



Sponsorship and Partnership Opportunities 2018

Marketing
Lancashire

#LTA18



Celebrating Tourism Excellence in Lancashire's **£4.1 Billion** visitor economy

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Welcome

This will be my first Lancashire Tourism Awards as Chief Executive and I couldn't be more thrilled at the prospect of seeing those businesses, who contribute so much to the success of Lancashire's visitor economy, celebrated and rewarded for their outstanding achievements.

Marketing Lancashire is proud to deliver Lancashire's only county-wide, annual celebration of tourism, supported by sponsors and partners who also want to acknowledge the significance tourism makes to Lancashire's continuing prosperity. The Lancashire Tourism Awards go from strength-to-strength each year and Lancashire's success at the Visit England Awards for Excellence is testament to the strength and quality of our product on a national level.

It's a proud event for Lancashire tourism and we're looking forward to making it a night to remember for all those involved.

Rachel McQueen Chief Executive

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When?
November 2018

Where?
TBC

Who will be there?
Over 600 guests including the very best of Lancashire tourism businesses and those who partner and work alongside the sector.


“Sponsoring the Lancashire Tourism Awards was the best marketing decision we made and has led to many new and productive introductions and relationships for us. The Awards night itself was a superbly executed event that any sponsor would feel proud to be associated with and we look forward to continuing our association in 2017.”

Huddle Media, category sponsor


Why Partner with the Lancashire Tourism Awards?

We have varying sponsorship packages depending on your budget and each package offers you the opportunity to get your brand in front of an ever increasing audience.

Lancashire Tourism Awards has media exposure which is growing year on year. 2017 highlights:

 **#LTA17 generated a potential reach of 25 million through social media channels**

 **4.3 million circulation via media coverage**

 **22k page views on the website**

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Dedicated awards website featuring your company logo and profile



Networking with finalists and other businesses on the awards night



Print media coverage specific to the awards last year had a circulation of 4.3 million



Social Networks via awards specific communications which last year had a potential reach of 25 million people



Communications to over 600 Visit Lancashire Partners from leisure businesses across Lancashire including food & drink, cultural venues, visitor attractions, accommodation providers and many more



Marketing Lancashire's **wider network of partners and businesses**



Branding Opportunities at the judging days, on the Tourism Awards website and in the event programme



E-Shots to 4,000 business contacts at all key stages from awards launch to post-event activities covering 6 months

Promoting the awards **and our sponsors**

The Lancashire Tourism Awards will be promoted through Marketing Lancashire's dedicated channels, the weekly Lancashire Business Brief e-newsletter and our partners across all available media including print, social, email and web.

4,000
B2B email
subscribers



170,000
monthly unique
web visitors



90,000
social media
followers



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Important **Dates**

Applications open	Monday 11 June
Application deadline	Tuesday 31 July
Finalists announced	Tuesday 11 September
Judging panel <small>(winners selection)</small>	Week commencing 24 September
Event	November – TBC

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How will the awards be **judged**?

An application form will be completed by each entrant and submitted online. All applications will be checked by Marketing Lancashire for eligibility, against the required criteria for each category. Accommodation and food categories will also be mystery shopped. Each shortlisted business will be invited to an interview with a judging panel to discuss their application further.

As a sponsor you may be asked to join the judging panel alongside other industry professionals, giving you the opportunity to meet the finalists and fellow judges and forge potentially valuable relationships.

“We are pleased to be shortlisted in recognition of all the hard work we put in to running our business. Well done on organising a great event.”

Fredericks Ice Cream, past finalist

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Headline sponsor

Pre event

- Headline sponsor status on all event marketing materials
- Full page feature on event microsite with link to your home page
- Logo/credit on all communications regarding the awards
- Inclusion/credit in news releases produced in relation to the event and associated social media activity
- A Q&A feature with your company on marketinglancashire.com

At the event

- Opportunity to present your choice of award
- A branded page in the awards programme distributed to all guests at the event
- Logo credit and branding on awards presentation materials on AV screens at the event
- A complimentary VIP table of ten tickets for the event including dinner and wine
- Credit/thank you in guest presenter's script at the event

Post event

- Inclusion/credit in news releases produced in relation to the event
- Inclusion/credit in the post event newsletter
- A photographic souvenir of the event

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“What a team you are! Your passion, commitment and enthusiasm for your role shone through, you make me proud to be part of the wider Lancashire team and to work with you all so closely – Wonderful!”

Wyre Borough Council, Guest



Host sponsor

Pre event

- Welcome page within the main sponsorship pack
- Destination sponsor status on all event marketing materials
- Full page feature on event website with link to your home page
- Logo/credit on all communications regarding the awards
- Inclusion/credit in news releases produced in relation to the event and associated social media activity
- A Q&A feature with your company on marketinglancashire.com

At the event

- Opportunity to feature in the event's introductions and welcome
- Opportunity to present your choice of award
- A branded page in the awards programme distributed to all guests at the event
- Logo credit and branding on awards presentation materials on AV screens at the event
- A complimentary VIP table of ten tickets for the event including dinner and wine
- Credit/thank you in guest presenter's script at the event

Post event

- Inclusion/credit in news releases produced in relation to the event
- Inclusion/credit in the post event newsletter
- A photographic souvenir of the event

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“Well done on what was clearly a cracking event...the venue and speaker were 10/10, and rated the food ‘out of this world’. Just to say thank you for supporting us. You’re a pleasure to deal with.”

