

SPONSORSHIP
PACK



FSB CELEBRATING SMALL BUSINESS AWARDS MARCH 2019

OPPORTUNITIES



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CELEBRATING SMALL BUSINESSES

FSB NI's Celebrating Small Business Awards 2018 were a real success, with businesses from right across Northern Ireland lifting prizes in a host of categories. From sole traders, through micro businesses, to those with substantial workforces, the awards attracted a tremendous number and range of entries.

Hosted by Wendy Austin MBE, of BBC's Inside Business, the awards have already established themselves as a highly valued platform within the small business sector. The 2019 awards will recognise achievements in 11 categories at a prestigious awards ceremony in the Crowne Plaza Hotel at Shaw's Bridge in Belfast.

Sponsoring the FSB NI Celebrating Small Business Awards offers an excellent opportunity to position your brand alongside a high profile and comprehensively marketed event that champions the best small businesses in Northern Ireland. Last year, the awards generated extensive broadcast and print media coverage, and enjoyed extensive engagement across social media, with #FSBAwards being the top trending hashtag on the day of the event. 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 Northern Ireland final on 7 March 2019. Entries will not only be open to FSB members but also to all small businesses across Northern Ireland who will be encouraged to get involved and apply.

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

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

As with last year, the Northern Ireland winners will also be entered for the UK-wide grand final which will be held in London in May 2019. For information on sponsorship opportunities at 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.

Northern Ireland Community Award (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!

HEADLINE AWARD SPONSOR

Northern Ireland - £4,000

- 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)
- Present award with area Host
- Acknowledgement within the awards programme including full page company profile

HEADLINE AWARD SPONSOR

UK Final - £40,000, all 12 Areas and UK 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)
- Company name engraved on overall Winner's trophy
- Present award with celebrity Host
- Acknowledgement within the awards programme including full page company profile

OPPORTUNITIES

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CATEGORY AWARD SPONSOR

Northern Ireland - £1,100, UK Final - £15,000, all 12 Areas and UK 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

UK 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

Northern Ireland - £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

*Credit in script/on screen

OPPORTUNITIES

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GIFTS SPONSOR

**Northern Ireland - £550, UK Final - £1,500, all 12 Areas and UK 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

Northern Ireland - £550, UK Final - £1,500, all 12 Areas and UK 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

**Northern Ireland £750, UK Final - £5,000, all 12 Areas and UK 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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