



2022

*Sponsorship Opportunities*

ENTERPRISE VISION AWARDS

FRIDAY 23 SEPTEMBER

EMPRESS BALLROOM, THE WINTER GARDENS, BLACKPOOL

# 11 YEARS OF THE ENTERPRISE VISION AWARDS

In 2022, the Enterprise Vision Awards will celebrate eleven years of recognising the outstanding successes and achievements of the region's most talented female entrepreneurs.

The EVAS are now the largest and most prestigious business awards dedicated solely to women, outside London. The awards distinguish those women who are leading the way in their industries or are building businesses that are not only judged on turnover, but creativity, ethics, passion and commitment. Each year, the awards attract more high profile entries.

Each year, we help women who we have met through the awards or Pink Link by buying from businesses from within.

In 2021, they included:

- Belinda Campbell of Campbell & Rowley - Event Catering
- Gail Hemingway of Unique Events - Décor
- Louise Fairhurst of The Branded Items Group - EVA Star Coasters
- Karnis Bailey of Topsy Tea - Winners Party
- Colette Tomley of Jeanette's Florist - Floral decor
- Jacqueline Rawcliffe of PNG Digital - Printing
- Susie Tucker of Daisy May Creations - Graphic Design
- Hayley Kay - DJ
- Sophia Boryslawska Saxophonist - Entertainment
- Rosie Craven of Slosh UK - Iced Cocktails
- Emily Cook of Organised Chaos Parties - EVAS Glitter Tattoos
- Joanne Coole of Jo Coole Make Up - Hair and Make-up
- Cassie Moulton of Moulton Printing - Programmes
- Rosie Dummer aka The Cake Diva - MC
- Jen Blackwell of DanceSyndrome - Dance Performance
- Jane Cole of Blackpool Transport - Winners Party

We are looking for more women who would like to get involved with us in 2022 to use this fantastic platform to promote their business.



# #WorldChangers



# SPONSORSHIP OPPORTUNITIES

NatWest have been the EVAS headline sponsor since 2013. We are looking forward to continuing this partnership to make an impact on female entrepreneurship in the North West.

This year, we have 18 award categories available to sponsor.

Sponsoring the EVAS gives your brand authority and credibility in your industry and lets you position your businesses alongside the most prestigious business awards for women in the North West.

The awards offer a platform to increase media exposure, expand awareness of your brand and reinforce your business as a supporter of female entrepreneurship, empowerment and gender diversification. As well as being able to supplement your existing marketing; online and in print, you will be able to showcase your products and services to a large, engaged audience.

As a sponsor, there is an opportunity to present an award at the ceremony to average attendees of more than 700. The EVAS are also live streamed around the world to over 1500\* extending awareness of your brand to corners of the world that you might not previously have imagined. Video clips of the event are further shared across social media to expand awareness of your support.

You will also be invited to join our panel of judges and the chance to connect and build relationships with other sponsors, business leaders and be inspired by the finalists' stories.

\*2021 Livestream viewing figures



## #Inclusive



**Jackie Hyde**

Managing Director, Stanmore Insurance

*"The EVAs go to incredible lengths to showcase the talents of many fantastic women. It is important that businesses such as ours, support and encourage these female entrepreneurs, so they have every opportunity to reach their full potential. These nominees and winners are clearly the future of industry, so the recognition they receive is thoroughly deserved"*

## THE AWARDS CATEGORIES

- ◆ Business Woman of the Year
- ◆ Creative Industry Award
- ◆ ~~Customer Service Award~~
- ◆ Health and Wellbeing Award
- ◆ Hospitality Industry Award
- ◆ ~~Inspirational Woman of the Year~~
- ◆ Internet Industry Award
- ◆ Retail Services Award
- ◆ New Business Award
- ◆ Professional Services Award
- ◆ ~~Best Business of the Year Award~~
- ◆ Solo Business Award
- ◆ ~~Training and Coaching Award~~
- ◆ Young Entrepreneur Award
- ◆ ~~Employee of the Year Award~~
- ◆ ~~Family Business Award~~
- ◆ ~~Charity of the Year~~
- ◆ Beauty Industry Award



# #Outstanding

### Heather Waters

Regional Enterprise Manager, NatWest

*“It’s been a privilege to be part of the EVA’s journey over the last decade and we are delighted to be sponsoring the awards for the eighth year running.*

*At NatWest, we believe women have a key role to play in the wider business community and, as highlighted in last year’s Rose Review, we know there is more we can do to support women in enterprise, which is why we are delighted to sponsor the EVAs and see first-hand some of the great things that are already being done by women in the region.”*

