



Sponsorship Opportunities



A unique opportunity to reach England's tourism industry

The prestigious VisitEngland Awards for Excellence have been celebrating the very best of English tourism for over 30 years.

Becoming a sponsor is a great opportunity to promote your brand to thousands of potential customers in your target market and be associated with high quality experiences.

Sponsors can:

- Be promoted to over 64,000 tourism industry contacts via e-communication and social media*
- Gain brand exposure before, during and after the national Awards
- Network and engage directly with leaders of over 50 award winning businesses from across the country
- Present an award on stage in front of a live and remote audience of industry professionals
- Participate in the national expert judging panels**

Through sponsorship of the Awards, you will reach tourism businesses from accommodation and attractions through to experience providers, restaurants and destination organisations.



Categories available for sponsorship are:

- Accessible and Inclusive Tourism Award
- B&B and Guest House of the Year
- Business Events Venue of the Year
- Camping, Glamping and Holiday Park of the Year
- Ethical, Responsible and Sustainable Tourism Award
- Experience of the Year
- Large Hotel of the Year
- Small Hotel of the Year
- New Tourism Business Award
- Pub of the Year
- Self-Catering Accommodation of the Year
- Taste of England Award
- Unsung Hero Award
- Large Visitor Attraction of the Year
- Small Visitor Attraction of the Year

*approx. 64,000 is the rounded combined number of contacts across VisitBritain/VisitEngland e-newsletters, VisitEnglandBiz X (formerly known as Twitter) and VisitEngland LinkedIn (not accounting for duplicated contacts).

** subject to potential conflict of interest

Awards event

The VisitEngland Awards for Excellence aligns with 16 local and regional awards competitions, culminating in a stunning national ceremony on an evening during the week commencing 3 June 2024.

A shining celebration of our thriving tourism industry, the Awards highlight people and organisations that deliver amazing experiences for visitors, ensuring England is recognised as a world-class destination.

This exclusive invitation-only event for over 200 guests is open to the three finalists for each category, winners of VisitEngland special awards, destination organisations, expert judges, sponsors and key industry figures. This celebration will see all finalists recognised for their contribution to tourism over the past year.



In 2023, the event was hosted by The Hotel Inspector, Alex Polizzi, at the stunning Warner Bros. Studio Tour London – The Making of Harry Potter. Previous hosts have included Claire Balding (The Library of Birmingham 2022), Julia Bradbury (virtual 2020), Kirsty Allsop (Assembly Rooms, Bath 2018) and Sue Perkins (Hilton Waldorf, London 2017).





Sponsorship packages

There are several exciting sponsorship packages available:

Headline Sponsor **SOLD OUT**

Category Sponsor - £7,000 +VAT

2x Category Sponsor - £10,000 +VAT

Bespoke, venue specific sponsorship opportunities are also available, including but not limited to:

- Venue sponsorship
- Drinks reception sponsorship
- Food and beverage sponsorship
- Audio visual/production/entertainment sponsorship

Please email awardssponsorship@visitengland.org for details.

For more information on the Awards go to: www.visitenglandawards.org

2024 Sponsor benefits

	Headline Sponsor	Category Sponsor
Bespoke branded VisitEngland Awards for Excellence 2024 sponsorship logo for use by the sponsor	✓	✓
Inclusion in sponsor announcement press release	✓	✓
Sponsor's representative to participate in national judging*	✓	✓
Inclusion in social media posts via @VisitEnglandBiz <ul style="list-style-type: none"> • X (twitter) (17k followers) • LinkedIn (21k+ followers) 	✓	✓
Inclusion in the VisitBritain/VisitEngland industry e-newsletter (25k+ subscribers)	✓	✓
Brand presence in e-communications to Awards applicants	✓	✓
Brand presence on a dedicated sponsorship page on the VisitEngland/VisitBritain industry website visitbritain.org	✓	✓
Headline sponsor brand presence throughout the Awards event	✓	
Space/base at Awards event drinks reception	✓	
AV piece to be shown on main stage during Awards Event	✓	
Live personal address to the audience at the Awards Event	✓	
Ten places at Awards event for networking/client entertaining	✓	
Four places at Awards event for networking/client entertaining**		✓
Brand presence on photo backdrop at Awards event	✓	✓
Presentation of the chosen category Gold Award winner on stage and photo opportunity	✓	✓
Introduction to category winners	✓	✓
Access to images from Awards event	✓	✓

* subject to potential conflict of interest

** six places at 2024 Awards event for sponsors sponsoring two categories with the option to purchase additional places – price tbc.

2023 Sponsors



A selection of past VisitEngland Awards for Excellence Winners:



