

SPONSORSHIP  
PACK



# FSB CELEBRATING SMALL BUSINESS AWARDS JAN - MAY 2019

NATIONAL AND AREA  
OPPORTUNITIES



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## CELEBRATING SMALL BUSINESSES

**FSB's Celebrating Small Business Awards 2018 was a tremendous success seeing scale-up superfood brand, Creative Nature, beating fierce competition from across the UK to be named FSB's UK Small Business of the Year 2018. With over 2,000 entries last year the awards are becoming a sought-after prize in the small business sector. The awards achieve recognition across the whole of the UK with 12 area awards programmes culminating in a prestigious and high profile UK Final in May 2019.**

**Sponsoring the FSB Celebrating Small Business Awards offers a fantastic opportunity to position your brand alongside an illustrious, high profile and comprehensively marketed event that champions the best smaller businesses in the country. Harnessing the combined power of FSB marketing platforms for extensive promotion through our websites, emails, social media and direct marketing (print and online) your brand will be at the forefront of the awards either at an area or national level.**

Each area ceremony will provide a great opportunity to acknowledge and celebrate the very best small businesses across each area with winners going through to the grand UK final in London.\*

Entries will open in summer 2018 and the events will take place from January through to March 2019. The formal awards dinner on the evening of

the UK Final is expected to be a sell-out, attracting over 500 guests, made from area winners, the judges, sponsors and other VIPs. It promises to be an incredible night of celebration and recognition. The Prime Minister sent a personal video message to the guests of the 2018 event.

Entries are not only open for FSB members but also for all small businesses across the UK who will be encouraged to get involved and enter.

Each area event will include a two course lunch and provide the opportunity for entrants to celebrate and acknowledge their business achievements.

Our sponsorship packages provide opportunities for your business to be associated with these illustrious events and afford local businesses as well as larger corporates the chance to celebrate and be involved.

\*Community Award category is area only.

# THE AREAS

## January 2019

- 1. North West

## February 2019

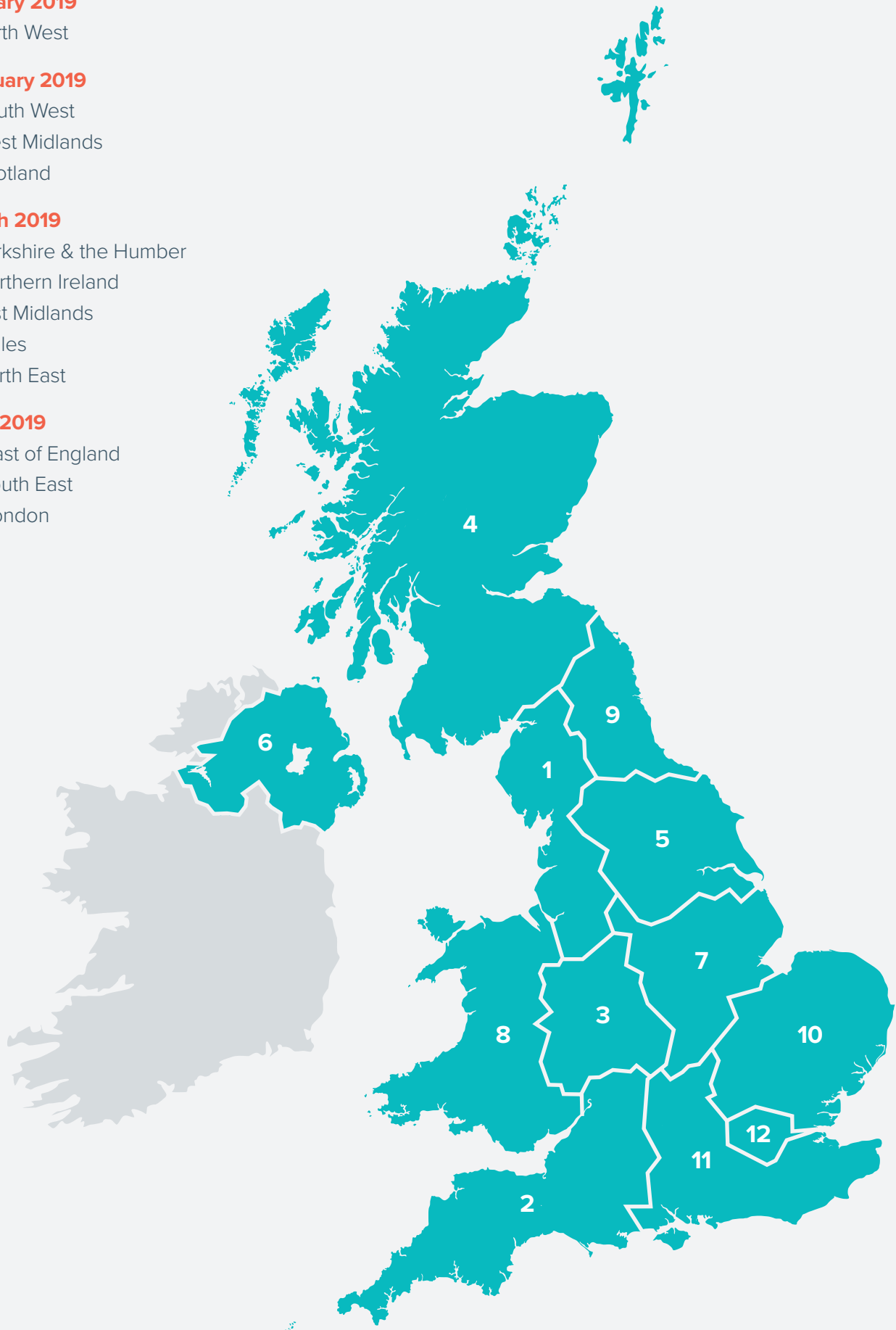
- 2. South West
- 3. West Midlands
- 4. Scotland