# #Inspirational



## SPONSORSHIP - HEADLINE SPONSOR



~~Exclusive – One Only~~ **£8,000 + VAT**

### MARKETING

- ◆ Invitation to #EVAS2022 information events
- ◆ Logo on pop-up banners
- ◆ Dedicated website information page with logo, picture, bio
- ◆ Logo as Headline sponsor
- ◆ Headline sponsor signature
- ◆ Headline Sponsor graphics pack
- ◆ Credit as headline sponsor on social media
- ◆ Logo on all social media graphics - on approx 450+ posts
- ◆ Tile with link on Eletter campaign, min per 2 month
- ◆ Join the judging panel from shortlist to interview
- ◆ Brand placement at Finalist Interviews
- ◆ Dedicated NatWest Award Outstanding Achievement
- ◆ Logo on all category certificates
- ◆ Inclusion in news releases produced in relation to the event



### CEREMONY

- ◆ VIP Arrivals access
- ◆ Branding around stage
- ◆ Logo on screen and MC announcement
- ◆ Livestream; Logo of holding page on website
- ◆ Livestream Interview and edited clip with branding
- ◆ Opening speech
- ◆ Full colour page in the awards programme
- ◆ Logo on Winners envelope and card
- ◆ Logo on Outstanding Achievement Award trophy
- ◆ Present Outstanding Achievement Award to winner
- ◆ Logo on Winners backdrop
- ◆ Table of ten with VIP Party Bag, Drinks package & cheese board
- ◆ Option to place branded item in the party bag

### AFTER THE CEREMONY

- ◆ Invite to Winners Party
- ◆ Logo on Winners Congratulations letter
- ◆ Logo on Winners Party Invitation

# #Success

**Amin Vepari**

Programme Manager, Two Zero

*“Two Zero are proud and excited to be associated to sponsor Business Woman of the Year Award. The EVAs are a great vehicle for showcasing successful businesses and our partnership is based on a common objective to celebrate achievement and inspire the next generation of business leaders.”*

## SPONSORSHIP - PLATINUM SPONSOR



**£5,000 + VAT**

### MARKETING

- ◆ Invitation to #EVAS2022 information events
- ◆ Logo on pop-up banners
- ◆ Dedicated website information page with logo, picture, bio
- ◆ Logo as Platinum sponsor
- ◆ Platinum Sponsor signature
- ◆ Platinum Sponsor graphics pack
- ◆ Credit as Platinum sponsor on social media
- ◆ Logo on selected social media graphics - approx 200+ posts
- ◆ Tile with link on Eletter Campaign, min per 2 month
- ◆ Join the judging panel from shortlist to interview
- ◆ Logo on Finalist Interview Questionnaires
- ◆ Logo on your category certificate
- ◆ Inclusion in news releases produced in relation to the event



### CEREMONY

- ◆ VIP Arrivals access
- ◆ Logo on screen and MC announcement
- ◆ Livestream Interview and edited clip with branding
- ◆ Full colour page in the awards programme
- ◆ Logo on Finalist page in awards programme
- ◆ Logo on Winners card
- ◆ Present category Award to winner
- ◆ Logo on Winners backdrop
- ◆ Table of ten with VIP Party Bag, Drinks package & cheese board
- ◆ Option to place branded item in the party bag

### AFTER THE CEREMONY

- ◆ Invite to Winners Party
- ◆ Logo on Winners Congratulations letter
- ◆ Logo on Winners Party Invitation

Watch the highlights of #EVAS10 10th Anniversary Enterprise Vision Awards! It was over too quickly - shall we do it again? [youtu.be/mmWsaOt3148](https://youtu.be/mmWsaOt3148) via @YouTube



Heather Waters NatWest and 9 others

# #Celebration

# SPONSORSHIP - THE CATEGORIES

## Category Sponsor £3,300 + VAT



### MARKETING

- ◆ Invitation to #EVAS2022 information events
- ◆ Dedicated sponsor information page with logo, picture, bio
- ◆ Logo as sponsor of chosen category
- ◆ Logo as sponsor on selected social media graphics -100+ posts
- ◆ Tile with link on Eletter Campaign
- ◆ Logo on Finalist Interview Questionnaires
- ◆ Sponsor signature for marketing
- ◆ Category Sponsor graphics pack
- ◆ Join the judging panel from shortlist to interview
- ◆ Product in party bag