Dewlay Cheesemakers, sponsor

Entertainment sponsor £3,000 + VAT

Pre event

- Entertainment sponsor status on all event marketing materials
- Online feature on Lancashiretourismawards.com with link to your home page
- Logo/credit on all communications regarding the awards

At the event

- A branded page in the awards programme distributed to all guests at the event
- Logo credit and branding on awards presentation materials on AV screens at the event
- Four complimentary tickets for the event
- Credit/thank you in guest presenter's script at the event

Post event

- Inclusion/credit in news releases produced in relation to the event
- Inclusion/credit in the post event newsletter
- A photographic souvenir of the event

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“Thank you for putting together a truly wonderful evening, everything from the sound and light to the food and entertainment had clearly been planned meticulously and delivered flawlessly.”

St Annes Beach Huts, past winner



Award Category sponsor £2,000 + VAT

Pre event

- Named as category sponsor on all event marketing materials
- Profile and logo on Lancashiretourismawards.com with link to your home page
- Logo on all Lancashire Tourism Awards email marketing
- Opportunity to join a judging panel for the awards
- Credit in news releases produced in relation to the event and associated social media activity
- Opportunity to display pop up stand and literature in applicants waiting area on judging days

At the event

- Sponsorship of the award on the evening and the opportunity to present this award
- Profile of your business in the awards programme distributed to all guests at the event
- Opportunity to take a half page advert in the awards programme at exclusive rate of £150
- Logo credit and branding on awards presentation materials on AV screens at the event
- Two complimentary tickets for the event - additional tickets may be purchased
- Credit/thank you in guest presenter's script at the event

Post event

- Inclusion/credit in the post event newsletter
- A photographic souvenir of your presentation of the award

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“Another fantastic awards! Our fifth year sponsoring and it just gets better every year. A great celebration of the truly great hospitality industry right here on our doorstep and a great opportunity for us to meet and develop business relationships with the people behind it all.”

Total Foodservice, category sponsor

Media Partnership

£3,000 of rate card value
plus editorial support

Pre event

- Named as media partner on event marketing materials
- Logo on Lancashiretourismawards.com with link to your home page
- Logo on all Lancashire Tourism Awards email marketing
- Opportunity to join the judging panels for the awards
- Credit in news releases produced in relation to the event and associated social media activity
- Opportunity to display pop up stand and literature in applicants waiting area on judging days

At the event

- A half page advertisement in the awards programme distributed to all guests at the event
- Logo credit and branding on awards presentation materials on AV screens at the event
- Four complimentary tickets for the event
- Credit/thank you in guest presenter's script at the event

Post event

- Inclusion/credit in the post event newsletter
- A photographic souvenir of your presentation of the award

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“It was great to be part of the event and we very much look forward to working with you in the future. Lancashire is a major focus for us both commercially and for our brands and we are proud to be able to show our commitment to you and your event.”

Heart Radio, category sponsor



2018 Categories

Small Tourism Event Award

This award recognises successful Lancashire tourism events from special packages to a specific event or festival which takes place over any time period from a day, week(s), a month or a season. The event will attract a wide range of visitors or appeal to a niche market and attract fewer than 15,000 visitors, bringing substantial benefits to the local visitor economy.

Large Tourism Event Award

This award recognises successful Lancashire tourism events from special packages to a specific event or festival which takes place over any time period from a day, weekend, week(s), a month or a season. The event will attract a wide range of visitors or appeal to a niche market and attract 15,000 visitors +, bringing substantial benefits to the local visitor economy.

Small Visitor Attraction Award *

This award recognises all Lancashire visitor attractions with less than 75,000 visitors per annum or less than 10 full time equivalent members of staff. Attractions will be judged on the overall quality of the experience they provide.

Large Visitor Attraction Award *

This award recognises all Lancashire visitor attractions with more than 75,000 visitors per annum or more than 10 full time equivalent members of staff. Attractions will be judged on the overall quality of the experience they provide

Lancashire Perfect Stay Award *

This award recognises all style of Lancashire serviced accommodation with less than 30 bedrooms including town house, country house hotel, metro hotel, boutique accommodation, B&B and guest house. The accommodation must offer a breakfast element to the stay.

Business Tourism Award *

This award acknowledges businesses that offer a high-quality experience to the business visitor and/or generate tourism through staging of high quality business events (meetings, incentives, conferences and exhibitions).

Lancashire Large Hotel Award *

This award recognises all style of Lancashire hotel with 30 + bedrooms including town house, country house hotel and metro hotel. The hotel must offer a minimum service of reception, bar, dinner and breakfast. Hotels will be judged on the overall quality of the experience they provide.

