



LIVERPOOL CITY REGION  
**TOURISM**  
AWARDS 2017

# **PARTNERSHIP PACKAGES**

THURSDAY 18TH MAY 2017  
ST. GEORGE'S HALL | LIVERPOOL

EVENT ORGANISERS *Eventful*



## BACKGROUND

A FIRST CLASS DESTINATION FOR LEISURE AND BUSINESS VISITORS



TOURISM SUPPORTS  
**51,000**  
JOBS IN THE  
LOCAL ECONOMY



VISITORS TO THE REGION SPEND  
**£4.1 BILLION**  
A YEAR



IN 2014 LIVERPOOL WAS THE  
**7th**  
MOST POPULAR DESTINATION  
WITH DOMESTIC VISITORS



IN 2014 LIVERPOOL WAS THE  
**6th**  
MOST POPULAR UK DESTINATION  
FOR INTERNATIONAL VISITORS

Tourism and the visitor economy make an immense contribution to the Liverpool City Region. It is essential that we recognise and reward the amazing impact this sector has on the prosperity of our region in celebrating their collective achievements.

### INTRODUCTION

Liverpool City Region Local Enterprise Partnership will once again host the LCR Annual Tourism Awards on 18th May 2017. Now in their third decade, the awards recognise and reward the very best businesses and individuals across the hospitality and tourism sector showcasing an outstanding contribution to the Visitor Economy.

With 16 different categories, which cover the diverse elements of the industry, there is sure to be an award for your business. Categories include accommodation, attractions, customer service, events, and restaurants.

The winners of all the categories are announced at a glittering award ceremony being held on Thursday 18th May 2017 with winners of selected categories eligible for automatic entry into Visit England Awards for Excellence.

The event is attended by in excess of 550 private and public sector companies from within the hospitality and tourism sector across Liverpool City Region including; Liverpool, Sefton, Wirral, Knowsley, Halton and St Helens.

Providing a platform for companies to meet and network with other organisations and keep up with industry news, Liverpool City Region Annual Tourism Awards will celebrate the very best that the region has to offer.

### WHY SHOULD YOU SPONSOR?

Tourism is now of such importance to the local economy, that it has been selected by political and business leaders as one of the four key growth sectors that have the potential to make a step change in our economy over the next decade.

Association with the LCR Annual Tourism Awards will provide a platform for you to showcase your product/service to the tourism industry, ensuring your business/brand is positioned at the forefront of the hearts and minds of those businesses operating throughout this sector.

Your business/brand will gain access to a wide range of key decision makers in the tourism industry, not only showcasing you as the leader amongst your competitors, but also providing an opportunity for you to develop partnerships with regional businesses within the wider hospitality and tourism sector.

This partnership will help build brand awareness in a rapidly expanding sector delivering £4.1 billion visitor spend per annum into the local economy.

Shown overleaf is a selection of generic partnership opportunities, which can be developed to suit your company marketing and business objectives.



## CATEGORIES

A FIRST CLASS DESTINATION FOR LEISURE AND BUSINESS VISITORS

### CORPORATE AWARDS

HOTEL OF THE YEAR

GUEST ACCOMMODATION / B & B OF THE YEAR

SERVICED APARTMENT OF THE YEAR

SMALL VISITOR ATTRACTION OF THE YEAR

LARGE VISITOR ATTRACTION OF THE YEAR

TASTE LIVERPOOL

SMALL TOURISM EVENT OF THE YEAR

LARGE TOURISM EVENT OF THE YEAR

TOURISM EXPERIENCE OF THE YEAR

BAR / PUB OF THE YEAR

EXCELLENCE IN BUSINESS TOURISM

ENTERTAINMENT VENUE OF THE YEAR

INDEPENDENT TOURISM BUSINESS OF THE YEAR

BEST NEWCOMER TO THE VISITOR ECONOMY

PEOPLE'S CHOICE

### INDIVIDUAL AWARDS

TOURISM STAR OF THE YEAR

TOURISM YOUNG PERSON OF THE YEAR



## HEADLINE PARTNER PACKAGE

As headline sponsor your brand will be fully integrated into the event with a range of benefits from the launch of the nominations process through the event itself, providing a long term marketing communications opportunity.

You will be recognised as headline sponsor throughout all print, digital and live communications.

As headline sponsor you will also have the opportunity to input into the future development of the LCR Annual Tourism Awards.

The features and benefits of this partnership will include:

### BENEFITS PRE - EVENT

- Named association with the awards 'in association/sponsored by...'
- Association with a specific/appropriate prestigious tourism award category
- High profile branding exposure throughout the media and communication campaign through the year
- Acknowledgement as headline sponsor in a range of targeted press releases
- Company logo displayed prominently on all printed materials
- Brand and worded feature on dedicated LCR Annual Tourism Awards web pages
- Hyper link from event web pages to your company website
- Branding on e-blasts to tourism businesses to drive nominations with an opportunity to display a series of marketing messages
- Branding on all nominee and guest correspondence profiling your business as headline sponsor
- An opportunity for one of your senior executives to join the judging panel.

