

# 2017 LIVERPOOL HOSPITALITY AWARDS AND CHARITY DINNER THURSDAY 26TH OCTOBER



## SPONSORSHIP PACKAGES

*Supporting:*



*The Liverpool Hospitality Awards and Charity Dinner are unique in that we use our contacts within the industry to source all the ingredients for a high quality night of food, drink, entertainment and celebration in order to ensure that as much money goes to charity as possible. We also take the opportunity to recognise the real heartbeat of our industry – our people!*

*Our inaugural dinner was a resounding success with demand far outstripping supply and over 250 people in attendance. This year we are moving to the iconic Titanic Hotel and are aiming to exceed 400 guests at this year's event to set its place firmly within Liverpool's social calendar of events.*

**MARCUS MAGEE**

*Chairman Liverpool Hoteliers Association*

## AWARD CATEGORIES:

**HOTEL EMPLOYEE OF THE YEAR - RISING STAR**  
**RESTAURANT EMPLOYEE OF THE YEAR - RISING STAR**  
**HOTEL EMPLOYEE OF THE YEAR - FRONT OF HOUSE**  
**RESTAURANT EMPLOYEE OF THE YEAR - FRONT OF HOUSE**  
**HOTEL EMPLOYEE OF THE YEAR - HEART OF HOUSE**  
**RESTAURANT EMPLOYEE OF THE YEAR - HEART OF HOUSE**  
**HOTEL EMPLOYEE OF THE YEAR - UNSUNG HERO**  
**RESTAURANT EMPLOYEE OF THE YEAR - UNSUNG HERO**

**HOTEL EMPLOYEE OF THE YEAR - YOUNG CHEF**  
**RESTAURANT EMPLOYEE OF THE YEAR - YOUNG CHEF**  
**HOTEL EMPLOYEE OF THE YEAR - SALES/REVENUE**  
**COMMUNITY CHAMPION/S OF THE YEAR**  
**GREEN TEAM OF THE YEAR (ENVIRONMENTAL)**  
**EMPLOYEES OF THE YEAR - TOP TEAM**  
**JUDGE'S AWARD**  
**CHAIRMAN'S AWARD**

*The winners will be announced at The LHA Awards and Charity Dinner on Thursday 26th October 2017*



@LpoolHoteliers #LHAball2017



## WHY BECOME A SPONSOR?

*The benefits of becoming one of our sponsors include the chance to raise your organisations profile within the Liverpool City Regions Hospitality sector, the opportunity to network with key stakeholders from the hotel and restaurant sectors, the potential to build and strengthen relationships and the chance to hear about what is happening within the city.*

*Being a sponsor at the Liverpool Hospitality Awards and Charity Dinner offers a range of branding, networking and promotional opportunities in print, online and face to face. The Awards allow you the opportunity to align your brand with excellence in the city's hospitality sector and offer a fantastic chance to network with a wide range of guests. The LHA Awards and Charity Dinner will establish you as a key brand for the hospitality sector.*

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## WHO WILL YOU REACH?

*Through your sponsorship of the LHA Awards and Charity Dinner you will also reach the Liverpool City Region Hoteliers and Restaurateurs in the following ways:*

*Website: 1000*

*E-shot: 500*

*Post Awards Networking Event: 50 KEY STAKEHOLDERS*

*Social Media: 3000*

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## WHO IS IN THE ROOM?

*Directors / Owners*

*Senior Management*

*Management*

*Future Leaders*

*Procurement Specialists*

*PR & Communications*

*Marketeers*

*City Dignitaries*





## OVERALL SPONSOR (£5,000)

*Position your organisation as the main sponsor of the Awards.  
This package offers you a variety of prime opportunities.*

- Full page advert front inside awards brochure.
- One blog / article (400 words plus 2 photographs) to be published on LHA website.
- Recognised in all pre and post communication as well as throughout the evening as our main sponsor partner.
- Premier sized logo on the Awards Brochure
- Branding recognition on all related marketing literature
- Public thank you at the end of the ceremony
- Opportunity to present at a LHA meeting
- Attendance at post award thank you expo
- A table of ten at the awards ceremony
- Inclusion in Awards Judging Panel
- Sponsorship and presentation of top award – Chairman's Award

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## PARTNER SPONSOR (£3,000)

*A unique partnership offering a financial institution to offer match funding for the event to further support our charity partners. This package offers you a variety of prime opportunities in line with Overall Sponsor.*

- Full page advert back inside awards brochure.
- One blog / article (400 words plus 2 photographs) – to be published on LHA website.
- Recognised in all pre and post communication as well as throughout the evening as our main charity partner.
- Premier sized logo on the Awards Brochure
- Branding recognition on all related marketing literature
- Public thank you at the end of the ceremony
- Opportunity to present at a LHA meeting
- Attendance at post award thank you expo
- A table of ten at the awards ceremony
- Sponsorship and presentation of top award





## CATEGORY SPONSOR (£1,500)

*The Award category package offers your organisation the opportunity to be associated with one of the main awards.*

- Your logo included in Awards Brochure
- Recognition on the Awards evening as a category sponsor
- On Stage opportunity to present Award in your sponsored category
- Branding recognition on the LHA Website with web link
- Branding recognition on all related marketing literature
- Photograph taken with sponsored category winners
- 5 Awards ceremony and dinner tickets for your company
- Attendance at post awards thank you expo



## PARTNER SPONSORS

*The partner sponsor package offers your organisation the opportunity to be associated with the Awards through supply of your product or services – allowing your brand to gain high recognition across the Liverpool City region hospitality sector.*

- Your logo included in awards brochure
- Branding recognition on the LHA Website with web link
- Branding recognition on all related marketing literature
- Attendance at post awards thank you expo
- For 'In kind' sponsorship in excess of £500 – 2 Awards ceremony and Dinner Tickets

✉ [dawn@dawnholding.co.uk](mailto:dawn@dawnholding.co.uk) ☎ 07766 753 310

✉ [tracy@worldclassservice.co.uk](mailto:tracy@worldclassservice.co.uk) ☎ 07532 386 157

*Based on 2015 figures including hotels, restaurants and bars*

**2,500**

**HOTEL-RELATED JOBS IN THE CITY CENTRE**



**LIVERPOOL CITY REGION  
VISITOR ECONOMY  
FOR 2015 WAS WORTH**

**£4.1bn**

**EMPLOYEES NUMBERS FOR  
THE ACCOMODATION, RESTAURANT  
AND BAR SECTOR FOR 2015 WAS**

★★ **16,555** ★★

**HOTEL OCCUPANCY FOR 2016 FOR LCR WAS 77.8%**

**NUMBER OF STAYING VISITORS  
FOR 2015 FOR THE LCR WAS**

**£4.9m**

**IN THE 10 YEARS FROM 2005 TO 2015 THE NUMBER OF  
HOTELS IN THE CITY CENTRE HAS INCREASED BY 137.04%**