Sponsorship Opportunities

VisitEngland
Awards for Excellence 2020
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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 tourism experiences.

Sponsors can:

• Be promoted to approx. 35,000 tourism industry contacts via e-communications, print advertisement and social media*

• Gain brand exposure before, during and after the national Learning Expo & Awards Presentation

• Network and engage directly with up to 400 tourism businesses from across the country

• Present an award on stage (headline and category sponsors)

A modernised Awards competition


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:

*35,000 is the rounded combined number of contacts across VisitBritain/VisitEngland e-newsletters, Quality Matters magazine and @VisitEnglandBiz twitter (not accounting for duplicated contacts).
Learning Expo & Awards Presentation

The two-part event will take place across the afternoon and evening of either Monday 15th, Tuesday 16th or Wednesday 17th June 2020, at a location to be announced shortly. The Awards event will be attended by English tourism businesses, destination organisations, expert judges, sponsors and key industry figures.

To provide businesses with tools and expertise to help develop and promote quality product for the modern consumer, this year we will be hosting an afternoon Learning Expo for all 400 winners from the local competitions. Key features will be:

- ‘Learning Hubs’ focussed on a business growth topic with experts on hand to give top tips and answer delegate queries
- The main stage, for welcome address and a keynote speech from an inspirational speaker and a Q&A session.
Awards Presentation 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, 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.

Two exciting sponsorship packages:

- Headline Sponsor
- Learning Expo & Category Sponsor (combined)

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. Business Events Venue of the Year
4. Camping, Glamping and Holiday Park of the Year
5. Ethical, Responsible and Sustainable Tourism Award
6. Experience of the Year
7. Large Hotel of the Year
8. Small Hotel of the Year
9. International Tourism Award
10. New Tourism Business Award
11. Pub of the Year
12. Self Catering Accommodation of the Year
13. Taste of England 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 to a captive tourism industry audience, with the following benefits:

- Opportunity to open the Learning Expo with the Chair of the VisitEngland Advisory Board
- Headline sponsor brand presence throughout the Learning Expo & Awards Presentation
- Dedicated branded Hub at the Learning Expo, reaching up to 400 businesses
- Live personal address to the audience at the Awards Presentation
- Branded space at the Awards Presentation drinks reception
- Brand presence on photo backdrop at Awards Presentation
- A/V piece to be shown on the main stage during the Awards Presentation
- 10 places at the Awards Presentation for your team and/or your invited guests
- Bespoke branded VisitEngland Awards for Excellence 2020 sponsorship logo
- Inclusion in twitter posts via @VisitEnglandBiz (15k+ followers)
- Inclusion in the VisitBritain/VisitEngland industry e-newsletter (10k+ subscribers)
- Brand presence in e-communications to Awards applicants
- Brand presence on a dedicated sponsorship page on the VisitEngland/VisitBritain industry website visitbritain.org
- Brand presence within one issue of Quality Matters magazine (approx. 10k circulation)
- Access to images from the Learning Expo and Awards Presentation
- Brand presence within the PR Toolkit sent to all finalists

Headline sponsorship also includes category sponsorship at no extra cost.
Learning Expo & Category Sponsor - £7,000

- Dedicated branded Hub at the Learning Expo, reaching up to 400 businesses
- Category sponsor brand presence at the Awards Presentation
- Presentation of the category Gold Award winner on stage and photo opportunity
- 4 places at the Awards Presentation for networking/client entertaining
- A/V piece to be shown on the main stage during the Awards Presentation
- Branded space at the Awards Presentation drinks reception
- Brand presence on photo backdrop at Awards Presentation
- Bespoke branded VisitEngland Awards for Excellence 2020 sponsorship logo
- Inclusion in twitter posts via @VisitEnglandBiz (15k+ followers)
- Inclusion in the VisitBritain/VisitEngland industry e-newsletter (10k+ subscribers)
- Brand presence in e-communications to Awards applicants
- Brand presence on a dedicated sponsorship page on the VisitEngland/VisitBritain industry website visitbritain.org
- Brand presence within one issue of Quality Matters magazine (approx. 10k circulation)
- Introduction to category winners
- Access to images from the Learning Expo and Awards Presentation
- Brand presence within the PR Toolkit sent to all finalists

What next?

For more information on the Awards go to: www.visitenglandawards.org
To discuss these exciting sponsorship opportunities, please email awardssponsorship@visitengland.org.