity. The prestige and importance placed on these awards will make them highly coveted and give businesses a fantastic goal to strive for.

By becoming a sponsor you will be placing your business at the forefront of BCP tourism and showcasing yourself as one of the true ambassadors driving our conurbation forward into a new era of excellence. A fully managed PR, marketing and events strategy will give our sponsors truly valuable opportunities for publicity and promotion.

15 AWARDS

We have strategically chosen 15 categories to allow a range of opportunities for businesses in the conurbation

400 ATTENDEES

We are expecting around 400 business professionals from across the area to attend the gala awards dinner in March 2020

Over £850 Million

Spent by visitors in the BCP area each year making the tourism industry one of the biggest in the BCP area

150 BUSINESSES

Expected to apply for the awards including accommodation, restaurants, retail, attractions and many more

HEADLINE SPONSORSHIP

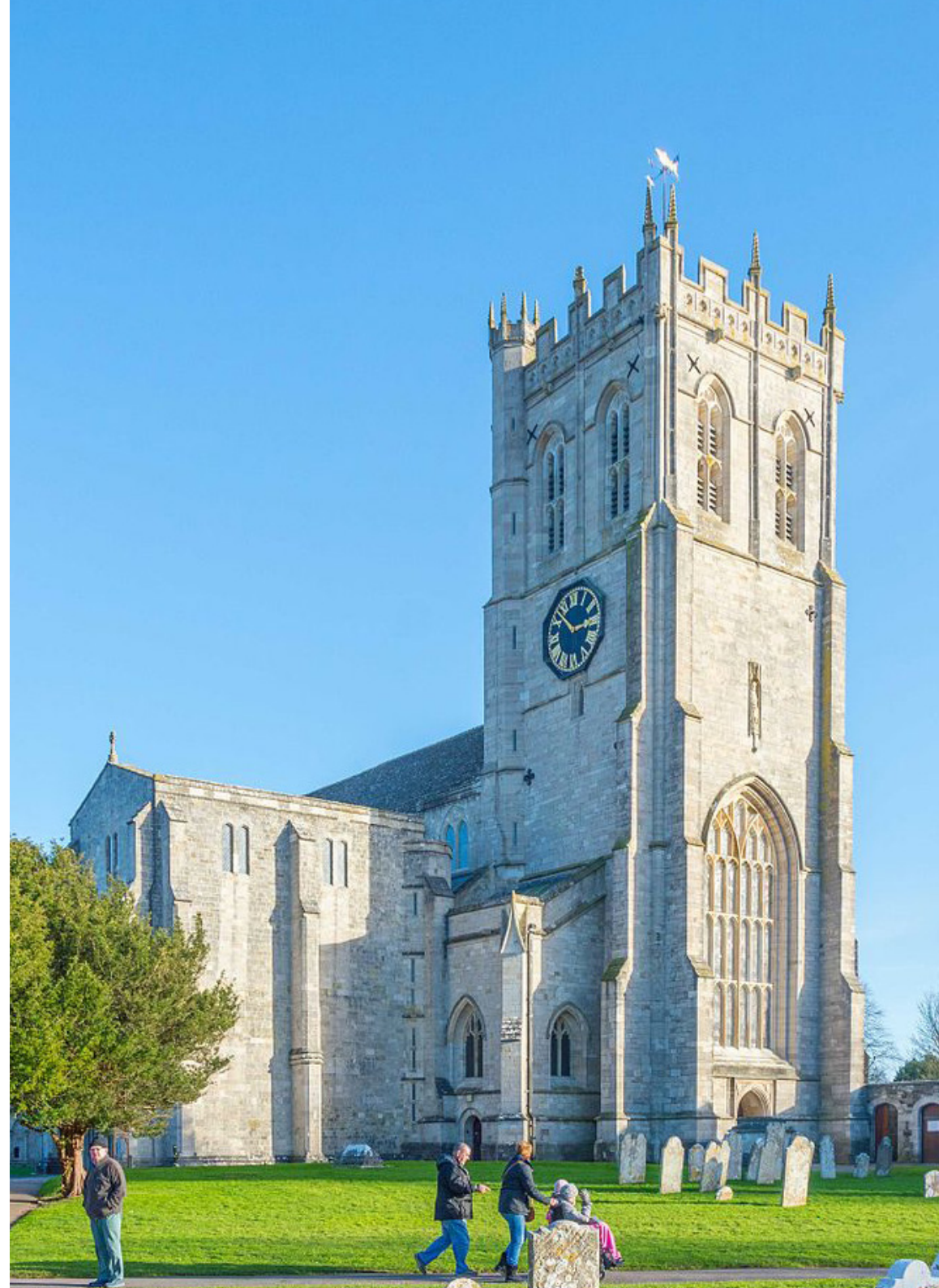
£7,000.00

Sponsoring the awards will give you an excellent opportunity to become a part of this exciting new venture. A thorough 9 month campaign will put you at the forefront of BCP tourism and allow you to take advantage of maximum exposure through a carefully managed marketing and events strategy including radio, social, online and print media.

CATEGORY SPONSORSHIP

£3,000.00

Award Category Sponsorship includes a unique opportunity to align yourself with a particular section of the tourism industry in BCP. Your association with the Destination Awards will be heavily publicised throughout our 9 month campaign and you will get the opportunity to present your chosen award at our gala awards dinner. This is a fantastic opportunity for you to showcase your business as a true partner of BCP tourism.



Our 15 Award Categories Are:

- Events & Cultural Award
- Attraction of the Year
- Large Hotel of the Year
- Small or Boutique Accommodation of the Year
- Unserviced Accommodation of the Year
- Cafe or Tearoom of the Year
- Restaurant or Bistro of the Year
- Retail Innovation Award
- Getting About Award
- Business Tourism Award
- Responsible Ethical & Sustainable Tourism Award
- International or Inbound Tourism Award
- Digital Transformation Award
- Industry Support Award



LAUNCH EVENT SPONSORSHIP

£1,500.00

This event will kick off our 9 month campaign with a drinks reception and canapes at a local BCP venue. Attendees will include business leaders from across the area as well as local press and members of the BCP Council. At this event we will announce the launch of the applications and details about the judges and process.

FINALISTS EVENT SPONSORSHIP

£2,000.00

In November 2019 we will announce the finalists in each category at a spectacular event held at a BCP venue. Five finalists will be announced in each category, each of whom will be in with a chance of winning the award. The finalists event will be attended by all of the shortlisted businesses, judges and members of the BCP Council and will gain a huge amount of local press attention.

DRINKS RECEPTION SPONSORSHIP

£750.00

The awards evening will kick off with a drinks and canapes reception hosted by you. You will have the option to brand the room and will be promoted online, at the preliminary events and in the event programme.

AWARDS TABLE SPONSORSHIP

£750.00

As the Destination Awards Table Sponsor you will receive branding on every table at the event as well as online and at the preliminary events.





for more information or to book a sponsorship package please contact:

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