### BENEFITS ON THE AWARDS EVENING

- Opportunity to provide 5 minute keynote speech
- Opportunity to present an award to the winner of your sponsored category on stage at the awards presentation
- 10 VIP tickets to attend the LCR Annual Tourism Awards including 6 bottles of wine and 10 beers
- Company logo on front page within the LCR Annual Tourism Awards official souvenir programme

- Full page feature inside the Annual Tourism Awards souvenir programme
- Full page advert within the Annual Tourism Awards official souvenir programme
- Prime display of company logo throughout the on screen presentations
- Opportunity to showcase promotional footage on screen during dinner
- Verbal acknowledgement of support at strategic points throughout the evening from the event host
- Company name and logo on winner's trophy
- Photo taken with winner and posted online, with sponsor recognition
- Access to c550 people involved in the visitor economy on the night of the Awards.
- Access to key private/public sector decision makers in visitor economy across Liverpool City Region
- Prominent branding on photographic board
- Branding included on printed seating/table plans'
- Opportunity to provide guest gift'

### BENEFITS POST EVENT

- Exposure through post event media and communication campaign
- Official event photography posted online, on LEP and various partners website
- Continued recognition on any printed material that may be produced to showcase winners
- First refusal on sponsorship 2018.

**INVESTMENT: £10,000+vat**



## ASSOCIATE PARTNER PACKAGE

As associate sponsor your brand will be profiled as a key supporter of the event along with maximum two other sponsors. You will have the opportunity to engage with the event over a six-month period and recognised as associate sponsor throughout all print, digital and live communications.

As associate sponsor you will also have the opportunity to input into the future development of the LCR Annual Tourism Awards.

The features and benefits of this partnership will include:



### BENEFITS ON THE AWARDS EVENING

- Opportunity to present an award to the winner of your sponsored category on stage at the awards presentation
- 10 VIP tickets to attend the LCR Annual Tourism Awards including 6 bottles of wine and 5 beers
- Company logo featured within the LCR Annual Tourism Awards official souvenir programme
- Full page advert within the Annual Tourism Awards official souvenir programme
- Prominent display of company logo throughout the on screen presentations'
- Verbal acknowledgement of support at strategic points throughout the evening from the event host
- Company name and logo on winner's trophy (space permitting)
- Photo taken with winner and posted online, with sponsor recognition
- Access to c550 people involved in the visitor economy on the night of the Awards
- Access to key private/public sector decision makers in visitor economy across Liverpool City Region
- Logo featured on photographic sponsor backdrop located in the main reception area

### BENEFITS POST EVENT

- Media exposure as associate sponsor through relevant press releases following the event
- First refusal on sponsorship for 2018.

**INVESTMENT: £5,500+vat**

### BENEFITS PRE - EVENT

- Association with one of the prestigious tourism categories
- Branding and exposure throughout the media campaign to attract nominations and profile the event starting early January 2017 through to June 2017
- Acknowledgement as associate sponsor in a range of targeted press releases
- Company logo displayed on all printed materials including correspondence, posters/ flyers and invitations as associate sponsor
- Branding on dedicated LCR Annual Tourism Awards web pages
- Hyper link from event web pages to your company website
- Branding on e-blasts to tourism businesses to drive nominations
- An opportunity for one of your senior executives to join the judging panel

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## CATEGORY PARTNER PACKAGE

As category sponsor you will have the opportunity to be associated with one of the prestigious categories of your choice (subject to availability). Your business/brand will be profiled alongside this category pre, during and post event through a number of strategic communication methods.

The features and benefits of this partnership will include:

### BENEFITS PRE - EVENT

- Association with one of the prestigious tourism award categories
- Acknowledgement as category sponsor in related press releases
- Branding on dedicated LCR Annual Tourism Awards web pages
- Hyper link from event web pages to your company website

### BENEFITS ON THE AWARDS EVENING

- Presentation on stage of the Award winner of the category you sponsor
- 5 VIP tickets to attend the LCR Annual Tourism Awards including 3 bottles of wine
- Half page advert within the annual Tourism Awards official souvenir programme
- Company logo displayed on-screen presentation throughout the evening

- Acknowledgement of you as category sponsor during the ceremony
- Present the winner with the award trophy
- Company name on winner's trophy
- Photo taken with winner and posted online, with sponsor recognition
- Access to over 550 people involved in the Visitor Economy on the night of the Awards
- Access to key private/public sector decision makers in the Visitor Economy across Liverpool City Region

### BENEFITS POST EVENT

- Acknowledgement in winners press release
- First refusal on sponsorship for 2018.

**INVESTMENT: £2,200+vat**

## ADDITIONAL PARTNER OPPORTUNITIES

There is a range of additional partner opportunities available, which can be discussed on an individual basis, they include but are not exclusive to:

- Drinks
- Floral / room decor
- Print
- AV
- VIP Luncheon
- Gift Bag

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## THE NEXT STEPS...

We would very much welcome the opportunity to discuss these opportunities with you and discover how a partnership with Liverpool City Region Annual Tourism Awards 2017 can work for your business.

Please contact Cathryn O'Grady on:

Tel: 0844 809 4399 / 07918174176

Email: [cath@eventfulonline.com](mailto:cath@eventfulonline.com)

**We look forward to hearing from you!**

EVENT ORGANISERS *Eventful*