



Sponsorship Opportunities

VisitEngland Awards for Excellence 2022





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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 approx. 70,000 tourism industry contacts via e-communication, print editorial and social media*
- Gain brand exposure before, during and after the national Awards Event
- Network and engage directly with up to 50 award winning businesses from across the country
- Present an award on stage
- Participate in the national expert judging panels

A modernised Awards competition

Fully modernised in 2019, the Awards are currently aligned with 14 local and regional competitions across England. The VisitEngland Awards for Excellence 2022 will culminate in a special national ceremony on Wednesday 8 June.

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.

Three finalists will be selected for each category. All finalists will be awarded either Gold, Silver or Bronze at the discretion of the national judges.



Footnote:

*approx. 70,000 is the rounded combined number of contacts across VisitBritain/ VisitEngland e-newsletters, Quality Matters magazine, VisitEnglandBiz Twitter and VisitEngland LinkedIn (not accounting for duplicated contacts).



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Awards Event

This exclusive invitation-only event for up to 250 guests is open to the three finalists for each of the 15 VisitEngland Awards for Excellence categories, winners of VisitEngland special awards such as Tourism Superstar and Outstanding Contribution to Tourism Award, destination organisations, expert judges, sponsors and key industry figures. This relaxed, fun celebration will see all finalists recognised for their contribution to tourism over the past year. The event will take place at the Library of Birmingham on the evening of Wednesday 8 June 2022.

There are two exciting sponsorship packages available:

- Headline Sponsor
- Category Sponsor

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



Categories available for sponsorship are:

1. Accessible and Inclusive Tourism Award
2. B&B and Guest House of the Year
3. Camping, Glamping and Holiday Park of the Year
4. Ethical, Responsible and Sustainable Tourism Award
5. Experience of the Year
6. Large Hotel of the Year
7. Small Hotel of the Year
8. New Tourism Business Award
9. Pub of the Year
10. Resilience and Innovation Award
11. Self Catering Accommodation of the Year
12. Taste of England Award
13. Unsung Hero Award
14. Large Visitor Attraction of the Year
15. Small Visitor Attraction of the Year

Headline Sponsor - £15,000

Headline sponsorship offers one organisation a unique opportunity to create brand impact on a captive tourism industry audience with the following benefits:

- Headline sponsor brand presence throughout the Awards Event
- Live personal address to the audience at the Awards Event
- Branding at Awards event drinks reception
- Brand presence on photo backdrop at Awards Event
- AV piece to be shown on main stage during Awards Event
- 10 places at the Awards Event for your team and/ or your invited guests
- Bespoke branded VisitEngland Awards for Excellence 2022 sponsorship logo
- Inclusion in Twitter posts via @VisitEnglandBiz (17K followers)
- Inclusion in LinkedIn posts via VisitEngland (17K followers)
- Inclusion in the VisitBritain/ VisitEngland industry e-newsletter (28K+ subscribers)
- Brand presence in e-communications to Awards applicants
- Brand presence on a dedicated sponsorship page on the VisitBritain/ VisitEngland industry website www.VisitBritain.org
- Brand presence within one issue of Quality Matters magazine (circulation approx. 8K)
- Access to images from the Awards Event

Headline sponsorship also includes category sponsorship at no extra cost.

Category Sponsor - £5,000

- Category sponsor brand presence at the Awards Event
- Presentation of the category Gold Award winner on stage and photo opportunity
- Four places at the Awards Event for your team and/ or your invited guests
- Branding at Awards event drinks reception
- Brand presence on photo backdrop at Awards Event
- Bespoke branded VisitEngland Awards for Excellence 2022 sponsorship logo
- Inclusion in Twitter posts via @VisitEnglandBiz (17K followers)
- Inclusion in LinkedIn posts via VisitEngland (17K followers)
- Inclusion in the VisitBritain/ VisitEngland industry e-newsletter (28K+ subscribers)
- Brand presence in e-communications to Awards applicants
- Brand presence on a dedicated sponsorship page on the VisitBritain/ VisitEngland industry website www.VisitBritain.org
- Brand presence within one issue of Quality Matters magazine (circulation approx. 8K)
- Introduction to category winners
- Access to images from the Awards Event

What next?

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

To discuss these exciting sponsorship opportunities, please email awardssponsorship@visitengland.org.



**Awards for
Excellence
2022**



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