



SPONSORSHIP OPPORTUNITIES



Active Lancashire Awards

17 November 2023

Ewood Park, Blackburn

**TOGETHER WE CAN
DO MORE
BE STRONGER
CREATE CHANGE
TACKLE INEQUALITIES
SHAPE FUTURE GENERATIONS
LANCASHIRE
ARE WE
TOGETHER?**



About the Awards

Our awards celebrate sporting achievements and the ways physical activity helps activate communities and individuals across the county.

The event pays tribute to those who have improved their own lives or the lives of others through activity, regardless of who they are or where they are based in the county. It also highlights individuals and groups who work tirelessly to support their community and help local people thrive.

Over 300 people attend each year, with many leaving the event feeling more inspired to make a difference than ever before.

We do not receive any funding to host the awards and rely on the support of local businesses. If you believe in improving the health and wellbeing of Lancashire residents, there are a number of ways you can support us.

There are many opportunities for sponsors to reach attendees before, during and after the event, so that when they think of a healthier Lancashire they think of your organisation.

This year, the awards will take place on Friday 17 November at Ewood Park, the home of Blackburn Rovers - an accessible venue with good links to areas across the county.



A message from Adrian Leather CEO at Active Lancashire

As the County's leading charity for sport and physical activity, Active Lancashire is passionate about the impact we have on changing people's lives and building the next generation of athletes.

Our work is centred around engaging people in sport, improving health and inspiring communities. The Active Lancashire Awards are just one of the ways in which we recognise and celebrate both community sport & activity in Lancashire, hopefully inspiring the next generation of sporting leaders and participants.

We are proud of our work with the local authorities and committed to our core values which underlie who we are and what we do: forward-thinking, people first, everyone counts, working together, passionate and influencing change.

If you feel that these values compliment your own ethos and support your Corporate Social Responsibility strategy, then please join us in hosting a fantastic event which celebrates the great work being carried out across Lancashire.



CATEGORIES

Coach of the Year

Presented to a coach or activator who has selflessly given up their time and invested their expertise to help those interested in sport and active lifestyles, to improve their skills, confidence and realise their full potential.

Club of the Year

Presented to a thriving organisation or club who help people be more active and improve local wellbeing. Nominations should demonstrate that they are proactive and well-governed, work hard to retain and attract new participants and make a big impact within their community.

Volunteer of the Year

Presented to a volunteer who has given up their free time to promote and support active lifestyles in a non-coaching capacity at a traditional sports club.

The Jimmy Armfield Lifetime Achievement Award

Presented to an individual who has shown a consistent lifetime commitment (20+ years) and made a major contribution to community sport and active lifestyles within Lancashire.

Young Achiever of the Year

Presented to the most talented young performer in the County, who has shown exceptional dedication to their sport and has the potential to perform at the highest level.

Activating Communities – Individual or Group

Presented to an individual or group that go the extra mile within their community by supporting others to participate in physical activity and providing innovative opportunities that make a difference.



Sponsors are invited to be part of our judging panel to select the winners for each category.

Primary School of the Year

Presented to a Primary School that has gone above and beyond to support their pupils' physical and mental health, providing opportunities for every pupil to access provision, regardless of their ability.

Secondary School of the Year

Presented to a Secondary School that has gone above and beyond to support their pupils' physical and mental health, providing opportunities for every pupil to access provision, regardless of their ability.

Health and Wellbeing Award

Presented to those supporting others with their physiological health, mental wellbeing, health management or any of the wider outcomes supported by physical activity and sport. The nominee should be seen to promote the vital role that being physically active plays in supporting health outcomes.





Reach guests on arrival at our sponsor marketplace and drinks reception





Present trophies to winners, showcase your brand and support a healthier Lancashire



HEADLINE SPONSOR

£8,000 +VAT

The headline sponsor will be the overall sponsor of the awards ceremony.

This business will be presented across all our material, marketing activities and will enjoy:

- The business logo showcased together with the awards branding
- Company details on all the events marketing material
- Dedicated advertising page in the official programme
- Presence on the dedicated website page for the awards
- Presence on the AV presentation on the night of the event
- Presence in all follow up marketing activity after the event
- A speaking opportunity on the night during the welcome speeches
- A place on the judging panel
- A table for ten people at the event
- Invitation to networking events organised by Active Lancashire
- Company name on winners certificates and trophies
- Main presence across social media channels
- A table to showcase services on entry to the event
- New for 2023: Select the charity (or charities) for our raffle with Active Lancashire and be involved in announcing the donation

CATEGORY SPONSOR

£1,250 +VAT

A category sponsor will be the only business associated with a particular category.

The business will be visible across the marketing material and social media activities when the selected category is mentioned. The business will also enjoy:

- The business logo showcased when the category is being marketed
- Presence on the dedicated website section as a supporter of the awards
- Presence in the section of the event brochure associated with the category
- Presence on the AV presentation on the night when the category is presented
- Presence in follow up marketing material associated to the category
- Two tickets for the event (and half price additional tickets)
- Invitation to networking events organised by Active Lancashire
- Name on that category's winner certificate and trophy
- A table to showcase services on entry to the event
- New for 2023: A percentage of your sponsorship will be awarded by your organisation as prize money to the category winner to help their local project/club/sport or be donated to a related charity of their choice, demonstrating your support to local communities.

DRINKS RECEPTION SPONSOR

£1,250 +VAT

The drinks reception sponsor will have the opportunity to brand the main entrance to the event venue, as well as:

- Place a branded gift on each place setting, getting up close to 300 guests*
- Have their brand present throughout the night on the main AV screen
- Host a branded table where guests collect their welcome drink, being seen by most people on arrival*
- Enjoy a presence on the social media activity before, during and after the event
- Receive two tickets to attend the awards
- Have a presence on the dedicated website as a supporter of the awards



* Sponsor will provide their branded gift and decoration for the drinks reception



Active Lancashire is a charitable organisation who would not be able to continue holding these awards without the support of local organisations. Working together by taking on a sponsorship opportunity is a fantastic way of giving back to your local community and the inspiring individuals who go the extra mile in keeping Lancashire healthy and active.

Organised By



Contact

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