Self-Catering Holiday Award *

This award recognises all types of Lancashire self-catering accommodation providers including serviced apartments, cottages and flats. Businesses will be judged on the overall quality of the experience they provide.

Holiday Village Award *

This award recognises all types of Lancashire holiday village/park accommodation providers including holiday parks, touring parks, glamping, yurts and tepee sites. Businesses will be judged on the overall quality of the experience they provide.

Taste Lancashire Restaurant Award *

This award aims to reward Lancashire food service businesses that offer excellence and innovation within the visitor economy including bistros, hotel restaurants, gastro pubs etc. This will be judged within the context and style of the business, focused on promotion, support and presentation of Lancashire produce. The winner will be the flagship business for the Taste Lancashire food and drink campaign in the year to come.

Taste Lancashire Café/ Tearoom Award

This award celebrates Lancashire cafés and tearooms that provide unique and characterful experiences for visitors, which are important to the enjoyment of a destination. The judges will be looking for excellent service, creativity and Lancashire inspired menu celebrating local suppliers.

Lancashire Retail Experience Award

This award is for Lancashire retail businesses that are distinct or unusual and offer a unique experience for visitors to Lancashire including farm shops, garden centres, mill shops, boutique/gift shops etc.



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*Winners of these categories will have the opportunity to progress to the VisitEngland Awards for Excellence 2019 (subject to meeting criteria).

2018 Categories continued

Tourism Superstar Award

With this award we honor individuals who are making a special contribution to the visitor economy in Lancashire. We are looking for 'unsung heroes/heroines' who go the extra mile for visitors and/or the local visitor economy creating unique and memorable experiences.

Taste Lancashire Pub/Inn Award *

This award is for pubs/inns that offer distinct experiences for visitors to Lancashire. The pub/inn experience should be of a significant nature, incorporating a wide range of beers or real ale; wines and other beverages as well as quality, locally produced food. Any pub/inn can apply that provides an outstanding, unique experience for visitors to Lancashire.

Taste Lancashire Producers Award

This award is for Lancashire businesses that create local Lancashire food or drink contributing to the visitor experience by championing Lancashire distinctiveness. They will have a visitor offering and/or demonstrate a dedicated promotion of Lancashire through their product and routes to market. The judges will be looking for creativity in the use of quality local ingredients, materials and/or methods.

New Business Award

This award recognises new Lancashire tourism businesses which have been trading for a minimum of six months and a maximum of two years. The judges will be looking for high performing, new businesses with an understanding of the marketplace they operate and the opportunities for continued success and development.

Visitor Experience Award

This award recognises exceptional tourism experiences in Lancashire. The experience will include a visitor participation element, for example a heritage tour, sporting activity, cookery class or educational experience etc. The experience could be marketed to any size of group of visitors. The judges will be looking for quality visitor experiences that provide something unique or inspiring.

Wedding Venue Award

This award acknowledges the huge importance and potential of the wedding market to the Lancashire visitor economy. Special attention will be given to those demonstrating an innovative approach to the traditional wedding experience, who have developed new market opportunities or to those who have adapted, upgraded or created new facilities linked to this specific market.

Dog Friendly Award *

This award recognises tourism business which encourage and welcome visits/stays by dogs and their owners. Judges will be looking for innovation and creativity in this market. Only businesses that have been trading for a minimum of two years will qualify. Tourism businesses may include hotels, self-catering accommodation, guest accommodation, holiday parks, visitor attractions, pubs/inns and cafés/tearooms.

Sustainable Tourism Award *

This award has been designed to reward Lancashire tourism businesses who can illustrate their excellence and commitment to sustainability best practice. Tourism businesses may include hotels, self-catering accommodation, guest accommodation, holiday parks, visitor attractions, pubs/inns and cafés/tearooms.

Cultural Venue/Organisation Award

This award recognises cultural venues/organisations that operate within the Lancashire visitor economy. Applicants will include museums, galleries, heritage sites and arts spaces that offer a genuine insight into Lancashire culture and can demonstrate their appeal to visitors/audiences from across the county and beyond.

Inclusive Tourism Award *

This award is for Lancashire tourism businesses that provide inclusive tourism experiences for all visitors, particularly disabled people and others with physical and sensory access needs such as older people, where even a small change could have made a real impact on the wider visitor experience. Tourism businesses may include hotels, self-catering accommodation, guest accommodation, holiday parks, visitor attractions, pubs/inns and cafés/tearooms.

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Contact

For sponsorship enquiries please contact

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**NORTHERN
POWERHOUSE** HM Government

We are **Lancashire**
The place for growth



Best UK Food Pub
Best UK Tourism Pub
Best UK Inn
AA Hotel of the Year



Food and drink
sector is worth
£735 million to the
Lancashire economy



Home to the UK's
favourite seaside resort -
Blackpool



56,000 people
employed in Lancashire's
visitor economy valued at
£4.1 billion



Morecambe Bay
Shrimp under
Royal Warrant
since 1867



The Forest of Bowland
and Arncliffe & Silverdale;
**Areas of Outstanding
Natural Beauty**