## March 2019

- 5. Yorkshire & the Humber
- 6. Northern Ireland
- 7. East Midlands
- 8. Wales
- 9. North East

## April 2019

- 10. East of England
- 11. South East
- 12. London



# THE AWARDS

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### **Business and Product Innovation Award**

This is where bold, new business models and innovative products delivering dramatic results can shine.

### **Employer of the Year**

For businesses that invest in their employees and see the benefits that arise from attracting, developing and retaining their staff.

### **Ethical - Green Business of the Year**

This award is designed to recognise the most ethical, socially responsible or green businesses out there.

### **Family Business of the Year**

Championing the big contribution family firms make to business, this category seeks to reward the top family-run smaller businesses.

### **Micro Business of the Year**

Celebrating micro businesses punching above their weight, including sole traders and the self-employed businesses with fewer than ten employees.

### **Scale-Up Business of the Year**

For businesses that have taken the leap to a whole new level demonstrating true entrepreneurial spirit.

### **Start-Up Business of the Year**

For businesses that have turned a great idea into a viable business within the last two years and are now reaping the rewards.

### **Young Entrepreneur of the Year**

For entrepreneurs aged 30 or less (by 23 May 2019) who have demonstrated drive, ambition and vision to take their business to the next level. The judges will be looking for 18 months of sustained growth supported by a robust business plan.

### **Community Business of the Year** (Area only)

For businesses that partake in initiatives that support their local community, including apprenticeships, or make a positive impact through employee led activities.

### **Overall Winner: The FSB Small Business of the Year 2019**

Best overall business for both the Area and UK awards, chosen by the judges from the winners of all categories. \*UK Final only and excludes Community Category winners.

## **NEW AWARDS**

### **Digital Innovation Award**

This award recognises businesses that have used digital innovation to achieve growth, exceptional customer experience and increased financial performance.

### **International Business of the Year**

The International Business of the Year is open to both novice and established importers and exporters. The winner will demonstrate how working internationally has benefited their business profitability, growth and strategy.

# OPPORTUNITIES

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**There are various sponsorship packages available and demand is already high so do not delay in registering your interest!**

### HEADLINE AWARD SPONSOR

#### Single Area - £3,000

- Logo and link on the FSB Awards website
- Company Profile page on the FSB Awards website
- "Message from the headline award sponsor" pre awards, also to be included on the awards website for the area sponsored
- Credits on all marketing, advertising and promotional activity generated for the awards
- Logo on all invitations sent to attendees for all ceremonies
- Opportunity for branding and representation at each of the area awards
- Thank you and recognition at the area award ceremony
- Company logo on area final table plan
- Credits in the event script and on screen
- 1 x table of 10 people at the area final ceremony in prime location
- 10% discount on additional tables/places for the area final
- Full set of photographs supplied for download after the area final
- Inclusion in awards news release (associated social media promotion and on [www.fsb.org.uk](http://www.fsb.org.uk))
- Present award with area Host
- Acknowledgement within the awards programme including full page company profile

