

SPONSORSHIP
PACK



**FSB CELEBRATING SMALL
BUSINESS AWARDS
EDINBURGH 21 FEB 2019**

**NATIONAL AND AREA
OPPORTUNITIES**



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CELEBRATING SMALL BUSINESSES

FSB Scotland's Celebrating Small Business Awards 2018 was a tremendous success, seeing businesses from right across Scotland scooping up prizes across a range of categories. With hundreds of small Scottish firms taking the time out to enter the awards last year, they are becoming a sought-after prize in the small business sector. The awards this year will recognise achievements in 11 categories at a prestigious awards ceremony at Edinburgh University's Playfair Library.

Sponsoring the FSB Scotland Celebrating Small Business Awards offers a fantastic opportunity to position your brand alongside a high profile and comprehensively marketed event that champions the best small businesses in Scotland. Last year the awards generated over 20 pieces of traditional media with a reach of over 500,000 and enjoyed extensive engagement across social media. #FSBAwards was the top trending hashtag on the day of the event with the FSB Scotland account gaining over 21,000 impressions. In addition to traditional and social media, FSB will engage in extensive promotion of the awards through our websites, emails and direct marketing (print and online), with your brand at the forefront.

Applications will open in summer 2018 leading up to the Scottish final in February 2019. Entries will not

only be open to FSB members, but also to all small businesses across Scotland who will be encouraged to get involved and apply.

The awards ceremony itself is again expected to be a sell-out, building on last year's 150 guests. The event will open with a drinks reception followed by a two course lunch and promises to be an afternoon of celebration and recognition.

Our sponsorship packages provide a wide range of opportunities, allowing for organisations and businesses of any size to get involved and champion Scotland's small business community.

The Scottish winners will also be entered for the UK-wide grand final held in London in May 2019. For information on sponsorship opportunities on the London event please visit: www.fsbawards.co.uk.

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.

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

CATEGORY AWARD SPONSOR

Each Category - £1,100

- Logo and link on the FSB Awards website
- Credits on all marketing, advertising and promotional activity generated for the Scottish Awards ceremony
- 2 complimentary tickets plus 10% discount on any additional tickets purchased for the Scottish Awards ceremony
- Opportunity for branding and representation at the Scottish Awards ceremony
- Announce the winner and present the award of the category sponsored
- Photograph with the winners of the category sponsored
- Company profile on the Awards website
- Logo on screen and credits in script during your sponsorship category
- Company name/logo engraved on award winner trophy
- Acknowledgement within the Awards programme

SCOTTISH AWARDS ARRIVAL DRINKS SPONSOR

£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 all marketing, advertising and promotional activity generated for the Scottish Awards ceremony highlighting your company as the arrival drinks sponsor
- Credits in the event script and on screen
- 2 complimentary tickets plus 10% discount on any additional tickets purchased for the Scottish Awards ceremony
- Colour advert in the Awards programme

GIFTS SPONSOR

£550 (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 organisers approval) in a prime location
- Logo and link on the FSB Awards website
- Credits on all marketing, advertising and promotional activity generated for the Scottish Awards ceremony highlighting your company as the table gifts sponsor
- Credits in the event script and on screen
- 2 complimentary tickets plus 10% discount on any additional tickets purchased for the Scottish Awards ceremony
- Listing in the Awards Programme

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BAG SPONSOR

£550

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

DINNER WINE SPONSOR

£750 (cost of wine borne by FSB)

- Sponsor of 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 for the Scottish Awards ceremony
- Credits in the event script and on screen
- Listing in the Awards Programme



**WANT TO GET
INVOLVED?
PLEASE CONTACT**

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