

# The North East



## Employee of the Year Awards 2017

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### SPONSORSHIP OPPORTUNITIES

#### Introduction

Introducing the **North East Employee of the Year Awards 2017!**

An awards ceremony that recognises and celebrates the talent and wealth of employees across the region.

An opportunity for businesses to be part of a regional awards programme, to celebrate with their employees in style and give them the recognition and motivation they deserve.

#### Date

Friday 30 June 2017

#### Venue

The Grand Marquee, Wynyard Hall

## **The Awards**

**The North East Employee of the Year Awards** aim to recognise and value the contribution employees make to business by celebrating their achievements.

A company's success relies on its performance – the staff are the face of the business. Now is the time to celebrate their talent and recognise and reward their loyalty.

Through these awards businesses can provide incentives to attend and be part of one of the North East's biggest celebrations of the year.

### **Award categories**

**Young Employee**

**Best Apprentice**

**Making a Difference in the Community**

**Leadership Award**

**PA of the Year**

**Unsung Hero**

**Outstanding Service**

**Team of the Year**

**North East Employee of the Year**

# 1.

## Prime Sponsorship £7000

(Headline Sponsorship of the event)

- ✓ Sponsorship of main award category
- ✓ Opportunity to present the award to the winner on stage.
- ✓ Photo opportunity with award winner and complimentary printed photo.
- ✓ Five minute intro speech at the event
- ✓ Key branding space on main screen, promotional materials and awards programme.
- ✓ Exhibition space available (if required)
- ✓ Opportunity to place a corporate gift at each place setting
- ✓ Regular mentions on all Social Media platforms
- ✓ X1 complimentary top table of 10 (worth £650 + VAT) and advance reservation available for further tickets.
- ✓ Key branding space and link on awards website ([www.northeastemployeeoftheyear.com](http://www.northeastemployeeoftheyear.com))
- ✓ Main featured company logo on awards tickets received by each attendee.
- ✓ Main featured branding on order of proceedings brochure (given to each attendee).
- ✓ Main featured company logo on screen presentation
- ✓ Logo on certificates to category winners and all shortlisted nominees.
- ✓ Logo inscription on awards trophy.

# 2.

## Category Sponsorship £4000

(Sponsorship of an award category)

- ✓ Sponsorship of an award category
- ✓ Opportunity to present the award to the winner on stage.
- ✓ Photo opportunity with award winner.
- ✓ Company logo displayed on main screen, promotional materials and awards programme.
- ✓ Exhibition space provided (if required).
- ✓ Opportunity to place a corporate gift at each place setting
- ✓ X2 complimentary tickets (each worth £65 + VAT) and advance reservation available for up to 10 guests.
- ✓ Logo and link on awards website ([www.northeastemployeeoftheyear.com](http://www.northeastemployeeoftheyear.com))
- ✓ Logo on awards tickets received by each attendee.
- ✓ Logo on order of proceedings brochure (given to each attendee).
- ✓ Logo on screen presentation (main and additional screens).
- ✓ Logo on certificates to category winners and all shortlisted nominees.
- ✓ Logo inscription on award trophy.

# 3.

## Supporters Package

This is a self-funded event and relies on the support of businesses in the region. Therefore all forms of support are greatly appreciated. You can be involved in many ways including goody bag gifts, entertainment sponsors and drinks reception sponsors. With this in mind we will mention supporters at various points in the run up to the event, on the awards night itself and also post event. We will also include all supporters in the thank you speeches and on the main screen during the dinner. If you have any questions or if you require further information please do not hesitate to contact Sie at She's Gott it! Events. Sie Francis, Event Manager. [sie@shesgottit.com](mailto:sie@shesgottit.com)

## Media Coverage

We will strive for some excellent coverage of the event in order to meet our sponsor's expectations and give the applicants and winners the recognition they deserve.

✓ **Publications we will target:**

Contact Mag  
NECC Newsletter  
Northern Insight  
The Evening Chronical  
The Journal  
The North East Times  
Sunderland Echo  
Business Quarterly  
North East Connected  
I Love Newcastle  
Bdaily  
News Post Daily  
Morpeth Herald  
Northumberland Gazette  
And more!

✓ Logo and profile on awards website  
[www.northeastemployeeoftheyear.com](http://www.northeastemployeeoftheyear.com)

✓ Coverage via partner/stakeholder/member websites, newsletters and business journals.

✓ A targeted social media marketing campaign which will engage with all sponsors, partners, entrants and delegates. We have access to a combined 18,000 individuals through key partners on Twitter and LinkedIn alone.

## Get involved!

To become a sponsor of the event, or to get involved in supporting the event in any other way, please get in touch!

Your main contact for the event is:  
Sie Francis, Event Manager, She's Gott it!

**Tel:** 0191 385 6619 / 07523953741

**Email:** [Sie@shesgottit.com](mailto:Sie@shesgottit.com)

