

BLACK COUNTRY CHAMBER BUSINESS AWARDS 2022

SPONSORSHIP OPPORTUNITIES



BUSINESS IS DONE BETTER TOGETHER



Black Country
Chamber of
Commerce

bccawards.co.uk

ABOUT THE AWARDS

The Black Country Chamber of Commerce Business Awards are the longest-running celebration recognising the achievements of those doing business across the region.

Since our relaunch five years ago, we have set the standard other events aspire to and have become the must-attend business event of the year.

Following our virtual awards in 2020 and hybrid awards in 2021, the Chamber Business Awards are returning to Wolverhampton Racecourse this September for a fanfare black-tie ceremony welcoming hundreds of attendees, finalists, business influencers and leaders from across the Black Country.

There are several ways you can get involved and association with the Chamber Business Awards will not only enhance your company's brand but give you access to a range of profile-raising opportunities across some of the largest B2B platforms and outlets in the region whilst demonstrating your commitment to supporting and championing businesses in the Black Country.



Sarah Moorhouse
President, Black Country Chamber of Commerce



For more information, please contact
calumnisset@blackcountrychamber.co.uk
07810 377 793



THE POWER OF THE CHAMBER BRAND

Spanning two centuries, the Chamber is the recognised authority and voice of business across Dudley, Sandwell, Walsall, and Wolverhampton and the only organisation with a national reach and reputation delivering hyperlocal, dedicated support to those doing business in the Black Country.

The Chamber remains the logical and natural partner of choice for businesses as our platforms and channels sit at the heart of a large, engaged B2B community.

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The Awards is a focal point for local business celebrations. 500 attended in 2019, 600 accessed the live broadcast in 2020, a combined audience of 750 for 2021's hybrid event



Over 700 messages created during the 2021 Awards



Over 9k followers on our main account with 1m impressions and over 15k followers across individual Chamber staff accounts



Dedicated awards subsection on blackcountrychamber.co.uk, one of the region's largest B2B portals for news and updates



Over 6k followers and 250k impressions with a dedicated community of members regularly sharing news and updates



Dedicated awards mailing activity reaching over 10k subscribers



1k followers across our fast-growing Facebook page with 50k impressions

PROSPER
MAGAZINE

Comprehensive coverage in the region's longest-running business title

BENEFITS

Supporting the awards can benefit your business in so many ways:

- **Extensive branding opportunities** across a range of respected platforms including website, social media, awards events and dedicated press releases
- **Promotion of your business** with editorial and advertising opportunities in our digital Prosper Magazine, the Awards Brochure and local press
- **Prominent visibility** at the Awards Ceremony
- **Meet the Finalists** during the judging process and at the Winners Lunch post event
- **Entertaining Guests** at the Awards Ceremony
- **Demonstrate your support** for Black Country Businesses

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PROPOSED CATEGORIES

- Large Business of the Year
- Family Business of the Year
- Small Business of the Year
- Start Up Business of the Year
- Excellence in Professional Services
- Excellence in Manufacturing and Engineering
- Third Sector Business of the Year
- Excellence in International Trade
- Black Country Business Person of the Year
- Business Commitment to the Community
- Outstanding Marketing or Communications Campaign
- Excellence in Diversity and Equality
- Excellence in Tech and Innovation
- Outstanding Support to the Armed Forces

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HEADLINE SPONSOR & CATEGORY SPONSORS

HEADLINE SPONSOR

£10,000 + VAT

CATEGORY SPONSOR

£3,500 + VAT

	HEADLINE SPONSOR	CATEGORY SPONSOR
BRANDING OPPORTUNITIES	Prime position on awards landing pages on blackcountrychamber.co.uk, extensive social media opportunities profiling your association and business	Positioning against category spots on website and social media cards
MEDIA ANNOUNCEMENTS & NEWS	Dedicated press release, online articles with social media support further disseminating content and mention of headline status in all media releases promoting awards	Inclusion in category sponsor round-up media releases, online articles and on-going promotion
PROSPER MAGAZINE - FEATURES	One, full page feature promoting headline status and your business' support for the awards	Mention in category sponsor announcements
PROSPER MAGAZINE – DISPLAY ADVERTS	Three, full page, premium adverts	One, full page advert
AWARDS CAMPAIGN DIGITAL MAILERS	Headline, clickable banner status in all mailers	Logo inclusion as part of sponsor banner in all mailers
JUDGING	Opportunity for key member of your team to join judging panels and bio inclusion in awards brochure	Opportunity to judge sponsored category with bio in awards brochure
AWARDS CEREMONY PROFILING	Two-minute video promoting your business and support for awards at start of ceremony with prominent branding positioning throughout, full page advert in awards brochure	Logo presence throughout the ceremony and during category winner announcement with opportunity to present category award, quarter page advert in awards brochure
AWARDS CEREMONY ATTENDANCE	1 x table of ten, prime position, 3 course meal with wine and Champagne	1 x table of ten. 3 course meal with wine
PRE & POST AWARDS	Opportunity to speak at Awards Launch event and Winners Lunch plus extensive promotion of involvement in winner announcements and follow-up media activities	Opportunity to attend Awards Launch and Winners Lunch with involvement promoted in follow-up activities as part of category sponsor mentions

OTHER OPPORTUNITIES

DRINKS RECEPTION SPONSOR | £3000 + VAT

- Grab the attention of all guests by providing them with a drink as they arrive!
- Your logo will be included in all event marketing and throughout the awards ceremony
- 4 seats at the ceremony, 3 course meal with wine
- Half page advert in the Awards Brochure
- Social Media recognition during the Awards Ceremony
- Your sponsorship will be recognised in all post event communications

TABLE DECORATION SPONSOR | £3000 + VAT

- Every table needs a centrepiece, and these will include your brand!
- 2 postcard sized cards to be placed on each table with company details / call to action
- Your logo will be included in all event marketing and throughout the awards ceremony
- 4 seats at the ceremony, 3 course meal with wine
- Half page advert in the Awards Brochure
- Social Media recognition during the Awards Ceremony
- Your sponsorship will be recognised in all post event communications

CHARITABLE PARTNER | £1,600 + VAT

- Help us to raise funds for our President's Charities
- Your logo will be on all collection envelopes on each table and in the Awards Brochure on the page promoting our President's Charities
- £500 donation to our President's Charities
- 2 seats at the ceremony, 3 course meal and wine
- Social Media recognition during the Awards Ceremony
- Your sponsorship will be recognised in all post event communications

BROCHURE ADVERTS: INSIDE FRONT COVER, INSIDE BACK COVER OR BACK COVER ADVERT | £1200 + VAT

- Full page, premium advert

FULL PAGE BROCHURE ADVERT | £895 + VAT

- One, full page advert in awards brochure

QUARTER PAGE BROCHURE ADVERT | £550 + VAT

- One, quarter page advert in awards brochure



Get in touch

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