### ON THE NIGHT

- ◆ VIP Arrivals Access
- ◆ Logo on screen and MC announcement
- ◆ Full colour page in the awards programme
- ◆ Logo by category on finalist's page in programme
- ◆ Present Award to winner
- ◆ Table of ten with VIP Party Bag, Drinks package & cheese board

### AFTER THE CEREMONY

- ◆ Invite to Winners Party

## Sarah Hall

Head of Business Development, Blackpool and The Fylde College

*"We have been blown away by the incredible talent and entrepreneurial spirit showcased by the young entrepreneurs. We have no doubt all will go on to do great things in the future. As a College we support and inspire our students to be successful entrepreneurs of the future. We are committed to encouraging our students to achieve their ambitions and empower them to exceed expectations."*

# #Aspirations

## MORE SPONSORSHIP OPPORTUNITIES

### **VIP Reception Sponsor £2,500 + VAT**

- ◆ Branding in VIP area
- ◆ Branded balloons
- ◆ Logo on screen
- ◆ Mention in awards programme
- ◆ Album on EVAS Facebook page
- ◆ Table of 10

### **Drinks Sponsor £2,500 + VAT**

- ◆ Suitable for Drinks manufacturer
- ◆ #EVAS2022 Welcome Drink
- ◆ Sponsor graphics pack
- ◆ Mention in awards programme
- ◆ Table of 10

### **Programme Sponsor £1,300 + VAT**

- ◆ Credit in awards programme
- ◆ Full colour page in the awards programme
- ◆ 4 tickets

### **Social Media Sponsor £3,500 + VAT**

- ◆ Featured on the EVAS twitter feed for
- ◆ Branding on social walls on the night
- ◆ Logo on screen
- ◆ Mention in awards programme
- ◆ Table of 10

### **Party Bag Sponsor £1,250 + VAT**

- ◆ Branding on Party Bags
- ◆ Option to place item in bag
- ◆ Logo on screen
- ◆ 2 tickets

### **Accommodation Partner £300 + VAT (limited to 4)**

- ◆ Recommended accommodation for EVAS
- ◆ Accommodation webpage with logo, photo, description & link to your website



### **PRE-AWARDS**

- ◆ Invitation to #EVAS2022 information events
- ◆ Sponsor graphics pack
- ◆ Credit as sponsor on social media
- ◆ Sponsor signature for marketing
- ◆ Sponsor logo on EVAS website with backlink to your website
- ◆ Judging Opportunity

If you have an idea for Sponsorship to promote your brand and would like to discuss this in more detail, contact Coral on 07870 394970, 01772 348309 or email [coral@pinklinkladies.co.uk](mailto:coral@pinklinkladies.co.uk)



## MARKETING THE CAMPAIGN

We run a strong advertising and social media campaign to promote the awards from start to finish. The EVAS are well-supported by the business community, influencers and the media including radio, press, magazines (both lifestyle and trade) and tv.



We actively promote our sponsors throughout the EVAS. Your brand will appear in our Marketing and PR campaigns across all platforms. The EVAS helps you to reconnect with your customers and attract new leads.

## #EVAS2022

Across the three platforms of Enterprise Vision Awards, Pink Link Ladies and The Life Expo we have a proactive presence on social media.

Twitter — 15,000 followers	Facebook — 3,500 followers	Instagram — 4,800 followers
E-letter — 3,500 subscribers	Livestream — 1500 and rising	

All sponsors will receive a Marketing Pack which will include graphics, social media tips and online signatures. Our e-letters will feature a company highlight feature.

It's not just the attendees at the EVAS that you will reach – there are thousands of people who visit the EVAS website, both entrants and other interested parties including your competitors! As a sponsor having your own page on the EVAS website with a backlink to your website will help drive traffic to your website, improve your seo and search engine rankings. During the voting period this is intensified dramatically.

Your presence at the awards ceremony will be featured in the social media campaign and your logo will be on the screen during the evening. The events are live streamed and are viewed across the world. The awards are seen and shared by friends, family, celebrity influencers and high profile associates.



# #Empowerment

# SPONSORSHIP BOOKING FORM

Your Name.....

Company Name.....

Address.....

.....

..... Postcode.....

Telephone..... Mobile.....

Email.....

Facebook..... Twitter.....

Instagram..... LinkedIn.....

## SPONSORSHIP DETAILS

Sponsorship type / Category.....

Other.....

### Payment Options

In Full       4 Months Standing Order       10 Months Standing Order

Date.....

Signed.....

Print Name.....

*See you at the 2022 Enterprise Vision Awards*



## CONTACT US

For more information and bespoke packages, please contact:

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