### HEADLINE AWARD SPONSOR

#### Final - £40,000, all Areas and Final - £60,000

- Logo and link on the FSB Awards website
- Company Profile page on the FSB Awards website
- "Message from the headline award sponsor" pre awards, also to be included on the awards website
- Credits on all marketing, advertising and promotional activity generated for the awards
- Logo on all invitations sent to attendees for all ceremonies
- Opportunity for branding and representation at each of the area awards
- Thank you and recognition at each award ceremony
- On stage opening address with FSB National Chairman at UK Final
- Logo on event signage at the UK Final
- Company logo on UK Final table plan
- Credits in the UK Final script and on screen
- 1 x table of 10 people at the UK Final ceremony in prime location
- 10% discount on additional tables/places for the UK Final
- Full set of photographs supplied for download after the UK Final
- Prominent seating within the awards ceremony
- Inclusion in awards news release (associated social media promotion and on [www.fsb.org.uk](http://www.fsb.org.uk))
- Company name engraved on overall Winner's trophy
- Present award with celebrity Host
- Acknowledgement within the awards programme including full page company profile

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### CATEGORY AWARD SPONSOR

**Single Area - £1,100, Final - £15,000, all Areas and Final - £18,000**

- Logo and link on the FSB Awards website
- Credits on all marketing, advertising and promotional activity for the awards
- Opportunity for branding and representation at each of the area awards
- Announce the winner of the category sponsored
- Presentation of the award at the area being sponsored
- The opportunity for a senior representative of your company to present the award and to be photographed with the winners
- Logo and link to your website from the awards website
- Company profile on the awards website
- Logo on screen and credits in script during your sponsorship category
- Credits on marketing and advertising in build-up to the night and afterwards in the post awards review\*
- Photograph with the winners of the category sponsored
- Company name/logo engraved on award winner trophy
- Acknowledgement within the awards programme
- 2 complimentary tickets plus 10% discount on any additional tickets purchased

### RECEPTION DRINKS SPONSOR

**Final - £12,500**

- Exclusive sponsorship with company name associated with reception  
i.e. FSB 2019 Awards Welcome Drinks Reception sponsored by –\*
- Logo and link on the FSB Awards website\*
- Credits on marketing, advertising and promotional activity generated for the awards highlighting your company as the Exclusive Drinks Reception Sponsor\*
- Credits in the events script and on screen\*
- 2 complimentary tickets plus 10% discount on any additional tickets purchased\*
- Colour advert in the awards Programme\*

\*UK Final only

### AWARDS AREA ARRIVAL DRINKS SPONSOR

**Single Area - £550**

- Exclusive sponsorship with company name associated with reception  
i.e. FSB 2019 Welcome Arrival Drinks sponsored by –
- Logo and link on the FSB Awards website
- Credits on marketing, advertising and promotional activity generated for the awards highlighting your company as the Exclusive Arrival Drinks Sponsor
- Credits in the events script and on screen
- 2 complimentary tickets plus 10% discount on any additional tickets purchased
- Listing in the programme

# OPPORTUNITIES

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### GIFTS SPONSOR

**Single Area - £550, FINAL - £1,500, ALL AREAS AND FINAL - £5,000**  
**(Sponsor to fund own gifts and responsible for any delivery costs)**

- Exclusive rights to place promotional 'gift' on each table or every place setting (subject to organiser's approval) in a prime location
- Logo and link on the FSB Awards website
- Credits on marketing, advertising and promotional activity generated for the awards highlighting your company as table gift sponsor
- Listing in the programme
- Credits in the events script and on screen
- 2 complimentary tickets plus 10% discount on any additional tickets purchased

### BAG SPONSOR

**Single Area - £550, Final - £1,500, All Areas and Final - £5,000**

- Exclusive rights to place promotional bag on each table seat (subject to organiser's approval)
- Logo and link on the FSB awards website
- Credits on marketing, advertising and promotional activity generated for the awards highlighting your company as bag sponsor
- Listing in programme
- Credits in the events script and on screen
- 2 complimentary tickets plus 10% discount on any additional tickets purchased

### DINNER WINE SPONSOR

**Single area £750, Final - £5,000, All Areas and Final - £12,000**  
**(Cost of wine borne by FSB)**

- Sponsor of the table wine, including a bottle tag on each bottle with your company logo
- Logo and link on the FSB Awards website
- 2 complimentary tickets plus 10% discount on any additional tickets purchased
- Credits on all marketing, advertising and promotional activity for the awards
- Listing in the programme



# WANT TO GET INVOLVED? PLEASE CONTACT

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